Enterprise Mobility Management

Perfectly balancing end-user and corporate needs
Enterprise mobility is enabling organizations to transform employee performance, mobilize business processes and deploy apps to improve productivity and enhance customer service.

At the same time, employees are demanding a better user experience and greater choice of the device and apps they can use at work. The growing acceptance of consumerization, BYOD and personal use on corporate devices, means Enterprise Mobility Management (EMM) is now an indispensable element of IT strategy.

The need? An EMM solution that embraces today’s mobile realities. Unified and proven to address the issues of device and application management and security for multi-platform, multiple device per user environments.

The solution is BlackBerry® Enterprise Service 10. It helps business leaders to create value by empowering employees to be more productive and better equipped to serve customers.

BlackBerry® is reinventing EMM by bringing together Device Management, Security, Unified Communications and Applications.

**BlackBerry® is enabling IT teams to embrace consumerization by delivering:**

- Simplified and unified multi-platform device management
- High levels of security, when required, to manage critical corporate information
- True integration with enterprise unified communication and collaboration platforms
- A comprehensive business and productivity app portfolio, an enterprise-grade app management framework and a low-cost app development environment
- A complete portfolio of devices to meet the needs of the enterprise

Where multiple devices, ownership models, applications and operating environments exist, BlackBerry Enterprise Service 10 perfectly balances end user and corporate needs to keep your business moving.
Device Management

BlackBerry enables enterprises to manage complex fleets of devices.

- The only Device Management solution to fully manage BlackBerry OS and BlackBerry 10 devices.
- Manage Android™ & iOS® smartphones and tablets.
- Enable the management of multiple different devices, OS and ownership (corporate & BYOD) per user.
- Meets the full range of management needs, from a standard level of administration up to the highest levels of control required for government and regulated environments*
- Manage devices and users from a single platform and management console.

Security

BlackBerry is the gold standard for secure end-to-end mobility.

- Satisfies full range of security needs, from a basic level up to the highest security and control needs of government and regulated environments.
- Protection against data leakage and unauthorized devices accessing corporate assets.
- End-to-end encryption provides protection against possible interception.
- Secure corporate data and applications on personal BYOD devices.
- Advanced EMM controls enable full compliance for regulated environments*.
- Assures privacy for end-users (through BlackBerry® Balance™).

Unified Communications

BlackBerry enables a truly integrated voice, messaging, PIM, apps and social experience built for business users.

- BlackBerry® Hub brings mobile unified communications into a single user experience.
- High-performance synchronization of multiple sources of email, IM, social feeds, calendar & PIM.
- A unique instant messaging and video chat tool, BlackBerry® Messenger.
- Real-time communications – instant messaging and presence, fixed mobile convergence*.
- Secure access to corporate data stored on servers/intranets and network file shares.

Applications

BlackBerry has great mobile applications that empower business people and enable side by side use with their personal apps.

- Strong business, productivity and personal apps selection on BlackBerry® World™ storefront.
- Seamless corporate app storefront management and user experience through BlackBerry® Balance and BlackBerry® World for Work – push mandatory apps to users’ devices and curate recommended apps.
- High levels of application security and integration of applications into the BlackBerry 10 user experience.
- Easy to develop, integrate, deploy, secure and manage your own business apps.

*These capabilities will be available in Q2 2013.
Help employees make the most of business opportunities with the re-designed, re-engineered, re-invented BlackBerry smartphone powered by BlackBerry 10. Its key features and apps work together seamlessly to deliver the ultimate end user experience. And with BlackBerry Enterprise Service 10, you can easily deploy, manage, secure and control BYOD and corporate devices to truly mobilize your business.
Respond faster, prioritize tasks, stay close to the people who matter

BlackBerry® Balance™ technology offers the most seamless and user friendly way to satisfy both user and corporate needs without compromising on either. Personal and work apps and information are kept separate, and the user can switch from their Personal Space to Work Space with a simple gesture.

