WHITEPAPER

BLACKBERRY COBO: ULTIMATE MOBILE SECURITY AND CONTROL

Corporate-Owned, Business-Only Enterprise Mobility Option for Regulated and High-Security Environments

BlackBerry

BLACKBERRY COBO: ENTERPRISE MOBILITY OPTION FOR REGULATED AND HIGH-SECURITY ENVIRONMENTS

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"BlackBerry is the originator and most prominent vendor offering this all-inclusive hardware and software package for COBO deployments, and remains the leader in terms of end-to-end device security and management."

Source: Ovum, "Beyond BYOD: How Businesses Might COPE with Mobility"

Every organization has unique requirements for mobile device management, from low-security BYOD, to user-friendly COPE through to the highest level of security and control, which we call COBO. Government organizations, financial services, legal, healthcare and other regulated industries often need to employ multiple device and application management strategies across a variety of use scenarios and user risk profiles. But when security and control are of paramount concern, and IT needs to enforce business-only use, BlackBerry's COBO option can provide optimal protection against data loss and strict compliance with regulatory requirements.

Defined and offered exclusively by BlackBerry, a true COBO option to mobility management provides peace of mind that your high-security users (often a select portions of your workforce) are equipped with mobile computing and communications capabilities that meet your corporate-only requirements for data security.

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Introduction

BYOD /b-y-o-d/ *noun 1. Bring Your Own Device*. An enterprise mobility device management approach characterized by workers using personal devices, namely smartphones and tablets, to conduct work-related computing and communications activities.

COBO /köbö/ *noun 1. Corporate-Owned, Business-Only*. An enterprise mobility device management approach characterized by a business or organization issuing employees a mobile device that is dedicated to work-related computing and communications activities.

COPE /köp/ *noun 1. Corporate-Owned, Personally-Enabled*. An enterprise mobility device management approach characterized by a business or organization offering employees a choice of smartphones or tablets that are owned by the business but configured to allow personal computing and communications activities by employees.

Long before there was BYOD, there was *corporate liable*, typically defined by an organization taking responsibility for the cost, maintenance and legal liability of devices issued to employees. Years before employees started toting their own devices into the workplace, thousands of organizations and millions of end users were sending business-only secure email, messaging, applications and even encrypted voice over corporate-liable smartphones from BlackBerry.

Introduced in 1999, BlackBerry's Corporate-Only, Business-Only option has evolved over the years but remains the only true COBO solution available. BlackBerry's Enterprise Mobility Management (EMM) platform, BES10, is a full multi-platform solution for managing and securing BYOD and COPE deployments of iOS, Android and BlackBerry devices, including containerization options for all platforms. But government agencies, companies in regulated markets and any business that requires stringent security and control continue to turn to BlackBerry 10 smartphones and BES10 as the only end-to-end platform capable of offering an enterprise-grade COBO option.

COBO was the predominant deployment choice on the enterprise device management spectrum through the end of the previous decade, when consumer-oriented smartphones started entering the workplace and the Bring Your Own Device phenomenon emerged. The choice of device management options recently increased further with the introduction of the Corporate-Owned, Personally Enabled (COPE) approach, as well as other device policy permutations, such as Choose Your Own Device (CYOD).

The COPE approach to enterprise mobility was largely a counter to BYOD, bringing relief to IT by providing configuration flexibility between BYOD and strict corporate-owned approaches. COPE enables enterprises to adopt device management policies that allow a mix of personal and work data on the same device. For the first time, COPE handed IT the tools to effectively address risk management and user satisfaction on a single device.

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Not all organizations, however, have the same requirements for enterprise mobility management. A large portion of the enterprise universe, primarily government agencies and regulated industries, including financial services, healthcare, legal, professional services, public sector and education, still requires a device management approach that restricts mobile device usage to business-only communications and computing.

