

Making **Mobility** Your Business Advantage



From the CEO to members of the sales team, today's workforce needs access to critical data and business applications anytime, anywhere, to keep up with a fast-paced business environment. **Solution: An Integrated Mobile Strategy**

The Enterprise and Mobility: An Integrated Pair



Jeff McDowell

A CEO in Europe wants access to some critical information during a meeting with a key client. He takes out his BlackBerry® smartphone—and has the data at his fingertips in seconds.

During a routine sales call, a business development manager looks up product information for his customer on his BlackBerry smartphone and actions the sale on the spot.

As mobile workforces grow, the demands on IT executives to provide the tools that allow employees to have access to key organizational data anytime, anywhere is growing as well. Add to that today's business environment, which moves at breakneck speed, and more CIOs are incorporating a mobile strategy into their IT infrastructure plans.

According to Forrester Research, providing more mobility support to employees is a top telecommunications and IT initiative of today's enterprises. In addition, Forrester states that nearly half of enterprises say that formalizing and executing on a mobile strategy (one which contains architectural frameworks for mobility) is a priority.

That's not too surprising, given the boosts in productivity that our customers tell us about. In fact, many executives are including mobility as part of their overall IT planning processes.

We see companies rolling out mobile applications as a seamless extension to BlackBerry smartphones, such as the financial services company that uses a platform to connect its mobile workforce to backend data. Employees can check recent transactions, access market data, track new leads and more—all from their BlackBerry smartphones. They are better prepared for

client meetings, and have the ability to respond and act on information and tasks while out in the field.

This is just one example of how enterprises are using mobile technology for business advantage.

In this special supplement you will read how our System Integrators are working with CIOs to tackle large mobile integrations—one of our System Integrators is managing 25,000 BlackBerry smartphone users—including applications tailored to customers' specific business and industry needs.

They're working on improving workflow efficiencies, with the ability to customize as needed. Our System Integrators understand how to manage an organization's BlackBerry smartphone investment and email, to help the company achieve significant ROI through mobilizing other types of enterprise data.

And when it comes to business applications for the BlackBerry smartphone, there are literally thousands of choices for the enterprise.

I invite you to learn about the positive business impact that the BlackBerry smartphone platform can have on your company.

On the following pages we are highlighting 12 members of the BlackBerry Alliance Program. They offer a broad range of standard and custom-developed applications for specific business and industry needs, as well as services that are helping enterprises improve efficiencies through mobile integrations. You will read about their customer success stories, and how our alliance members are helping their customers become more agile, competitive and innovative every day.

Mobility is a platform that has moved far beyond email and calendaring. It is not specific to any industry or any employee role. It is clearly adding business value to the enterprise.

Read on to see how it can add value to your business.

Jeff McDowell

*VP Business Marketing & Alliances,
Research In Motion (RIM) Limited*

For More Information

Enterprise CIOs want their mobile workforce to have the tools for quick and highly secure access to information. That means having a mobile strategy that is going to give your organization a competitive edge.

Learn more about how mobile technology from Research In Motion (RIM), and members of the BlackBerry Alliance Program can make your enterprise more agile and give you a business advantage.

Contact us at: cio@blackberry.com

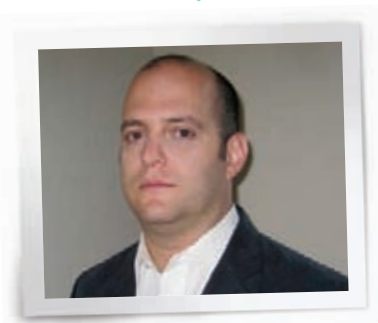
Visit: www.blackberry.com/getthefacts

- 4 **3i Consulting**
Taking the Enterprise to the Streets
- 5 **Affiliated Computer Services, Inc. (NYSE: ACS)**
Connecting Mobility to Better Performance
- 6 **Antenna Software**
Putting Mobile Services to Work
- 7 **Bayalink**
Maximizing Mobile Productivity
- 8 **BMC Software and Aeroprise**
BMC Software Puts the Power of Mobility into the Field
- 9 **CGI**
CGI Powers Client Productivity
- 10 **CSC**
Bringing Enterprise Solutions to the Business
- 11 **Hewlett-Packard (Canada) Co.**
Mobility Goes Mainstream
- 12 **Pyxis Mobile**
Taking Mobility to a New Level
- 13 **Salesforce.com**
Driving Customer Success With Cloud Computing and Mobile Smartphones
- 14 **Vox Mobile**
Supporting Mobility in the Enterprise
- 15 **Wallace Wireless**
Banking on Wireless Access to Data

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Cover Image: BlackBerry® Tour™ 9630 smartphone
Left Image: BlackBerry® Curve™ 8900 smartphone

Taking the Enterprise to the Streets



Alon Raskin

COMPANY OVERVIEW:

3i Solutions specializes in mobilizing SAP® solutions with the Mobile Workplace platform solution that extends business processes to the BlackBerry smartphone. 3i Solutions helps its customers simplify IT systems and increase ROI.

