THE NEW ADVANTAGES IN BES12
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What can BES12 do for your organization?

BES12 is the command and control center for the secured enterprise and the core of the BlackBerry® cross-platform Enterprise Mobility Management (EMM) solution.

› BES12 helps you manage enterprise mobility, across iOS, Android™, Windows® Phone and BlackBerry devices. Built on BlackBerry’s trusted, global network, BES12 makes managing enterprise mobility efficient and secure.

› BES12 introduces a new, modern architecture that consolidates all EMM control in a single, easy-to-use console. The new attribute-driven, endpoint-permissions model gives you strict control of devices, apps and data, by person or by group, more efficiently than ever.

› Monitoring and dashboards are streamlined and easy-to-use, increasing your day-to-day productivity.

› Administrators can configure High Availability and Disaster Recovery to meet the highest standards of business continuity planning for your organization.

› Your users keep their personal data private, while never compromising your ability to monitor and control the business’s confidential data.

› BES12 is at the heart of your Enterprise Mobility Ecosystem and together with solutions for Communication & Collaboration and Identity & Access Management, BlackBerry offers the most comprehensive cross-platform EMM capabilities for your secured enterprise.

› BES12 Cloud1 offers cost-effective, scalable, secure and simple business enablement for organizations of all sizes.

BES12 is designed to reduce complexity, optimize pooled resources, and ensure maximum uptime. And, backed by industry-leading global support services, BES12 helps you achieve the lowest Total Cost of Ownership (TCO) for enterprise mobility.
What new platform-level enhancements will BES12 bring?

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<td>Deployment options</td>
<td>› On-premise and cloud deployment options give organizations flexibility and choice.</td>
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<td>› BES12 on-premise is ideal for organizations that require a more granular level of control, such as government and highly regulated industries.</td>
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<td>› BES12 Cloud brings the core functionality and industry-leading security of the on-premise version to the cloud, providing greater ease of management for organizations with limited IT resources.</td>
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<td>› BES12 Cloud provides a scalable model that adapts to changing business requirements and lets you grow without increasing server and infrastructure requirements.</td>
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<td>› BES12 Cloud offers lower operating costs for reduced overall TCO.</td>
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<td>Simplified architecture</td>
<td>› Brings key BlackBerry security and management features to your entire user base of devices: iOS, Android, Windows Phone, BBOS, BB10 and Samsung KNOX-enabled devices.</td>
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<td>› Simplified architecture makes it easier to upgrade your existing BES5 and BES10 servers to BES12, in order to manage all of your devices from a single platform. Combines the best of BES in a unified console, enhancing scalability and Active/Active High Availability.</td>
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<td>Streamlined admin experience</td>
<td>› User, group, and now attribute-based device management provide control over policies, profiles, and applications, which becomes important when managing additional endpoints.</td>
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<td>› Custom administrative roles, multi-group support, flexible application management, and the BlackBerry Web Services API make it easy to support cross-platform environments.</td>
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<td>› Reporting and monitoring in the administrator dashboard, with instant drill-down capacity, provides an enhanced administrator experience.</td>
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### What's new

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<td>Improved scalability</td>
<td>› Supports up to 25k devices per server and 150k devices per domain.</td>
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<td>› BES12 is built for the cloud, meaning security and mobile endpoint management are in the foundation of the design.</td>
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<td>› Performance calculators will help you work with your technical solution managers to appropriately scale your BES12 deployment.</td>
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<td>Active/Active High Availability</td>
<td>› Active/Active High Availability is built in at the platform level.</td>
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<td>› BES12 can be configured to share BES resources to provide maximum uptime while reducing hardware requirements and Total Cost of Ownership (TCO).</td>
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<td>› Should an event occur that requires invoking failover from one server to another, users will seamlessly be transferred from the failing server to another active server until the failing server can be brought back to full health.</td>
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<td>Single-port connectivity</td>
<td>› A reliable and secure, outbound initiated, bi-directional tunnel establishes a secure connection behind the corporate firewall through BlackBerry’s secure network.</td>
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<td>› Android, iOS, and Windows Phone devices managed by BES12 take advantage of this secure port.</td>
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<td>› A BlackBerry Router or proxy server can be optionally installed in the Demilitarized Zone (DMZ) for added security, and to meet industry compliance standards.</td>
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| Enhanced directory integration   | › Synchronization of User Groups from Directory Systems is built into the management console.  
› Add and manage users across multiple Active Directory Forests.                                                                                                                                                                                                                                                                               |
| Windows Phone platform support    | › BES12 now supports Mobile Device Management (MDM) of Windows Phone 8 and Windows Phone 8.1, including the following:  
› Device Enrollment  
› ActiveSync Profiles  
› IT Policies & Actions  
› Viewing Device Information  
› Application Deployment & Management                                                                                                                                                                                                                                                                                               |
| Improved BlackBerry® 10 support  | › Remote Device Log Retrieval helps support centralized BlackBerry 10 deployments.  
› Symantec Endpoint Encryption (PGP Protected Email) is now configurable for email encryption.  
› Enhanced Microsoft PKI support for those using certificate-based authentication, including SCEP Dynamic Challenge Password.  
› A Configuring Consent Banner is included for regulated industries and governments who require the acceptance of terms every time the device restarts.                                                                                                                                                                                   |
| Simplified enrollment            | › There are fewer steps for user enrollment. Leveraging the BlackBerry Secure Network, users simply enter their work email and password to activate their devices. This experience also applies to iOS, Android, and Windows Phone.  
› Device migration tools are built right into the management console.  
› And IT can now set policy and device controls based on device ownership model (BYOD vs. COPE, for example).                                                                                                                                                                                                 |
| Streamlined app management       | › Integrated Application Store Search for administrators to easily get details and screenshots of apps, as well as blacklist them.  
› Deployment of customized, group application packages across platforms is easy.  
› Search and deploy apps from major app stores including Apple® App Store, BlackBerry® World™, and the Amazon Appstore.                                                                                                                                                                                                 |