The Work Space is fully encrypted, managed and secured, enabling organizations to protect critical content and applications, while letting users get the most out of their smartphone for their personal use. Work data is protected from leaking into personal use.

A simple swipe gesture reveals the “Work” and “Personal” buttons at the top of the display, letting you tap between Work Space and Personal Space. A swipe and tap is all it takes to switch gears.

*Compatible BlackBerry 10 devices, Wi-Fi, 4G or HSPA+ connection required. Additional restrictions apply. Visit blackberry.com for complete details.
BlackBerry keeps your business moving, perfectly balancing end-user and corporate needs

BlackBerry Enterprise Service 10
BlackBerry Enterprise Service 10 provides comprehensive multi-platform capabilities to easily deploy, manage, secure and control smartphones and tablets that are corporate owned or personal owned.

Underpinning BlackBerry Enterprise Service 10, the trusted BlackBerry Secure Infrastructure enables seamless connections between mobile endpoints and corporate, behind the firewall, systems and services.

With BlackBerry Balance plus additional capabilities to secure and manage content and apps on iOS® and Android™ devices, simply separate work and personal data and use while easily managing mixed mobile device environments.

BlackBerry Enterprise Service 10 caters to the full range of Enterprise Mobility Management needs:

**Basic Mobility Management**
ActiveSync® synchronization and basic device and password controls

**Enterprise Mobility Management**
Comprehensive device management and application management for BlackBerry (inc. BlackBerry Balance), iOS® and Android™ devices

**Advanced Enterprise Mobility Management**
Granular security and controls for BlackBerry 10 devices in government and regulated environments*

You can also use BlackBerry Enterprise Service 10 to manage your existing BlackBerry® Enterprise Server or BlackBerry® Enterprise Server Express environment.

Mobile Application Management
BlackBerry Enterprise Service 10 includes comprehensive application management to truly mobilize your workforce.

- Easily manage and curate a corporate app storefront – BlackBerry® World for Work
- Push and install mandatory apps to BlackBerry 10 devices
- Publish a list of recommended apps from the public-facing BlackBerry World storefront
- Easily deploy and manage your own business apps
- Push and manage corporate applications to iOS® and Android™ devices

Great business apps
BlackBerry 10 comes with great business and productivity apps as standard. BlackBerry® Remember helps you make the most of your time and Documents To Go™ lets you work on Microsoft® Word, Microsoft® Excel®, and Microsoft® PowerPoint® documents and PDFs – anywhere, anytime, out of the box.

With a comprehensive catalog of business apps available through BlackBerry World, it’s easy for users to find the apps they want. Organizations can also whitelist apps from BlackBerry World as recommended optional apps within BlackBerry World for Work corporate app storefront.

*These capabilities will be available in Q2 2013
BlackBerry Technical Support Services
Support is a key component of any Enterprise Mobility Management strategy. You need a strategic support partner to ensure you can deliver on your mobility objectives. BlackBerry® Technical Support Services provides direct access to our technical experts and tools that help ensure your BlackBerry solution performs at its best. Three levels of support are available together with optional services, giving a wide range of choices to tailor a support package that delivers the level of technical expertise, assistance, response time and resolution time that your business requires. For more information: blackberry.com/btss

Get BlackBerry 10 Ready
Get your enterprise ready to harness and deliver the power of BlackBerry 10. No matter what your organization’s size, there are services available to make the transition to BlackBerry 10 seamless and simple.

If you prefer an in-house approach, we have built tools and resources to help you make the move with ease. To help protect your investment in BlackBerry we have also launched a trade-up program for BlackBerry Enterprise Server Client Access Licenses (CAL) to BlackBerry Enterprise Service 10 licenses for managing BlackBerry 10 devices. Restrictions apply. For more information: blackberry.com/blackberry10ready

Keep your business moving:
BlackBerry.com/business

Screen images simulated.

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