CEO:

Alon Raskin

INDUSTRY FOCUS:

SAP Solutions

HEADQUARTERS:

Houston, Texas

FOR MORE INFORMATION:

www.themobileworkplace.com

BLACKBERRY ALLIANCE PROGRAM—MEMBER PROFILE:

BlackBerry Alliance Select Member

CONTACT INFORMATION:

email: info@go3i.com

phone: (713) 513-4820

Enterprise systems have fueled enormous gains over the last decade. They've allowed organizations to gain insights and understanding that simply weren't possible in times past. However, extending data to the point of interaction has remained a challenge. "Many

vacation—so the approval would simply sit for days or a couple of weeks," says Jacques McGregor, Senior Manager of IT Strategy.

This is no longer the case. Tesoro successfully conducted a pilot and recently implemented 3i's Mobile Workplace

"... in terms of value and ease of implementation, Mobile Workplace on the BlackBerry smartphone is at the top of the list."

Michiel Espach CIO, Tesoro Corporation

organizations struggle to execute decisions quickly and effectively," explains George Steel, Vice President of Sales for 3i Solutions. "More often than not, the bottleneck occurs because workflow, documents and files are not accessible to mobile employees when action is required."

3i Solutions, which helps organizations implement and manage mobile solutions for SAP, streamlines workflow and business processes. 3i's Mobile Workplace platform is a native SAP Netweaver application that extends functionality to the BlackBerry platform and provides an intuitive user interface. The platform also offers rapid deployment and supports SAP transactions on the BlackBerry platform.

Increasing the speed of the approval process and improving business results ranked high on a list of must-haves for San Antonio, Texas-based Tesoro Corporation. The Fortune 100 firm is an independent refiner and marketer of petroleum products. In the past, purchase requisitions were often delayed by the inability of managers to be at a computer to view them. "People are out of the office—they're traveling and they're on



3i Solutions SAP HCM demo on the BlackBerry® Storm™ 9530 smartphone

platform on the BlackBerry smartphone, effectively redefining the approval process. Now, managers can sign off requisitions on their BlackBerry smartphones wherever they are located. In many instances, the lag time has been reduced, allowing Tesoro to move faster on various projects. "We run hundreds of systems at Tesoro, and in terms of value and ease of implementation, Mobile Workplace on the BlackBerry smartphone is at the top of the

list," says Tesoro CIO Michiel Espach. "The benefits it enables are efficiencies, directly translating to cost savings. It supports my vision of boundaryless systems and allows decision makers to work where they are, not requiring them to be at their desk."

Tesoro plans to roll out other mobile approval processes in the coming months and expand the overall use of 3i's Mobile Workforce platform, integrated with SAP and BlackBerry smartphones.

"The ability for employees to execute approvals on the spot using BlackBerry smartphones is a huge advantage," McGregor points out. "It has produced some very real productivity gains and ROI that we can measure."

Connecting Mobility to Better Performance

One of the challenges of today's mobile environment is designing solutions that seamlessly manage tasks and workflow across disparate products and services. Affiliated Computer Services, Inc. (NYSE: ACS) helps guide organizations through the chaos with managed mobility solutions that span the mobility lifecycle of strategy, carrier negotiation, purchasing, expense management, deployment, customer care support and additional custom applications that support the enterprise processes. As a global leader in IT and business process outsourcing, ACS is a source for managing

reduces overall communication expenses.

It's an approach that appeals to a growing number of companies. One global sports clothing manufacturer with 6,600 BlackBerry smartphones deployed had wireless expenditures exceeding \$9 million annually. An ACS managed mobility solution using the BlackBerry platform helped the company centralize procurement, slash infrastructure costs, trim overall mobility expenses, and boost availability and performance for the Americas, Asia and EMEA. With a remote infrastructure management solution as



Lynn R. Blodgett

“Organizations can achieve tremendous synergy and savings when a single vendor addresses mobility management processes.”

Chris Tranquill Managing Director for Communications and Consumer Goods, ACS

infrastructure and BlackBerry platform and other mobile deployments for many Fortune 100 firms.

“Organizations can achieve tremendous synergy and savings when a single vendor addresses mobility management processes,” notes Chris Tranquill, Managing Director for Communications and Consumer Goods at ACS.

Indeed, the strategic relationship between ACS Managed Mobile Services, applications for business and the BlackBerry platform helps provide clients with a mobile solution that can improve functionality and overall efficiency. As a strategic solution integrator using BlackBerry smartphones as the cornerstone of deployment, ACS' approach increases productivity and

well as ACS Managed Mobility Services, the firm standardized builds and policies, implemented remote device management, and automated patching and migration.

Through the pooling of resources and greater optimization, the ACS solution helped save the company about \$420,000, reduce staff by 30 percent and decrease the impact on help desk complaints by more than 25 percent. Says Tranquill: “Huge benefits derive from managing a mobile infrastructure effectively.” ACS continues to work with the manufacturer to help determine the best applications that could be a factor in driving further process and employee productivity, while continuing to reduce and manage the telecom expenses.