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<td>Enhanced iOS management</td>
<td>› Per-App VPN which associates VPN profiles to specific apps to automatically authenticate and give them access.</td>
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<td>› Single-App Mode for iOS can lock a device into a specific application and control the settings on that device.</td>
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<td>› Configuration of certificates can now allow single sign-on profiles.</td>
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<td>› Apple Volume Purchase Plan (VPP) allows the purchasing and management of apps in bulk.</td>
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<td>› iOS 8 enhancements include restriction settings and ActiveSync profile settings.</td>
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<td>Re-imagined end-user experience</td>
<td>› Users activate easily on the BlackBerry Secure Network without needing technical information.</td>
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<td>› A re-designed work application catalog provides more information to users about the apps, including details and screenshots.</td>
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<td>› The work application catalog is customizable by user groups.</td>
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<td>› The Self-Service Portal provides more functionality across all platforms.</td>
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<td>Enterprise ecosystem</td>
<td>› BES12 brings together devices, applications, cloud services, and carrier services.</td>
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<td>› Integrates BlackBerry applications and services with ease, including communication and collaboration tools like BBM® Protected, Secure Voice, Virtual SIM, and Identity &amp; Access Management.</td>
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<td>› There are over 40 securely wrapped apps available for deployment in the Secure Work Space for iOS/Android.</td>
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<td>SIM-based licensing</td>
<td>› Enterprise Mobility Management (EMM) services integrate with carrier plans, regardless of device.</td>
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<td>› Leverages BlackBerry Provisioning, a secure service hosted within the BlackBerry Secure Network.</td>
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<td>› Available cross-platform for both Gold and Silver Level EMM service offerings, with flexible purchasing options.</td>
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Going further: Additional improvements

BES12 also brings with it many additional improvements. While not completely new features, they add to the overall simplicity and power of BlackBerry EMM.

BES12:

› Streamlines the deployment experience across multiple servers and domains
› Provides improved support for managing multiple device ownership policies at once, from BYOD to Company Owned Personal Enabled (COPE) to Company Owned Business Only (COBO)
› Makes it easier to set user profiles for activation, SSO and proxy settings, limit the number and type of devices and manage multiple devices per user
› Simplifies app management for both optional and required apps, including silent installation
› Provides more comprehensive lifecycle management of apps across iOS, Android, Windows Phone and BlackBerry devices
› Improves security by enabling advanced gatekeeping to control access to Microsoft Exchange ActiveSync by device
› Enhances administrators’ ability to effectively secure devices and work data using a comprehensive list of policies, profiles and security controls
› Simplifies IT management while reducing the threat posed by malicious attacks, via single outbound port consolidation
› Allows organizations to deploy a BlackBerry Router and/or a proxy within DMZ for highly secure, regulated environments

At the launch of BES12, BlackBerry had over 70 security approvals and certifications — more than any other mobile vendor — and that number continues to grow.
New services to support secure, productive enterprise mobility

Enterprises can use BES12 to manage any or all of the following new, additional services.

**Secure mobile messaging**

*BBM Protected* offers enhanced security for BBM® messages sent between BlackBerry smartphones. It protects corporate data in-transit by adding an additional layer of encryption to BBM.

