



The leading wireless solution for connecting mobile users to the customers, colleagues and information that drive business.

BlackBerry Enterprise Solution

*Mobilize Your Email, Enterprise Applications
and Voice Communication Systems*

The Complete Wireless Solution for the Enterprise

"It's easy to use. It offers phone, email and organizer in one package. When we discovered we could add on an application that offered us some field reporting capabilities, we knew it was the right solution for us."

*Mike Verini, Bureau Chief
Broward County Emergency Management*



The BlackBerry Enterprise Solution is the leading wireless platform for connecting mobile professionals to customers, colleagues and information.

Wireless access to communications and information is no longer a luxury reserved for top executives — it is a business necessity for mobile workers and corridor warriors throughout your organization. The BlackBerry® Enterprise Solution helps boost business performance by increasing overall productivity and allowing workers to make timely decisions based on the most accurate information available.

The BlackBerry Enterprise Solution allows mobile users to access communications and information wirelessly, including:*

Messaging and Collaboration Tools — Proven BlackBerry® technology makes it easy for mobile workers to stay connected with colleagues and information:

- **Email** — Wirelessly extends existing enterprise email using automatic BlackBerry push delivery.
- **Instant Messaging** — Increase communication and collaboration with mobile access to enterprise instant messaging systems.
- **Personal Information Management** — Complete wireless synchronization of calendar, address book, tasks and notes keeps mobile workers up-to-date.

Enterprise Data — Wirelessly enables applications, intranets, data stores and back-end systems including customer relationship management, sales force automation, field service automation, network and systems management, business intelligence and more.

Enterprise Voice — Help ensure mobile professionals never miss a call by extending office desk phone functionality to BlackBerry® smartphones while enabling telecom administration for mobile calls. BlackBerry smartphone users can now use productivity enhancing features, including:

- **One phone number, one voicemail** — A single business phone number rings up to four wireless devices simultaneously or sequentially. All unanswered calls go to a single corporate voice mail box, simplifying message management.
- **Consistent caller identity** — Mobile users can make enterprise voice calls with the same identity as their corporate desk phones using their BlackBerry smartphones.
- **Advanced phone functions** — Using visual menus in the BlackBerry phone application or by entering familiar star codes, access advanced functions, such as call controls and conferencing.
- **Fixed-Mobile call switching** — Workers can move with ease between their desk and mobile locations with the ability to seamlessly transfer calls from their desk phones to their BlackBerry smartphones.

Personal Productivity Tools — With the BlackBerry Enterprise Solution, users gain seamless access to information using best-in-class BlackBerry smartphones that integrate:

- Phone
- Text messaging (MMS and SMS)
- Web
- Download and edit email attachments⁵

Top Reasons to Deploy the BlackBerry Enterprise Solution

The Clear Choice for the Enterprise

1. Flexible Wireless Solution

- *Single platform* – Manage multiple wireless network technologies, devices, messaging servers and enterprise systems with a single BlackBerry® Enterprise Server.
- *Offers choice* – Supports leading enterprise email platforms, back-end systems and applications from a wide range of vendors. Select the wireless devices that best suit your needs from award-winning BlackBerry smartphones to a wide variety of BlackBerry enabled devices from leading manufacturers.

2. Advanced Security Features

- *End-to-end AES or Triple DES** encryption* – FIPS 140-2 validated encryption technology helps ensure the confidentiality and integrity of wirelessly transmitted information from behind the firewall to wireless devices in the field.
- *Supports more than 300 over the air wireless IT policies and commands* – Impose device lock-down, wipe data from lost or stolen devices and define and wirelessly enforce security settings such as Bluetooth® lockout and required/disallowed applications on BlackBerry smartphones.
- *Optional S/MIME^E, IBM® Lotus® Domino® encrypted mail and PGP support* – Wirelessly sign and encrypt messages between senders and recipients, providing writer to reader security functionality, plus support for S/MIME and PGP encrypted email attachments.
- *Available BlackBerry® Smart Card Reader* – Create a secure, two factor authenticated environment for granting access to BlackBerry smartphones and PKI applications.
- *Independent Security Certifications* – The BlackBerry Enterprise Solution has received more security accreditations globally than any other wireless solution, including CESG approval. It is the first mobile solution to receive Common Criteria certification and FIPS 140-2 validation of its cryptography .

