



## Success On BlackBerry

**Industry:** Technology

**Region:** Worldwide

**Company Size:** Large Enterprise – 398,000 employees

**Email Environment:** IBM® Lotus® Domino

**BlackBerry Alliance Partner:** IBM Mobile Enterprise Services

## When IBM and RIM Team Up both Employees and Customers can Benefit

### IBM

IBM is a multinational computer technology and services corporation with technological leadership that dates back to the 19th century.

#### Abstract:

Research In Motion (RIM) is a leading designer, manufacturer and marketer of innovative wireless solutions for the worldwide mobile communications market. RIM is the driving force behind award winning BlackBerry smartphones and the BlackBerry solution.

International Business Machines (IBM) is the world's leading provider of computer products and services. Its growing services business now accounts for more than half of its sales. As a BlackBerry System Integrator Alliance Member - Gold, and beta test partner, IBM offers clients the largest concentration of BlackBerry solution expertise in the industry.

This case outlines how the formal alliance between these two technology powerhouses is beneficial for both IBM employees and enterprise clients worldwide.

#### Part 1: IBM- The Customer

IBM wanted to enhance its collaborative, innovative culture with a wireless solution. Part one of this case is an analysis of how the BlackBerry® Enterprise Solution was used to connect mobile employees using the Lotus suite of products and other applications, and how the solution also addresses the IT challenges associated with managing a large deployment for a geographically dispersed population.

#### Part 2: IBM- The Partner

IBM and RIM are working together in a formal alliance that benefits their mutual customers. IBM Global Technology Services, the division within IBM responsible for internal mobile solutions and servicing customers' mobile needs, is focusing on mobility for its enterprise clients. Part two of this case provides a look at how IBM customers are benefitting from these highly specialized, comprehensive mobility services.



# Part 1: IBM Mobilizes the Lotus Domino Suite (and More) for Global Employees

## The Right Fit for a Collaborative Culture

With IBM's almost 400,000 employees doing business in 170 countries, it's no small task to make employee collaboration a business priority – especially when 40% of the workforce is mobile. But IBM has been doing just that for years, successfully linking up innovative leaders and project teams regardless of where they work.

"Our culture at IBM thrives on collaboration, and of particular interest in the mobile field is the social computing aspect," says Bill Bodin, Chief Architect, Mobility Innovation at IBM. "When you're able to connect a vast social network and give them the ability to share real-time information, it's a winning combination."

The ability to share information freely, to collaborate without geographic or technological boundaries became one of the foundations of IBM's plan. The IBM Global Technology Services (GTS) team – the division within IBM responsible for internal mobile solutions and servicing customers' mobile needs – led the company in its plan to deploy BlackBerry® smartphones across key business groups.

"One thing we know is that people are not always able to use a personal computer in certain situations," says Bodin. "Many of our employees work remotely, have long commutes and spend much of their time on the road engaging with customers. The BlackBerry smartphone allows our global workforce to collaborate without boundaries."

## The Power of Mobilizing Key Lotus Applications

Dan Papes, General Manager of IBM Mobile Enterprise Services, recalls the informal adoption of BlackBerry smartphones as the preferred wireless device at IBM. "People were naturally attracted to the BlackBerry platform – our users just couldn't resist it because of the productivity gains they realized from the push e-mail function that gave them real-time access to send and receive e-mail from their BlackBerry smartphone" he says.

Today, the BlackBerry® solution is the wireless solution of choice, overseen by the IBM Mobile Enterprise Services IT Delivery team within GTS, who manages, deploys and supports delivery of the solution for IBM employees globally. IBM employees routinely rely on their BlackBerry smartphone for key applications, such as:

- IBM Lotus Sametime® - enterprise instant messaging, presence and webcapabilities
- IBM Lotus Connections® - social software for business that empowers people to be innovative and helps execute projects more quickly by using dynamic networks of coworkers, partners and customers

The BlackBerry Client for IBM Lotus Sametime extends key business functionality to a mobile setting, letting people access their full buddy list, send and receive instant messages, and view presence information.

"Today, the first medium of communication in IBM is Sametime," says Manish Singh, Program Director, Product Management, IBM. "We all work in geographically dispersed teams. If any of us really need something, we use the value of a collaborative tool like Sametime. We also email, of course, but emails are answered as a second priority."



IBM has also mobilized Lotus Connections to further its team-driven culture. In particular, people are relying on the “Profiles” part of Connections. This graphically-driven tool is more than an address book. It allows users to look up employee names, see how they’re pronounced, single-click call an individual, and look up reporting chain information to determine different roles and responsibilities within the company.

“It’s all about connecting people with the right individuals at IBM when they have a question,” says Singh. “It’s great because you can look people up by their skill sets. For example, if you need someone who knows a lot about customer references, you can search the Blue Pages and contact people who might have a skill or expertise that can help you solve a problem.”