For those organizations, BlackBerry offers the only true COBO option for enterprise mobility management. BlackBerry's COBO mobile device management option delivers the ultimate security and compliance, with a granular set of commands and controls that organizations can leverage to provide an effective balance of risk management and end user productivity and satisfaction. BlackBerry is the only integrated end-to-end smartphone and EMM platform provider offering a real COBO device and application management option.

Device Management Scorecard

Deployment type	Who chooses the device?	Who pays for device?	Who pays service fees?	Mobility environment
BYOD	User	User	User may pay in full, expense all or portion, or receive a stipend	Minimum security and compliance oversight
COPE	Company or user from an approved list	Company	Company	Balance of user freedom and company oversight
COBO	Company	Company	Company	Business-only use

Defining Ownership and Liability

The language used to describe mobile device ownership is murky. The terms corporate owned and corporate liable, for example, are often used interchangeably, with liability being synonymous with ownership of device and payment of airtime. Personal, or individual, liable devices are defined by several market research firms as smartphones or tablets used in corporate settings but purchased by an individual who is not reimbursed through a formal corporate mobile device purchasing policy. Devices defined as corporate liable are purchased by the company or organization and distributed to employees for business and sometimes personal use.

The term "liability," however, is also often applied in a legal sense, as an indicator of financial responsibility in the event of a lost or stolen device. The implication is that whichever entity is "liable" for a mobile device is likely to be held responsible for penalties or legal fees associated with the misuse of the device or data on the device.

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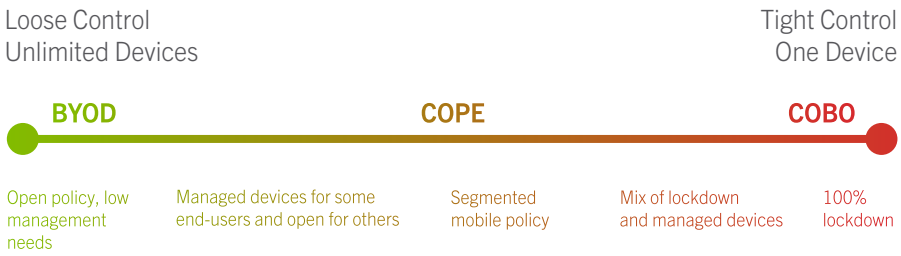
COBO at Work

The principal benefit of BlackBerry's COBO options for device management is the ability to restrict usage of smartphones to work-related computing and communications activities for organizations that require that level of control. BlackBerry COBO also empowers IT administrators to impose highly granular device, app and data management to enable government, financial services, regulated and other high-security environments to meet compliance requirements.

COBO is the optimal device management option for enterprises that require employees to carry a completely "locked-down" device, at least during specific business hours or in specific locations. COBO is also an optimized management approach for environments that require administrators to possess the ability to apply a highly specialized set of policy controls, including the activation or deactivation of a device's camera or GPS, limiting access to a specific corporate WiFi networks or disabling Bluetooth.

BlackBerry's 256-bit encryption of data in transit or at rest ensures that your information remains private. For compliance purposes, the BlackBerry COBO option can leverage the logging and auditing capabilities of BES10 or be pair with messaging and call tracking software from BlackBerry partner GWAVA, or another member of BlackBerry's extensive enterprise application partner ecosystem.



A COBO approach to managing enterprise mobility is designed for government entities and regulated industries increasingly confronted with an onerous set of compliance requirements and data leakage concerns. The financial services, healthcare and public sector industries in particular have been impacted by legislation in the past couple of years that requires precise auditing of all electronic transactions, including, email, messages and voice calls. Meeting these strict compliance requirements with less conservative management approaches, particularly BYOD, is difficult – if not impossible.

But it's not just the regulated segment of the enterprise space that requires COBO. Business units, or even individual executives, at large enterprises often require the ultra-secure control that COBO enables to protect against the theft of intellectual property, data leakage, exposure to legal liability or the violation of laws or compliance rules. Several international leaders use BlackBerry smartphones controlled by a COBO-based device management policy, often augmented with voice encryption software.