“We looked at various offerings of mobile phone companies but nothing came close to the level of functionality that BlackBerry has given us. Along with the flexibility of the solution, it also allows us to write our own applications and deploy them to the field.”

Geoff Wright,
Chief Engineer, GMTV

3. Lowest Total Cost of Ownership (TCO)

- *Ready for the enterprise* – Enterprise-grade security and management capabilities come included with the BlackBerry Enterprise Solution – no add-on purchases are needed.
- *Efficient use of bandwidth* – Data compression and transcoding reduce the amount of data transmitted over wireless networks resulting in lower cost for organizations.
- *Leverages existing investments* – Standards-based protocols and development tools help ensure that practically any existing enterprise application, infrastructure or system can be wirelessly enabled without being rebuilt or replaced.
- *One-time Client Access License (CAL) fee* – Purchasing a CAL allows a BlackBerry smartphone or BlackBerry enabled device to access communications and information services from BlackBerry Enterprise Server. CALs do not expire and can be transferred between users and smartphones, saving organizations annual licensing fees and reducing the overall cost of license administration and management.

4. Easy to Deploy, Easy to Manage

- *Role and group-based administration capabilities* – Help mitigate security and operational risks as well as reducing administrative overhead by delegating permissions by role and creating administrative user groups.
- *Over-the-air wireless application deployments* – Provides fast, cost-effective method for remotely supporting users and managing application lifecycles.
- *Track key device statistics* – Easily review and monitor third party applications, IT policies, device models, PINs, software versions and serial numbers.

5. Comprehensive

- *BlackBerry® Solution Services* – BlackBerry® Technical Support Services, BlackBerry® Training, and RIM® Professional Services – help organizations achieve their business goals and get more from their BlackBerry solution investment throughout its lifecycle. Additional programs and resources are also available, including the Corporate Developer Program and BlackBerry® Technical Solution Center, which are designed to help organizations deploy, manage and extend their wireless solution.
- *The standard for end-to-end compatibility and functionality* – Help eliminate compatibility issues and support concerns when you choose the BlackBerry Enterprise Solution. It is the most cohesive, wireless platform available.

6. Market Leader

- *Millions of users* – Trust the leading wireless platform for the enterprise used by over 10 million subscribers worldwide.
- *Global availability* – Access communications and information virtually anywhere with availability and support on over 325 networks in more than 125 countries.
- *Extensive ISV network* – Get the most from your BlackBerry Enterprise Solution with help from a growing community of BlackBerry® Alliance Members that offer many unique solutions and services.

