



## BlackBerry Customer Success Story

### BlackBerry Solution Expertise is Business Critical for IBM



IBM is a multinational computer technology and consulting corporation with 400,000 people doing business in 170 countries

**Industry:** Technology

**Region:** Global

**Company Size:**

Large Enterprise - 400,000 employees

**Total BlackBerry Certifications:** 70

**Certified Employees:**

60 to date, planned for 100% of its IT support positions in the future

**Categories:**

- BlackBerry® Certified Server Support Specialist
- BlackBerry® Certified Support Specialist
- BlackBerry® Certified System Administrator
- BlackBerry® Certified Solution Designer

#### TECHNICAL LEADER PURSUES THE HIGHEST BLACKBERRY CERTIFICATION STANDARDS

##### DEMONSTRATING THE MOBILITY EXPERTISE NEEDED TO LEAD AND SERVE CLIENTS

IBM sets a high bar for itself, believing that every customer deserves to have a certified IBM professional to solve technical challenges and deliver top-notch service. When it comes to demonstrating its depth of knowledge with the BlackBerry solution, IBM turns to the BlackBerry Certification Program - a decision that's both a competitive differentiator and an ongoing measure of service knowledge.

The BlackBerry Certification Program includes a rigorous set of exams that focuses on the practical application of BlackBerry solution knowledge in real-world scenarios. For customers, hiring a partner like IBM, that offers BlackBerry certified professionals, means access to BlackBerry solution knowledge across a comprehensive set of stages of implementation - planning, designing, managing, monitoring, supporting and troubleshooting BlackBerry solutions.

Today, 60 IBM technical personnel hold 70 certifications as BlackBerry Certified Server Support Specialists, BlackBerry Certified Support Specialists, BlackBerry Certified System Administrators and BlackBerry Certified Solution Designers. "Certification began as a requirement, both by our customers who needed mobile expertise from us and through our relationship with Research In Motion (RIM)," says Larry Chapman, Manager of Mobile Enterprise Services. "But certification today is about adding value to our business and developing our employees."

#### CERTIFICATION IS AN ONGOING COMMITMENT

Over the next few years, IBM is committed to certifying 100% of its IT support personnel through the BlackBerry Certification Program. Why?

Technical expertise is a competitive differentiator - when IBM is striving for new business, being certified to work with the BlackBerry platform is a unique IBM strength and shows tested abilities and a depth of knowledge that can win over customers.

Integrated expertise builds customer confidence - IBM believes its customers deserve BlackBerry certified professionals and multi-talented teams, with proven mobile expertise; one source for service and solutions also reduces the need for multiple suppliers.

“ By completing the BlackBerry Certification Program, we’re telling our clients and customers that we have the best and the brightest working for them, whether that’s on a technical challenge or a migration plan for their BlackBerry solution.”

Larry Chapman  
Manager, Mobile Enterprise Services, IBM

Investing in employees is part of IBM’s DNA – IBM commits to training its employees so they feel the satisfaction and empowerment in having the right skills to problem solve for customers.

Even experts need to brush up – No one can be an expert in everything; certification gives added confidence to IBM employees who value the opportunity to keep learning.

## FIVE-TIME CERTIFICATION EXPERT SUPPORTS CONTINUOUS LEARNING

Scott Symes is a modest, highly respected Delivery Architect within IBM who holds five certifications – two he attained while at RIM’s user conference, the Wireless Enterprise Symposium (WES), and three completed at testing centers.

### WHAT’S THE VALUE OF BLACKBERRY CERTIFICATION TO HIM?

“If you want to hang your shingle and say that you know the BlackBerry platform, you should be able to say you’ve passed the exam,” he says. “I was pleasantly surprised by the kinds of questions being asked. They were relevant to what you actually do day-to-day.”

Symes prepared for the exams by using the BlackBerry® Coach Self Study Guides and practice self assessments posted on [www.blackberry.com](http://www.blackberry.com). “Studying is something we all enjoy about certification,” he says. “We savor the time because we’re going to pick up something we haven’t seen before. And then there’s the confidence boost you get from being able to talk to your customers more knowledgeably, and the external validation of that knowledge with BlackBerry certification.”

## BENEFITS OF THE BLACKBERRY CERTIFICATION PROGRAM

- Validates knowledge and expertise about the BlackBerry solution
- Signals to customers that they’re dealing with knowledgeable professionals
- Competitive advantage to be certified as an expert
- Builds internal team confidence
- Strengthens and broadens service delivery options

## CERTIFICATION LEVELS

### BLACKBERRY CERTIFIED SUPPORT SPECIALIST

For individuals who support BlackBerry smartphone end-users in a BlackBerry® Internet Service or enterprise environment.

### BLACKBERRY CERTIFIED SERVER SUPPORT SPECIALIST

For people who support an enterprise-based BlackBerry solution, including the BlackBerry® Enterprise Server and associated components.

### BLACKBERRY CERTIFIED SYSTEM ADMINISTRATOR

Designed for technical professionals who install, configure and manage BlackBerry Enterprise Server software in an enterprise environment.

### BLACKBERRY CERTIFIED SOLUTION DESIGNER

Created for technical professionals who provide pre- and post-sales technical consulting services to BlackBerry customers.

[www.blackberry.com/go/success](http://www.blackberry.com/go/success)



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