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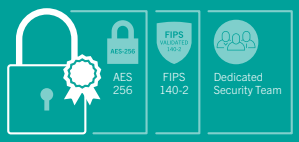
The ultimate standard for end-to-end mobile security

Only MDM provider to obtain ATO on U.S. Defense networks[1]

45

SECURITY CERTIFICATES
More than any other mobile vendor[2]



International leaders have turned to BlackBerry to protect sensitive conversations and messaging sessions in the aftermath of revelations of sophisticated cyber surveillance conducted by private organizations and government agencies. Germany Chancellor Angela Merkel utilizes a BlackBerry augmented with hardware-based encryption technology from BlackBerry partner SecuSmart to protect her official communications.

COBO Untangles Compliance Complexity

Government agencies, financial services firms, healthcare providers or any organization doing business in regulated environments must navigate a thicket of compliance requirements, which grows denser by the day.

Nearly every behavior or business activity must now conform to a prescribed set of policies and procedures, which often vary from country to country or across legislative jurisdictions, such as federal, state and local. While making your way through this labyrinth of regulations and requirements has never been easy, the task became considerably more complex nearly a decade ago when organizations started moving many of their business practices to the Internet. The rapid adoption of enterprise mobility over the past few years has unleashed yet another torrent of new regulations related to the governance of electronic communication. Few, if any, industry segments have escaped the recent onslaught of compliance requirements. The Sarbanes-Oxley Act and the Dodd-Frank Wall Street Reform and Consumer Protection Act have added to the compliance complexity of the financial services industries in the past few years. The Third Basel Accord is a frequently updated set of compliance rules for international banking. The healthcare industry-aimed HITECH Act, issued in 2011, added another set of regulations to the already onerous Healthcare Information Portability and Accountability Act (HIPAA). For any company doing business in Europe, data protection and privacy practices must now comply with regulations set down by the European Union's Directive on the Protection of Personal Information act.

BlackBerry's COBO mobility management option provides government agencies, regulated businesses and other large organizations subject to compliance requirements with the tools to ensure mobile business practices do not run afoul of increasingly complex regulatory requirements. BlackBerry's end-to-end approach to mobile enterprise security and compliance enables your business to meet all aspects of compliance, including the encryption of data at rest and in transit, the processing and recording of all transactions and communications, as well as legislation related to privacy protection. BlackBerry also supports compliance with eDiscovery and other electronic audit requirements.

BlackBerry's COBO offering is backed by the company's distinguished pedigree in the enterprise mobility market and industry-leading accumulation of patents, compliance certifications and other unique qualifications. BlackBerry, for example, is the only EMM provider to be awarded Full Operational Capability (FOC) designation and Authority to Operate (ATO) certification by the US Department of Defense.

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The BlackBerry Difference

Only BlackBerry provides a secure, fully integrated EMM solution. The end-to-end linkage between BES10, the BlackBerry Secure Infrastructure and BlackBerry 10 devices surrounds your entire business with the ultimate mobile security. BlackBerry also delivers a productive and feature-rich mobile experience with an integrated suite of productivity apps for your increasingly mobilized workforce.

The BlackBerry end-to-end EMM solution is also unique in its ability to support the full spectrum of use cases and risk profiles – not just COBO. An organization's device management policy requirements may vary from business unit to business unit or country to country. Organizations must also be able to manage devices based on employee role, security risk and compliance requirements.

BlackBerry has been the worldwide recognized leader in enterprise mobile security since 1999. Nearly all of the largest government agencies and regulated industries partner with BlackBerry because they recognize that its end-to-end security solutions have reached a level of trustworthiness unrivaled in the industry.

Trusted by the world's largest organizations

TOP 10
largest law firms[3]

TOP 10
largest automotive manufacturers[3]

TOP 10
largest healthcare/ pharmaceutical companies[3]

TOP 5
largest oil and gas businesses[3]

All G7
governments. 16 of the G20 governments[3]

[1] August 2013.
[2] November 2013.
[3] February 2014.

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