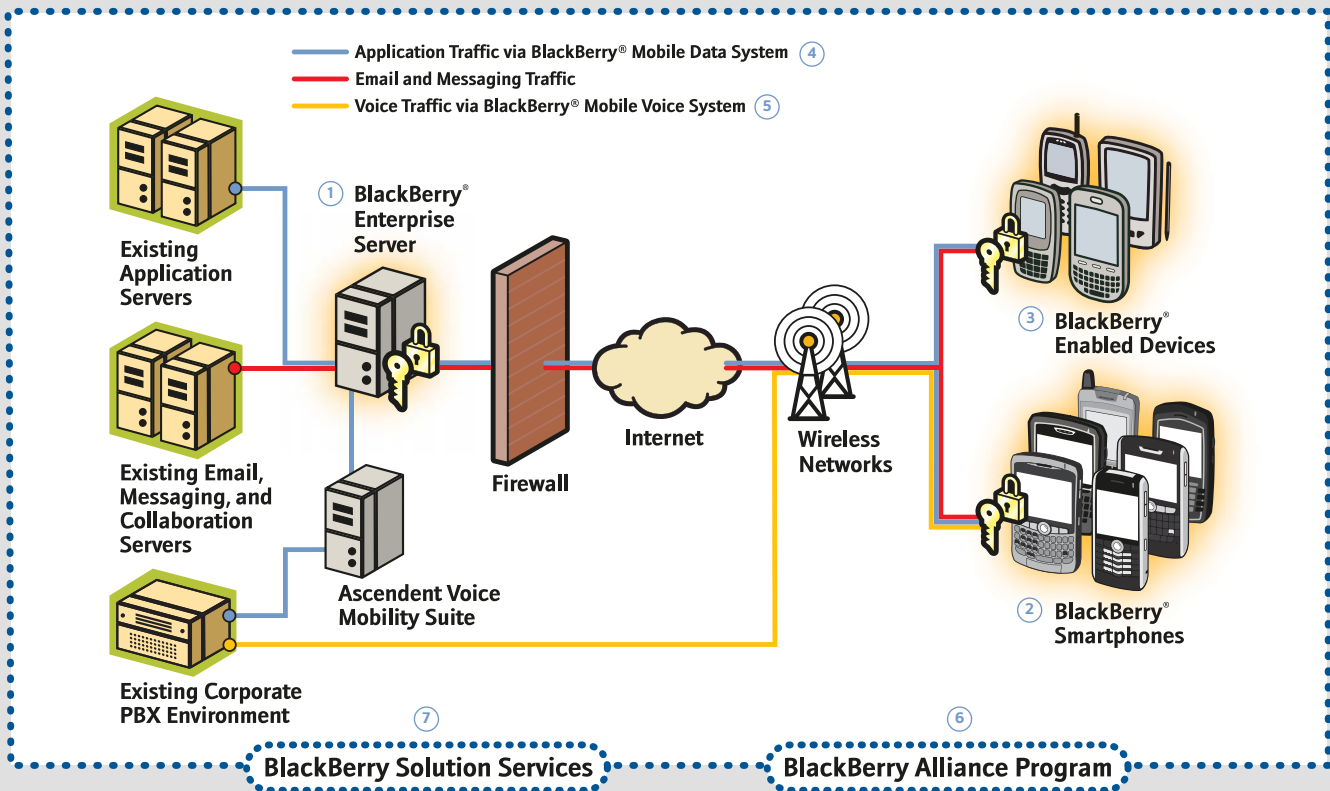
BlackBerry Enterprise Solution Architecture

The BlackBerry Enterprise Solution is a flexible, IT friendly solution with advanced security features that allow mobile users to access enterprise email and business critical applications wirelessly.

Key elements of the BlackBerry Enterprise Solution are:

- ① **BlackBerry Enterprise Server** is robust software that acts as the centralized link between BlackBerry smartphones, enterprise applications and wireless networks. The server is designed to integrate with enterprise messaging and collaboration systems to provide mobile users with access to email, enterprise instant messaging and personal information management tools. All data between applications and BlackBerry smartphones flows centrally through the server. It also provides advanced security features and offers administrative tools that simplify management and centralize control.
- ② **BlackBerry smartphones** are integrated wireless voice and data devices that are optimized to work with the BlackBerry Enterprise Solution. They provide push-based access to email and data from enterprise applications and systems in addition to web, MMS, SMS and organizer applications. BlackBerry smartphones feature large, bright color screens, an easy to use navigation trackwheel or trackball and menu interface, QWERTY keyboard layouts and a host of top of the line features, including Bluetooth® support and excellent battery life.
- ③ **BlackBerry enabled devices** from leading manufacturers include BlackBerry® Connect™ software that allows them to connect to the BlackBerry Enterprise Server.✱
- ④ **BlackBerry® Mobile Data System** (BlackBerry® MDS) is an optimized framework for creating, deploying and managing applications for the BlackBerry Enterprise Solution. It provides essential components that enable applications beyond email to be deployed to mobile users, including developer tools, administrative services and BlackBerry device software. BlackBerry MDS simplifies and speeds wireless application development and deployment by providing corporate developers, BlackBerry Alliance Members and IT professionals with a choice of tools that meet their requirements, skills and experience. It also uses the same proven BlackBerry push delivery model and advanced security features used for BlackBerry email.
- ⑤ **BlackBerry® Mobile Voice System** (BlackBerry® MVS) converges office desk phones and BlackBerry smartphones, revolutionizing enterprise voice communications with the same mobility advantages the BlackBerry Enterprise Solution provides for wireless email and data. BlackBerry MVS encompasses BlackBerry MVS Client software for BlackBerry smartphones, the BlackBerry MVS Connector component of BlackBerry Enterprise Server and the Ascendent® Voice Mobility Suite to unify fixed and mobile voice communications so users can be reached at a single business phone number and access enterprise voice features whether they're at their desks or on the go. BlackBerry MVS offers advanced security features and system management functionality, such as enabling administrators to route mobile calls through the PBX, automatically authenticating BlackBerry smartphone users to the PBX and logging or recording BlackBerry smartphones calls for regulatory compliance.
- ⑥ **BlackBerry® Alliance Program** helps ensure that organizations have a wide selection of applications, services and solutions for the BlackBerry Enterprise Solution by bringing together a large community of independent software vendors, system integrators and solution providers.
- ⑦ **BlackBerry Solution Services** help organizations achieve their business goals and get more from their BlackBerry solution investment throughout its lifecycle. This holistic service offering includes, BlackBerry Technical Support Services, BlackBerry Training, and RIM Professional Services. Additional programs and resources are also available, including the Corporate Developer Program and BlackBerry Technical Solution Center, which are designed to help organizations deploy, manage and extend their wireless solution.