### How does mobile access to these applications drive ROI at IBM?

- Mobility efforts have saved the company as much as \$2 billion over the past decade in real estate, employee relocations and driving expenses
- Regular internal surveys show that more than 40% of people save at least two hours a day
- 83% realize more than one hour extra time per day
- 24% say they gain at least one hour extra per day

“The IBM and RIM alliance can only continue to strengthen and grow. By extending the relationship across the various IBM brands, the overall value to our clients will increase by offering a broader set of integrated solutions that take advantage of IBM research, technology, hardware and software.”

~ Cynthia Buckwalter, Business Development Executive,  
IBM Mobile Enterprise Services

“At IBM, our internal application portfolio is centered around the needs of our customers, employees, and business partners. Our business takes place wherever and whenever our clients demand, and having access to both our data and work colleagues for collaboration is vital to our success. Research In Motion understands our challenge, and their products extend our firewall, giving our employees access to knowledge, and the reach of other experts.”

~ Todd Belt, CTO, IBM Mobile Enterprise Services

## Other Applications and the Innovation that Drives IBM's Mobile Strategy

It's not only mobilizing the Lotus suite of products that makes a difference at IBM. GTS has deployed and enabled other key business applications for mobile access, to extend the value of IBM's BlackBerry smartphone deployment. Many of these key business applications were internally developed by the Mobility Innovations team led by Bill Bodin.

One browser-based application, created by Bodin's team, offers access to the company's entire software product portfolio from the BlackBerry smartphone. As a result, sales people can look up vendor and product information on-the-spot so they're more prepared during sales calls.

The team has also created a translation application that taps into IBM's Server-based voice recognition system. This application allows people who speak different languages to use their BlackBerry smartphone much like a human translator where no typing is required. You just speak into the device, and the application translates.

Bodin's team will soon make a social infrastructure available to IBM's BlackBerry smartphone users worldwide. With the new network, IBM employees will be able to contribute what they know about mobile resources, including web sites and applications, to a central repository that benefits everyone.

"As you can imagine, there are many mobile applications and services that are very specific to local geographies," says Bodin. "With this new social framework, we're harvesting local mobile knowledge from places such as India and Africa. With our employees contributing their ideas, mobile web sites and mobile applications, we can deliver the best mobile resources to every employee's BlackBerry smartphone. This improves productivity and enhances their ability to innovate."

### How IBM's Large Deployment Needs Were Met

While end users may push for the latest range of features and technologies, it's the IT department that must make it work. The BlackBerry solution was fully vetted by GTS and compared to other wireless platforms. What set it apart from its competitors? What made it the right choice for the needs of this large, geographically dispersed deployment?

IBM and RIM worked closely over the years to align the early builds of BlackBerry Enterprise Server for Lotus Domino. In fact, IBM Lotus developers, testers and managers are part of the testing and debugging process that goes into every release of the Lotus Domino BlackBerry Enterprise Server. Furthermore, RIM is an IBM design partner and sees early releases of new Lotus Domino software.

This partnership and continual exchange of information created a strong foundation for deploying the BlackBerry solution. With product builds so aligned, the BlackBerry solution was an obvious choice as the mobility platform for IBM. Today, IBM runs more than 30 BlackBerry Enterprise Servers around the world which are connected to a centralized DB2 database.

"The BlackBerry solution met our global requirement because we needed a solution that worked on multiple carriers, adhered to our security policies, integrated with our Lotus Notes environment and could be managed across thousands of users worldwide," says Kevin McConnell, Chief Technology Architect, IBM Mobile Enterprise Services.

With so many users, in so many locations, it was also important to keep the BlackBerry solution manageable. "The biggest concern for a large deployment is how to offer support without adding staff," says McConnell. "How do you centrally manage it and keep the deployment consistent? At IBM, we have enabled a variety of self-help and diagnostic tools resulting in the ability to manage a larger set of users without increasing costs."

Because of the manageability of the BlackBerry solution, and its deployment-friendly features, McConnell says: "IBM has been able to double its user base every year since 2004, with the aim of building to 200,000+ employees in the future."

"We envision this platform becoming more and more rich, with extensions to the broader set of IBM services capabilities and solutions, driving increased productivity and collaboration and cost savings both internally and for our clients," says Papes. "For example, the BlackBerry Mobile Voice System would be a logical fit for clients exploring enterprise VoIP solutions as a way of reducing their campus telecommunications expenses."

## Part 2: IBM and RIM Take Mobility to the Next Level for Worldwide Clients

### A Powerful Partnership

IBM is not only a customer; IBM and RIM have a rich history of collaboration on product development for IBM's Lotus suite of products.

With the recent formalization of this alliance, IBM and RIM have solidified a comprehensive relationship that spans years and multiple lines of business. More importantly, this is an alliance that can benefit their mutual customers worldwide - including 140 million Lotus Domino customers and 19 million BlackBerry solution subscribers, with 1.8 million using both platforms.

"We've been working with RIM since 1999, when IBM first implemented its own mobile field service deployment and started to develop and market wireless services solutions to our clients. This long-standing relationship has also spanned across multiple IBM brands – both IBM Global Services and Software Group have been actively involved" said Cynthia Buckwalter, Business Development Executive, IBM Mobile Enterprise Services.