BBM Protected allows employees to take advantage of the speed, reliability and privacy of BBM for faster communication, collaboration and decision-making, while providing security-conscious organizations enhanced security over corporate data.

**Better mobile collaboration. Better value.**

*BBM® Meetings* is a new way to work smarter and be more productive, from any Android, iPhone, BlackBerry 10 smartphone, Windows® PC or Mac.¹

BBM Meetings combines a mobile-optimized user experience, that allows on-the-go professionals to schedule, host and participate in meetings easily, with enhanced features that are simply not found in other leading collaboration solutions.

All at a fraction of the cost of other leading collaboration solutions.

**Take control of apps in the cloud**

*Enterprise Identity by BlackBerry®* makes it easy for employees to experience the benefits of cloud-based applications, from any device that has a browser, using a single set of credentials. And for IT, Enterprise Identity by BlackBerry simplifies the management of cloud-based applications with a single point of entitlement, control, and audit for all cloud apps.

**Simpler, more cost-efficient security**

Stop depending on outdated one-time password (OTP) tokens that result in another device for employees to carry and another password to remember.

With *VPN Authentication by BlackBerry®,* your employees’ iOS, Android or BlackBerry devices replace your expensive OTP hardware solution with Public Key Infrastructure (PKI) based, two-factor security that helps reduce overall costs.

**Experience the power of BlackBerry on any device**

*BlackBerry® Blend* makes it possible for employees to access personal and work data from their BlackBerry smartphone on any device.³

Employees get secure access to work email, calendar and files without VPN.⁴

Employees can access your company’s intranet through a work browser without having to log in to the corporate network.⁵

One employee. One phone.

Two separate lines.

*WorkLife by BlackBerry®* isn’t just split billing – it’s a new way to manage telecom expenses, protect employee privacy and control your company assets.

WorkLife by BlackBerry distinguishes precisely between work use and personal use of an iPhone, Android or BlackBerry smartphone by introducing separate lines managed by the enterprise.

With WorkLife by BlackBerry, enterprises can easily add a separate corporate phone number to a personal device brought in by the employee (BYOD).

WorkLife by BlackBerry allows the enterprise to pay for the work line (voice, SMS and data) while allowing employees to keep their personal line for personal use.

BBM and text messages from the user’s BlackBerry smartphone arrive in the integrated messaging hub on their computer and tablet.
What’s new with BlackBerry technical support?

BlackBerry® Technical Support Services have been re-organized to support BES12 customers in even more ways.

You can rely on the industry-leading Advantage Support that is included with all BES12 Annual Subscriptions to help evolve your EMM strategy and maintain your complex and demanding environment.

With relationship-based Premium Support and Optional Services, you can provide even greater user satisfaction, drive business continuity, and achieve cost efficiencies.

### ADVANTAGE

Included with all BES12 Annual Licenses, Advantage support plays a role in the ongoing success of your enterprise mobility management cross-platform solution.

- 24x7x365 Phone support to Level 1 Associates
- 90 second telephone pick-up for high severity issues
- 5 Named Callers
- Access to knowledge and productivity tools via myAccount Portal
- Web-based training included and certification discounts
- 1 certification voucher per Named Caller
- Monthly Solve eNewsletter
- Monthly Technical Webcast

### PREMIUM

Premium support offers the highest level of relationship-based support for businesses with mission-critical needs, and expectation of personal engagement, dedicated resources, proactive planning services, and cost containment. Premium is ideal for customers with deployments exceeding 2,500 devices under management on a BES.

- 24x7x365 Phone support to Level 3 Analysts (DART)
- 90 second telephone pick-up for high severity issues
- 25 Named Callers
- Designated Support Account Manager (SAM)
- BES12 Planning Service
- Remote Health Assessment (two per year)
- On-site training and certification
- 1 certification voucher per Named Caller
- Access to knowledge and productivity tools via myAccount Portal
- Monthly Solve eNewsletter
- Monthly Technical Webcast

Optional services

Optional services help further your objectives with tools, oversight, redundancy and more. These include:

- BES12 Planning, BES12 Remote Installation, BES12 Migration, Remote Health Assessment, Direct-to Level 2, On-site Support (Tech to Site), and Additional Named Callers

Optional services

- BES12 Remote Installation, BES12 Migration, Designated Senior Technical Analyst (DSTA), Tech to Site Assistance, Direct Enterprise Connection (DEC) or Additional Support Account Manager (SAM)
To sign up for a free 30-day BES12 trial, head to blackberry.com/bes12.