COMPANY OVERVIEW:

ACS is a global leader in business process and information technology services. The \$6.5 billion Fortune 500 company, with 76,000 professionals, develops and provides managed mobility solutions that address the entire lifecycle of BlackBerry smartphones.

PRESIDENT, CEO AND DIRECTOR:

Lynn R. Blodgett

INDUSTRY FOCUS:

Systems Integration and Mobilization of Enterprise Applications

HEADQUARTERS:

Dallas, Texas

FOR MORE INFORMATION:

www.acs-inc.com

BLACKBERRY ALLIANCE PROGRAM—MEMBER PROFILE:
BlackBerry Alliance Select Member

CONTACT INFORMATION:

email: brent.rasmussen@acs-inc.com
phone: (801) 318-8251

Putting Mobile Services to Work



Jim Hemmer

COMPANY OVERVIEW:

The Antenna Mobility Platform (AMP) is the industry's premier architecture for designing, building and deploying dynamic mobile applications across an enterprise. AMP provides pre-built mobile applications and delivers them on-demand through hosted and managed services.

CEO AND PRESIDENT:

Jim Hemmer

INDUSTRY FOCUS:

Field Force Automation (FFA)

HEADQUARTERS:

Jersey City, New Jersey

FOR MORE INFORMATION:

www.antennasoftware.com

BLACKBERRY ALLIANCE PROGRAM—MEMBER PROFILE:

BlackBerry Alliance Elite Member

CONTACT INFORMATION:

email: agarcia@antennasoftware.com
phone: (201) 217-3830

Building and maintaining a mobile platform for the enterprise may be new territory for many IT organizations. There are servers to oversee, bandwidth to manage, software to support, and devices and data to interconnect. "CIOs and senior executives cannot afford to take an ad

all without CIOs and other business leaders relinquishing control of their IT environments. At Xerox, for example, AMP delivers CRM data to 5,500 of their service engineers in the field. Using BlackBerry smartphones and other devices to connect with Oracle's Siebel CRM, these mobile

"Mobility is more than a project. It's an IT revolution that offers compelling business value."

Jim Hemmer CEO and President, Antenna Software

hoc approach to mobility," observes Jim Hemmer, CEO and President of Antenna Software. Today, "mobility is more than a project. It's an IT revolution that offers compelling business value."

Antenna Software's end-to-end hosted solution, Antenna Mobility Platform (AMP), maximizes mobility by supporting more than 60 different smartphones and devices, including BlackBerry smartphones. AMP delivers a hosted infrastructure that can lead to cost savings, improved productivity and faster response times. Telco-grade service levels help to address concerns over performance, reliability and security—and AMP flexibility across mobile devices along with solutions that address industry-specific workflows.

The net result is mobility systems that aim to solve real-world business needs—

employees can now address customer needs anytime, anywhere. As a result, Xerox expects to exceed the 5 percent productivity increase needed to fund the technology investment.

At DIRECTV, AMP provides sales managers with real-time dealer and marketing information. Users have an expanded view of dealer interactions and the ability to put data in decision makers' hands when it's needed. Using AMP on BlackBerry smartphones will help improve the overall service request process and lead to a variety of productivity gains. Says Hemmer: "With a mobile platform in place,

IT can effectively and incrementally deliver multiple mobile applications to the broadest range of users and devices on a variety of networks."



Antenna Software's AMP Service application on the BlackBerry® Tour™ 9630 smartphone

Maximizing Mobile Productivity

Achieving success in the digital age is increasingly about leveraging connectivity and productivity for businesses with mobile employees equipped with smartphones. The ability to access, manage and react to information from anywhere, any time, and in a manner that is most effective, can serve as a strategic advantage.

The Bayalink Liberty™ solution for the BlackBerry smartphone helps to increase productivity by enabling access

environment, people shouldn't have to do unnecessary tasks to gain access to information already available from their BlackBerry smartphone," states Mark Address, Cofounder, President and CEO of Bayalink Solutions Corp.

"When you have an hour layover why spend 15-20 minutes searching for WiFi® or fiddling with an air card or VPN?" Address says. "With BlackBerry and Bayalink Liberty you just sit down with your BlackBerry

"Bayalink Liberty™ brings desktop-like functionality to the BlackBerry smartphone..."

Mark Address Cofounder, President and CEO, Bayalink



Bayalink Liberty™ solution as illustrated using a BlackBerry® Bold™ 9000 smartphone, Liberty USB key and laptop computer

to information and applications on the BlackBerry smartphone, and utilizing them on a larger screen with a conventional keyboard to help create a functional, mobile computing environment while on the go.

Bayalink's solution works like a hybrid docking station for the BlackBerry smartphone. Once configured, a user plugs in the Liberty USB key to launch the handheld software which communicates between the BlackBerry smartphone and Liberty USB key via Bluetooth technology. This provides users with virtual access to BlackBerry applications such as email, calendar, contacts, phone and internet, including remote enterprise resources such as intranets and business applications.

"In today's fast-paced mobile business

smartphone and laptop computer, and get to work."

Bayalink's partnership with RIM helps organizations free their mobile employees from all this complexity by offering a smartphone-centric computing model that allows information to reside in two places: on a BlackBerry smartphone and in the data center.