BlackBerry Enterprise Solution Architecture



Integration with application servers and databases using standards-based methodologies so organizations can leverage existing investment in technologies such as:

- Microsoft SQL Server™ and MSDE 2000
- IBM DB2®
- XML Web Services
- And more

Integration with messaging and collaboration servers for email, personal information management (PIM) data and enterprise instant messaging, including:

- IBM Lotus Domino, IBM Lotus Sametime® and IBM Lotus Connections
- Microsoft® Exchange and Microsoft Live Communication Server™
- Novell® GroupWise® and Novell GroupWise Messenger™
- Oracle®*
- Sun®*

Support for global carrier networks

is based on the following standard network technologies:

- cdmaOne®, CDMA2000® 1X and Ev-DO
- GSM™/GPRS and EDGE
- iDEN™
- UMTS
- Mobitex®
- DataTAC®
- 802.11a/b/g Wi-Fi

“It was an incredibly easy fit, architecturally, as well as from a maintenance standpoint. It just works – it does what it’s supposed to do.”

Neil Notkin, President
Aegis Funding Corporation



For More Information

Obtain additional information on how the BlackBerry Enterprise Solution can empower your mobile professionals and provide competitive advantages for your organization:

Web: www.blackberry.com/go/solution

Email: tech-inquiry@blackberry.com

To Purchase

You can purchase the BlackBerry Enterprise Solution by:

Telephone: **1-877-255-2377**

Online: www.blackberry.com/go/purchase

or by contacting your wireless service provider

About BlackBerry

BlackBerry is an industry-leading solution developed by Research In Motion Limited.

Founded in 1984, Research In Motion is a world leader in the wireless communications market.

*Check with service provider for availability, roaming arrangements, service plans and features. Certain features outlined in this document require a minimum version of BlackBerry Enterprise Server Software, BlackBerry Desktop Software and/or BlackBerry Device Software and may require additional development or third party products and/or services for access to corporate applications and use of certain models of BlackBerry devices. When you subscribe for, acquire, or use third party products and services with RIM products or services you accept that: 1. It is your sole responsibility to (a) ensure that your airtime service provider will support all of their features; (b) identify and acquire all required intellectual property and other licences prior to installation or use and to comply with the terms of such licences; 2. RIM provides such products and services on an "AS IS" basis with no express or implied conditions, endorsements, guarantees, representations or warranties of any kind, and assumes no liability whatsoever with respect to them. **Available for BlackBerry Enterprise Server for Microsoft Exchange and BlackBerry Enterprise Server for IBM Lotus Domino. †Support for S/MIME available for BlackBerry Enterprise Server for Microsoft Exchange only and BlackBerry Enterprise Server for IBM Lotus Domino. ‡Features and functionality of BlackBerry® Connect™ may vary from device to device. §Requires BlackBerry Device Software v4.5 and supports Microsoft Word and Microsoft PowerPoint.

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