



*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 Back-end 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 enterprise applications, intranets, data stores and back-end systems, including customer relationship management (CRM), sales force automation (SFA), field service automation (FSA), network and systems management (NSM), business intelligence and more.

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

- Phone
- Web
- Text messaging (MMS and SMS)
- And more

## BlackBerry Enterprise Solution Architecture

# The BlackBerry Enterprise Solution is a flexible, IT friendly solution enterprise email and business critical applications.

### Key elements of the BlackBerry Enterprise Solution architecture are:

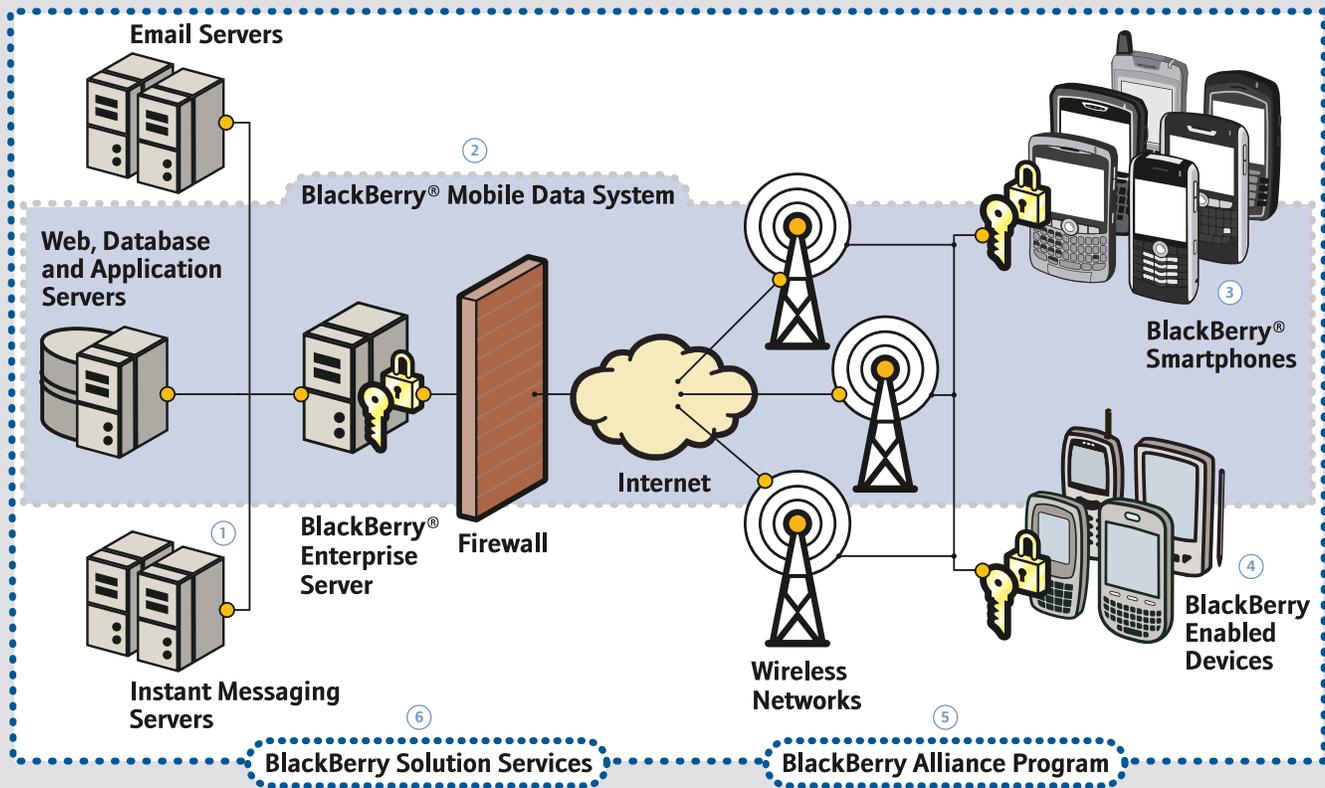
- ① **BlackBerry Enterprise Server** is robust software that acts as the centralized link between BlackBerry smartphones, enterprise applications and wireless networks. The server integrates with enterprise messaging and collaboration systems to provide mobile users with access to email, enterprise instant 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® 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.
- ③ **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.
- ④ **BlackBerry enabled devices** from leading manufacturers include BlackBerry Connect software that integrates key BlackBerry features, such as push delivery technology and the ability to connect to BlackBerry Enterprise Server.
- ⑤ **BlackBerry Alliance Program** brings together a large community of independent software vendors, system integrators and solution providers that offer applications, services and solutions for the BlackBerry Enterprise Solution. It is designed to help organizations make the most of the BlackBerry Enterprise Solution when mobilizing their enterprises.
- ⑥ **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® Education Services, 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.