"Liberty™ brings desktop-like functionality to the BlackBerry smartphone for mobile employees," says Address. Whether at the office, the home, in the field, at a hotel, at the airport, or even in an airplane, mobile employees can connect to resources on their BlackBerry smartphone and their enterprise data center in a uniform way, regardless of location.



Mark Address

COMPANY OVERVIEW:

Founded in 2004, Bayalink is the maker of Liberty™—a mobile software solution for the BlackBerry smartphone. With Liberty, mobile employees can enhance productivity by virtualizing certain applications of their BlackBerry smartphone that enable them to use a large screen and regular keyboard to interact with their BlackBerry applications while away from the office.

CEO:

Mark Address

INDUSTRY FOCUS:

Productivity Enhancement

HEADQUARTERS:

Waterloo, Ontario, Canada

FOR MORE INFORMATION:

www.bayalink.com/CIO

BLACKBERRY ALLIANCE PROGRAM—MEMBER PROFILE:
BlackBerry Alliance Select Member

CONTACT INFORMATION:

email: cio@bayalink.com



BMC Software Puts the Power of Mobility into the Field



Doug Mueller



Dan Turchin

COMPANY OVERVIEW:

Recognized as a leader in Business Service Management, BMC Software helps IT organizations cut costs, reduce risk and drive business profit. Aeroprise is one of the leading mobility solutions for BMC Remedy IT Service Management (ITSM) applications.

CEOs:

Robert E. Beauchamp, BMC Software
Dan Turchin, Aeroprise

INDUSTRY FOCUS:

Business Service Management
Mobile IT Service Management

HEADQUARTERS:

Houston, Texas
Mountain View, California

FOR MORE INFORMATION:

www.bmc.com/aeroprise

BLACKBERRY ALLIANCE PROGRAM—MEMBER PROFILE:

BlackBerry Alliance Elite Member

CONTACT INFORMATION:

email: info@aeroprise.com
phone: (866) 809-9102

It's no secret that mobility unlocks significant productivity gains. But putting the right systems and software into the field are paramount. BMC Software offers IT service management solutions that help streamline technical help desk, asset

Among the many Fortune 500 companies and government agencies using BMC and Aeroprise is Lennox International. The manufacturer of heating-and-cooling equipment, with plants in nearly a dozen countries, needed to optimize IT support

“With real-time information from the field, service organizations can make better decisions and provide faster response times.”

Dan Turchin CEO, Aeroprise

management and change management services. Through its partnership with Aeroprise, BMC mobilizes these applications to help organizations achieve efficiency, speed and accuracy on the BlackBerry platform.

Aeroprise Mobility for BMC Remedy is designed to extend the functionality of the office into the field by unleashing the full power of BlackBerry smartphones. “Organizations face increasing pressure to do more with less and work from anywhere at anytime,” explains Doug Mueller, Corporate Architect for BMC Software. Adds Dan Turchin, Chief Executive Officer for Aeroprise, “The right mobility solutions allow IT professionals to execute and update tasks in the field rather than return to their desks for new assignments.”

The mobile BMC Remedy solution provides integrated workflows, role-based customization and real-time views of the underlying IT infrastructure.

and speed ticket resolution. Using a mobile BMC Remedy Service Desk with BlackBerry smartphones, technicians can receive, update, reassign, search and create trouble

tickets, asset records and change requests while away from the office.

Already in use by most of the company's field-based IT service technicians, the solution has helped pay dividends. Three months after deploying Aeroprise Mobility for BMC Remedy on BlackBerry smartphones, Lennox International increased the uptime of revenue-generating plants, improved service performance, trimmed overhead and cut IT costs. In

addition, Lennox achieved a substantial increase in resolution rates on IT issues tied to customer service level agreements.

Says Turchin: “With mobile access to BMC Remedy on the BlackBerry smartphone, service organizations can make better decisions and provide faster response times.”



BMC Remedy ITSM application on the BlackBerry® Curve™ 8520 smartphone

CGI Powers Client Productivity

The ubiquity of wireless broadband has created both opportunities and obstacles for the modern enterprise. At CGI, the focus is on helping clients take full advantage of mobile technology to deliver information anytime, anywhere. Data optimization, systems manageability and security are all major reasons why CGI teams with Research In Motion (RIM) and its BlackBerry platform.

"RIM provides a solid environment for mobile applications and services," says Normand Paradis, Senior Vice President of Global Marketing at CGI. The

YPG's sales force to conduct price lookups instantaneously. The application also will gather additional data so a buyer can maximize exposure in various categories and conduct keyword lookups for frequently searched terms. As a result, the application will allow YPG to provide more targeted features and allow its customers to maximize the effectiveness of their spending.

CGI helps clients enable BlackBerry smartphone advances through consulting and systems integration work and as part of full outsourcing engagements. Paradis

"The popularity of the BlackBerry solution opens up a world of new possibilities."