Both companies share a client base with the same goals – to solve business problems using the best available technologies. "What our customers expect from us is to bring them solutions that address their business challenges or allow them to take advantage of marketplace opportunities," says Dan Papes.

### A One-Stop Shop: The Advantages of GTS and Mobile Enterprise Services for IBM Clients

IBM Global Technology Services (GTS) is IBM's answer to one-stop mobility for its global customers – and one of the ways RIM and IBM come together for their mutual customers. As a BlackBerry Alliance Member, GTS offers its clients the largest concentration of BlackBerry solution expertise in the industry.

GTS provides their clients managed services for the BlackBerry solution in a variety of ways, including:

- Hosting and managed services for the BlackBerry Enterprise Solution
- Collaborative development of end-to end wireless strategy
- Simple, cost-effective access to the power of BlackBerry solutions without IT management complexity
- Turn-key and custom solutions
- Wireless pilots and proof-of-concept evaluations

"Mobility can be an intimidating area for our enterprise customers," says Papes, "not only from a security perspective, but also because the technology can be complex. We are the trusted IT partner for large enterprises worldwide. When we work with a customer where skills are scarce, we recognize an opportunity to leverage mobility and collaboration to offer solutions that they can be sure will be managed end-to-end."

GTS currently manages or hosts BlackBerry Enterprise Servers for more than 130,000 end users worldwide. They also have a state of the art pilot test center in Charlotte, North Carolina. There, the experienced staff can very quickly create a proof-of-concept for a customer that meets their business needs and reduces financial risk when it comes to a full-scale deployment.

"The relationship between IBM and RIM is a tremendous asset for our customers," says Papes. "RIM has the platform, and IBM has the customer relationships and the understanding of how mobility plays in the enterprise. We both have strategic relationships with the wireless carriers, where altogether, it makes a fantastic story."



"We not only think of innovation in terms of how it can benefit our employees. We continually have an eye on how we can make an impact on our own products, and distribute the technology we build to our clients."

~ Bill Bodin, Chief Architect, Mobility Innovation, IBM

## Sharing Proven Know-how So Customers Benefit

The IBM and RIM alliance offers extensive value to any organization that wants to benefit from the knowledge and skill sets of these two leaders. Both companies have dedicated project office teams who focus on driving and delivering leading mobile communications and collaboration solutions to small, medium and large enterprises worldwide.

"We understand each other and we believe in each other's technical vision and the way we do business," says Todd Belt, CTO, IBM Mobile Enterprise Services. "We have aligned ourselves from a business and organizational perspective, so our mutual customers benefit from the synergy."

"As more employees of our enterprise customers become mobile, providing access to their enterprise applications on the BlackBerry solution is a requirement," says Michael Gruber, Director of Alliance Platforms at RIM. "By combining the strength and simplicity of the BlackBerry platform and IBM's enterprise solutions, we are excited to be extending our current capabilities to make mobile access to enterprise applications and collaboration simple and valuable for end users and their organizations."

For customers, that means a commitment to share technology and collaborate on mobility solutions. "Knowledge capture and sharing is part of our service delivery. When solutions to particular technology challenges are resolved by IBM, in coordination with RIM, they are applied across all customer implementations that we manage in the BlackBerry environment," says McConnell. "That means, they may not experience downtime, because we've already solved the challenge and applied the fix beforehand. Our customers are the benefactors of our close working relationship."

Also, IBM learns from its own internal BlackBerry smartphone user population, which acts as a test environment, to further hone its mobility solutions and services capabilities, and IBM clients benefit from this process. What IBM does internally to manage its own BlackBerry solution deployment, it shares with customers to shortcut their development and deployment times.

"We see ourselves as the best reference for our clients on the applicability, scalability and proof points of what can be done within an enterprise," says Buckwalter. "What we've learned and implemented in our own large-scale global deployment becomes available to our clients."

"IBM is the trusted IT partner of many enterprises around the world and these relationships have naturally brought RIM and IBM together. As we move beyond email and focus on enterprise applications, it's even more natural that we're closely allied because it's such a natural fit."

~ Dan Papes, General Manager of IBM Mobile Enterprise Services

## The Impact of a Great Partnership

- The BlackBerry solution connects the vast IBM employee network using the Lotus suite of collaboration products and other innovative applications
- By deploying the BlackBerry solution, IBM can experience significant ROI in recoverable time and costs
- The BlackBerry solution made a large-scale IBM deployment manageable and scalable
- The IBM and RIM formal alliance involves dedicated teams that share sales, product, services and technical know-how for tighter integration of their product and mobility services portfolios to create the best BlackBerry smartphone user experience for their mutual customers
- IBM customers benefit from managed services offered by GTS that simplify their own deployments
- IBM learns from its own internal wireless deployment and passes knowledge on to customers, which shortens deployment cycles and reduces downtime

For additional BlackBerry customer success stories, visit [www.blackberry.com/go/success](http://www.blackberry.com/go/success)



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The BlackBerry® platform offers an elegant,  
secure and seamless solution for taking your  
IBM® Lotus® applications mobile.