*"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*

that provides mobile users with secure wireless access to their

## 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 and IBM Lotus Sametime®
- 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
- 802.11 b Wireless LAN

## 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 such as HTC (Windows Mobile®-based Pocket PCs), Sony Ericsson®, Nokia®, Motorola®, Palm®, Inc. and Siemens®.

### 2. Secure

- *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 100 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†, IBM® Lotus® Domino® encrypted mail and PGP support* – Wirelessly sign and encrypt messages between senders and recipients, providing writer to reader security functionality.
- *Available BlackBerry® Smart Card Reader™* – Create a secure, two factor authenticated environment for granting access to BlackBerry smartphones and PKI applications.

"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, so implementing a fully-functioning wireless solution costs less with BlackBerry.‡
- *Uses less bandwidth* – Efficient use of bandwidth and airtime on wireless networks translates into lower costs 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 smartphone statistics* – Easily review and monitor third party applications, IT policies, device models, PINs, software versions and serial numbers.

### 5. Reliable

- *BlackBerry® Solution Services* – BlackBerry® Technical Support Services, BlackBerry® Education Services, 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 compatibility and functionality* – Help eliminate compatibility concerns and support nightmares 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 8 million subscribers worldwide.
- *Global availability* – Access communications and information virtually anywhere with availability and support on over 225 networks in more than 100 countries.
- *Extensive ISV network* – Get the most from your wireless solution with help from a growing community of BlackBerry Alliance Members that offer many unique solutions and services.



## 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](http://www.blackberry.com/go/solution)

Email: [tech-inquiry@blackberry.net](mailto:tech-inquiry@blackberry.net)

## To Purchase

You can purchase the BlackBerry Enterprise Solution by:

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

Online: [www.blackberry.com/go/purchase](http://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. Prior to subscribing to or implementing any third party products and services, it is your responsibility to ensure that the airtime service provider you are working with has agreed to support all of the features of the third party products and services. Installation and use of third party products and services with RIM's products and services may require one or more patent, trademark or copyright licenses in order to avoid infringement of the intellectual property rights of others. You are solely responsible for determining whether such third party licenses are required and are responsible for acquiring any such licenses. To the extent that such intellectual property licenses may be required, RIM expressly recommends that you do not install or use these products and services until all such applicable licenses have been acquired by you or on your behalf. Your use of third party software shall be governed by and subject to you agreeing to the terms of separate software licenses, if any, for those products or services. Any third party products or services that are provided with RIM's products and services are provided "as is". RIM makes no representation, warranty or guarantee whatsoever in relation to the third party products or services and RIM assumes no liability whatsoever in relation to the third party products and services even if RIM has been advised of the possibility of such damages or can anticipate such damages. \*\*Available for BlackBerry Enterprise Server for Microsoft Exchange and BlackBerry Enterprise Server for IBM Lotus Domino only. †Support for S/MIME available for BlackBerry Enterprise Server for Microsoft Exchange and BlackBerry Enterprise Server for IBM Lotus Domino only. §Features and functionality of BlackBerry Connect and BlackBerry Built-In devices may vary from device to device. ‡The Tolly Group. Comparing the Cost of BlackBerry Enterprise Server vs. Microsoft Direct Push: Enterprise Management and Security TCO Comparison, June 2007.

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