Normand Paradis *Senior Vice President of Global Marketing, CGI*

IT services firm works with governments and businesses across a wide range of industries to match mobility applications and systems with specific workflows. CGI's global presence—more than 100 offices worldwide—helps maximize success on the BlackBerry platform.

Through the partnership, CGI has helped clients increase productivity, improve customer responsiveness and make better decisions. "By deploying key applications on BlackBerry smartphones and enabling enterprise connectivity, we've helped organizations increase performance by orders of magnitude," Paradis says.

Yellow Pages Group (YPG) of Canada is also looking to achieve gains through the use of BlackBerry smartphones. CGI is building an application that will allow

cites that outsourcing helps clients trim IT overhead and allows executives to focus on the strategic elements of the business. Through these engagements, CGI simplifies clients' infrastructures and implements applications that improve efficiency and reduce costs.

In the end, "a company no longer has to worry about handling infrastructure changes, dealing with upgrades and patches, and the technical aspects of operation," Paradis explains.

CGI, which specializes in mobile integration within an existing IT infrastructure, concentrates on building reliability into enterprise systems.

Says Paradis: "The popularity of the BlackBerry solution opens up a world of new possibilities."



Normand Paradis

COMPANY OVERVIEW:

CGI is an IT and business process services provider with 26,000 professionals operating in more than 100 offices worldwide. In the telecommunications sector, CGI helps clients deliver new revenue streams while improving productivity and customer service.

CEO:

Michael E. Roach

INDUSTRY FOCUS:

Consulting, Systems Integration and Managed Services

HEADQUARTERS:

Montreal, Canada

FOR MORE INFORMATION:

www.cgi.com

BLACKBERRY ALLIANCE PROGRAM—MEMBER PROFILE:

BlackBerry Alliance Select Member

CONTACT INFORMATION:

email: normand.paradis@cgi.com

Bringing Enterprise Solutions to the Business



Scott Kohn

COMPANY OVERVIEW:

CSC is a global leader in providing technology-enabled business solutions and services. For 50 years, clients in industries and governments worldwide have trusted CSC with their business process and information systems outsourcing, systems integration and consulting needs.

CHAIRMAN, PRESIDENT AND CEO:

Michael W. Laphen

INDUSTRY FOCUS:

Business Solutions and Managed Services

HEADQUARTERS:

Falls Church, Virginia

FOR MORE INFORMATION:

www.csc.com

BLACKBERRY ALLIANCE PROGRAM—MEMBER PROFILE:

BlackBerry Alliance Elite Member

CONTACT INFORMATION:

email: TechandConsumer@csc.com
phone: (866) 659-3480

CSC's business solutions, which are designed to connect the BlackBerry platform to SAP and other enterprise applications, help to enhance mobile productivity by putting enterprise data, reports, and other critical information at employees' fingertips—when and where they need it.

"We are seeing an increase in organiza-

tion that can provide mobile employees with the company's core business applications across the globe. In addition to having access to core BlackBerry technology and capabilities such as email push services and the ability to view Microsoft® Word®, Microsoft® PowerPoint® and Microsoft® Excel® files, they can tap into critical enterprise systems and data and use

"Mobility is fundamentally changing the nature of how companies do business."

Scott Kohn Vice President of Technology and Consumer Group, CSC

tions looking to extend the functionality and efficiency gains of BlackBerry mobility solutions beyond email and calendaring and into key business applications," says Scott Kohn, Vice President of the Technology and Consumer Group at CSC. "By integrating enterprise systems and applications such as SAP with BlackBerry core capabilities, it's possible to achieve significant gains and ROI."

CSC uses a systematic three-step approach that helps companies integrate mobility into their organization and IT infrastructure. Our "Shape, Transform and Manage" process helps ensure that organizations have a functional and reliable global enterprise solution for their mobile executives and workforce. An initial discovery phase identifies business objectives and processes so that an organization can shape and adopt customized mobility solutions that help them achieve business goals. A transformation process prioritizes projects and establishes checkpoints, ending with managed service solutions that aim to provide end-to-end oversight for the entire mobile environment.

CSC's approach has enabled companies to develop a strategic mobile environment

them to act and respond in the face of today's fast-paced business conditions.

That's the case at a Fortune 500 firm that turned to CSC to provide integration and deployment services for a highly secure mobile platform for email, messaging and calendaring functionality. BlackBerry smartphones streamlined communication for the company's global workforce and provided valuable business continuity capabilities. During Hurricane Katrina in 2005, the firm's BlackBerry smartphones enabled continued operations, while many organizations lost connectivity and business.

Embracing the mobile CRM solution on the BlackBerry platform made it possible for that company's 355 field salespeople to have immediate access to important sales and customer data. The key benefit was the productivity gains the solution helped to provide among its 5,500 smartphone users. In fact, with a BlackBerry® Enterprise Server linked to both email and SAP, new opportunities for mobile ROI were recognized.

"Enterprise mobility allows real-time decision making anywhere, anytime," Kohn concludes. "It is fundamentally changing the nature of how companies do business."

Mobility Goes Mainstream

For most organizations, overseeing a growing number of mobile smartphones while handling tasks like data storage and printing can be a daunting process. This, coupled with any economical financial constraints, spurs many companies to find innovative ways to manage and maximize their mobile assets.

"Businesses can meet these challenges by using mobile smartphones to leverage key business operations, and transforming how they manage the infrastructure that powers their mobile workforce," says Victor Garcia, Chief Technology Officer for Hewlett-Packard (Canada) Co. "Taking full advantage of these critical assets can

"People are mobile, BlackBerry smartphones are mobile, but printers are not," says Garcia.

A growing mobile workforce can also mean larger and more complex messaging ecosystems. HP also recently introduced HP Operations Manager for the BlackBerry Enterprise Server, a software solution that centrally monitors and manages BlackBerry ecosystems. The system maps all smartphones, and a console offers a complete view of their mobile ecosystem, including servers, applications and storage components.

"The result is a 360-degree view that allows customers to pinpoint potential

"...HP CloudPrint allows users to print from their BlackBerry smartphones based on need, regardless of location."

Victor Garcia *Chief Technology Officer, Hewlett-Packard (Canada) Co.*

present significant opportunities."

HP hopes to do just that—make mobility more manageable for businesses. By designing and launching offerings that aim to increase the productivity levels of the growing number of global mobile employees, HP and RIM are helping empower businesses to extend the return on their investments in mobility.

One of the new offerings recently unveiled is HP CloudPrint for the BlackBerry smartphone, which aims to bring mobile printing to enterprise customers. CloudPrint unleashes physical documents from a BlackBerry smartphone, to a specified printer, making it simple for mobile users to access and use their documents while traveling or on the go. The cloud-based service works on printer platforms and provides access to control and sharing features, and doesn't require the installation of drivers.

issues and take corrective actions to address them," says Garcia, adding that HP Operations Manager has been deployed in large-scale enterprises for years. HP is also delivering a number of other mobile solutions for the BlackBerry platform. Mobile Messaging Services, part of the Mobile Workplace Services from HP Enterprise Services, enables organizations to outsource the management of their BlackBerry deployment so they can focus on their core businesses. The services are designed to integrate the mobility ecosystems for large enterprises, whether they are hosted in HP Enterprise Services' data centers or in a client's environment.

Says Garcia: "Together, RIM and HP understand the issues and opportunities of the connected workforce. We've worked cooperatively for years, and this collaboration deepens our relationship and our ability to jointly serve our customers."



Victor Garcia

COMPANY OVERVIEW:

HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. HP delivers solutions along with greater functionality to the BlackBerry platform.

CEO:

Mark Hurd

INDUSTRY FOCUS:

Managed Services

HEADQUARTERS:

Palo Alto, California

FOR MORE INFORMATION:

www.hp.com/solutions/blackberry

BLACKBERRY ALLIANCE PROGRAM—MEMBER PROFILE:
BlackBerry Alliance Elite Member

CONTACT INFORMATION:

email: rimalliance@hp.com

Taking Mobility to a New Level



Robert Mazzarella

COMPANY OVERVIEW:

Pyxis Mobile delivers a wireless application platform that helps to drive value and productivity for companies and their customers. Mobile professionals can rely on Pyxis Mobile solutions and the BlackBerry smartphone to extend critical business data from internal enterprise systems.

CEO:

Robert Mazzarella

INDUSTRY FOCUS:

Financial Services, Real Estate, Government, Healthcare, Education, Manufacturing and Consumer Packaged Goods

HEADQUARTERS:

Boston, Massachusetts

FOR MORE INFORMATION:

www.pyxismobile.com

BLACKBERRY ALLIANCE PROGRAM—MEMBER PROFILE:

BlackBerry Alliance Elite Member

CONTACT INFORMATION:

email: sales@pyxismobile.com
phone: (781) 997-0300

The holy grail of today's mobile enterprise is to make data actionable and deliver real-time results. Organizations with the right tools, infrastructure and workflow in place find themselves at a distinct competitive

customers is the ability to deliver actionable intelligence faster and address high-priority issues more effectively.

These solutions address a diverse array of tasks across a wide range of industries. Pyxis

"Since reps can access data remotely, associates have more time to focus on critical businesses needs."

Tom Santaniello Application Manager, Pioneer Investments

advantage. As Todd Christy, President and CTO of Pyxis Mobile, puts it: "Businesses that value their employees, and seek the most productive teams possible, empower their staff with mobile capabilities. They enable flexible work styles and location independence."

Pyxis Mobile, a developer of wireless enterprise applications, offers a platform that connects business systems with employees, partners and customers in the field. The Pyxis Mobile server is designed to provide highly secure data connectivity to BlackBerry smartphones via web services, relational databases, web portals and other enterprise data sources. The BlackBerry solution provides a secure, easy-to-manage mobile platform.

The Pyxis Mobile environment offers "rapid deployment of sophisticated, highly secure mobile business applications without coding or software redeployment," Christy explains. A drag-and-drop interface built into the Pyxis Mobile Application Studio allows an organization to modify applications without redistributing client software or writing new code. The value for



Pyxis Mobile client application on the BlackBerry® Storm™ 9530 smartphone

Mobile applications deliver market data, news, travel and expense management, contact management, reporting and analytics, among other capabilities.

Pioneer Investments is among the firms sold on the Pyxis Mobile platform. When the financial services company decided to mobilize core CRM functions, it turned to Pyxis Mobile for a customized and scalable solution. The impact was

field representatives were no longer bound to their laptops to download and obtain important data from the office. They had the ability to tackle tasks from their BlackBerry smartphones, including checking transactions, accessing market data, managing account information, tracking new leads, managing scheduling and overseeing important client information.

The result was a more strategic and value-oriented service level for clients and the ability for mobile employees to be more productive and efficient. They no longer spend their time on the phone, and last-minute cancellations or schedule changes no longer translate into lost time, says Tom Santaniello, Pioneer's Application Manager.

Driving Customer Success with Cloud Computing and Mobile Smartphones

As organizations implement mobile strategies with devices like the BlackBerry smartphone, there's growing recognition among CIOs and other executives that messaging is only a starting point for enterprise communication and collaboration.

Among those driving this change is salesforce.com, the enterprise cloud-computing company. With cloud computing, information and applications reside entirely on the web and can be accessed from any web-enabled computer

residential mortgages, is among the companies using the Salesforce CRM application on mobile devices. More than 150 Flagstar representatives use BlackBerry smartphones and Salesforce CRM to access customer data, reports and custom applications. The initiative has helped Flagstar standardize processes, boost efficiency and increase productivity.

Another company that has tapped into the power of cloud computing and mobility is Papa Murphy's Take 'N' Bake Pizza.



Chuck Ganapathi

“There has never been a better time to get started with mobile smartphones and cloud computing.”

Chuck Ganapathi Senior Vice President, Products, salesforce.com

or smartphone. Bringing together cloud computing and mobile devices gives users access to data and applications that go far beyond email. This means less time on administration and more time in the field on sales or service calls.

“Mobile access lets field reps stay connected to a wide range of applications and customer information throughout the day,” says Chuck Ganapathi, Senior Vice President, Products, for salesforce.com. “Sales professionals can step into meetings well-prepared and can log meeting details, check on orders and access performance dashboards directly from their devices. Field service technicians can modify their routes and respond immediately to customer issues.”

Flagstar Bancorp, an originator of



Salesforce CRM sales dashboard on the BlackBerry® Tour™ 9630 smartphone

The take-and-bake pizza company sought a better way to manage tasks and activities with a centralized view of the business. With more than 1,100 stores in 32 states, tracking operations by email and spreadsheets was time-consuming and inefficient. Papa Murphy's built a custom franchise management application on the salesforce.com cloud-computing platform—

Force.com—and in three weeks extended it to corporate field reps. Today, directors of field operations and others have access to franchise data from the cloud on their BlackBerry smartphones.

The combination of two world-class services—the BlackBerry solution and cloud computing from salesforce.com—helps provide greater utility and productivity for customers.

COMPANY OVERVIEW:

Salesforce.com's portfolio of Salesforce CRM applications has revolutionized the ways that companies collaborate and communicate with their customers across sales, marketing and service. The Force.com platform enables customers, partners and developers to build and run business applications in the cloud.

CHAIRMAN AND CEO:

Marc Benioff

INDUSTRY FOCUS:

Cloud Computing

HEADQUARTERS:

San Francisco, California

FOR MORE INFORMATION:

www.salesforce.com
www.salesforce.com/products
www.salesforce.com/platform

BLACKBERRY ALLIANCE PROGRAM—MEMBER PROFILE:

BlackBerry Alliance Elite Member

CONTACT INFORMATION:

phone: (800) NO-SOFTWARE

Supporting Mobility in the Enterprise

VOXMOBILE



Kris Snyder

COMPANY OVERVIEW:

As a certified BlackBerry Systems Integrator Alliance member, Vox Mobile provides enterprise clients with support for BlackBerry smartphone deployment, server migration, infrastructure assessments and technical consulting services.

CEO:

Kris Snyder

INDUSTRY FOCUS:

Consulting, Application Hosting and Managed Services

HEADQUARTERS:

Cleveland, Ohio

FOR MORE INFORMATION:

www.voxmobile.com

BLACKBERRY ALLIANCE PROGRAM—MEMBER PROFILE:
BlackBerry Alliance Elite Member

CONTACT INFORMATION:

email: kris.snyder@voxmobile.com

Managing the growing array of mobile smartphones is no simple task. Many organizations often overpay for wireless voice and data services, while others struggle to build a platform that can support all of the functions and services the organization requires. As a systems integrator, Vox Mobile helps companies manage their BlackBerry mobile environments more effectively.

Vox Mobile provides consulting services and knowledge of best practices to organizations looking to expand the BlackBerry platform beyond email capabilities. More importantly, Vox Mobile's holistic approach supports their clients throughout the entire lifecycle of managing mobile smartphones. Vox focuses on strategic requirements such as infrastructure, software, maintenance

and security that are designed to deliver sophisticated mobile smartphone management capabilities and a core competency in BlackBerry solutions, including SAP. This helps businesses address several key challenges, including procurement, configuration, smartphone deployment and wireless help desk support services. Vox Mobile provides services that help support the entire mobile environment, from smartphones to platforms to business and enterprise applications.

of the BlackBerry smartphone," says Kris Snyder, Chief Executive Officer. The resulting gains can be significant. "Our IT executive conversations have turned from being about command and control to where the thresholds of enablement can extend. Whether it's the cross section of social networking, the integration of enterprise applications or the use of multimedia for field training, access to actionable data is transforming the mobile employee."

It's an approach that has helped pay dividends for a growing array of Fortune 1000 companies. Safelite, a leading auto glass company, turned to Vox Mobile to help streamline technical support of its field service mobile application, improve integration with BlackBerry smartphone users, and

"Today, many of the barriers to mobility—including technology and financial restraints—have diminished."

Kris Snyder CEO, VOX Mobile

achieve productivity gains and cost savings across the company. By outsourcing these initiatives, Safelite was able to keep its IT staff focused on core strategic issues.

Says Snyder: "Today, many of the barriers to mobility—including technology and financial restraints—have diminished. This has facilitated the adoption of integrating a mobile strategy across the enterprise to enhance collaboration, workflow, visibility and accessibility in positive ways. The next challenge in mobility for IT executives will be to guide the organization beyond what is technically achievable, and move towards the integration of business and personal mobile experiences."

"The Vox Mobile and BlackBerry platforms create visibility and deliver mobile user management that enables enterprise users to leverage all aspects

Banking on Wireless Access to Data

Achieving bottom-line results with wireless technology means putting the right systems in place and streamlining a tangle of business processes. At Wallace Wireless, a provider of alerting and business continuity solutions for the BlackBerry platform, the focus is on helping organizations get more

The Bank of Canada uses the BlackBerry platform in combination with Wallace Wireless' WIC Messenger solution to solve these emergency communication challenges. WIC Messenger integrates with contact sources already in existence at the Bank of Canada, and leverages the

“Having important contact information up to date and always available is crucial.”

Joe Nardi COO, Wallace Wireless

out of existing systems by streamlining communication and improving data synchronization.

Wallace Wireless offers a suite of five Wallace Information Communicator (WIC) solutions designed to address the mobility issues of organizations using BlackBerry smartphones. These applications include WIC Pager, WIC Messenger, WIC Responder, WIC DB and WIC Forms. They mobilize

and optimize a variety of processes, including pager replacement and alerting, emergency communication, contact management, forms-based data capture and database synchronization.

The Bank of Canada turned to Wallace Wireless to help improve the organization's internal crisis communications procedures in order to respond to emergency situations more quickly and effectively. The Bank of Canada handles monetary policy, bank notes, funds management and other tasks as the nation's central banking institution (the equivalent of the Federal Reserve in the United States). Therefore, having a crisis communications plan in place is a top priority.



WIC Messenger, Business Continuity application on the BlackBerry® Bold™ 9000 smartphone

BlackBerry solution to push the contact information and any ongoing updates to the BlackBerry smartphones of their Emergency Response Team (ERT) in a highly secure and timely manner. As a result, ERT staff have access to a contact list that includes over 150 executives and managers who need to be kept informed during a crisis.

Today, Bank of Canada employees can send email

from the WIC Messenger application on their BlackBerry smartphones, and they also have the ability to send BlackBerry PIN-to-PIN messages, or SMS text messages if there is ever an email outage. Regardless of how alerts are sent, having the most up-to-date contact information provides a high success rate of message delivery, which is critical for emergency situations.

“Executives and our emergency response personnel are in constant touch, and they are able to deal with issues immediately. We have a much better response system in place,” says Rob Murray, Continuity of Operations Program Manager at Bank of Canada.



Rob Moffat

COMPANY OVERVIEW:

Wallace Wireless is a provider of alerting and business continuity solutions for the BlackBerry smartphone. It offers a suite of wireless applications that solve enterprise mobility issues, including pager replacement and alerting, emergency communication, contact management and forms-based data capture.

PRESIDENT:

Rob Moffat

INDUSTRY FOCUS:

Business and Government Solutions

HEADQUARTERS:

Toronto, Ontario, Canada

FOR MORE INFORMATION:

www.wallacewireless.com
www.wallacewireless.com/bcp

BLACKBERRY ALLIANCE PROGRAM—MEMBER PROFILE:

BlackBerry Alliance Elite Member

CONTACT INFORMATION:

email: info@wallacewireless.com
 phone: (866) 978-2900

Install confidence.



BlackBerry® Enterprise Server v5.0 makes provisioning and deployment easy. So you can align your communications with your corporate goals. Put the power of centralized management at your fingertips. Deploy, control and manage hundreds of applications to thousands of users over the air. Turn security levels up or down as your organization's policies and requirements change – your users don't even have to connect their BlackBerry® smartphones to the network. Troubleshoot potential issues remotely from any desktop computer. And customize admin roles to delegate tasks. So you can spend less time managing and more time leading.

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BlackBerry®

www.blackberry.com/go/serverupgrade