BLACKBERRY
CUSTOMER SUCCESS STORIES
Serious Mobility for Serious Business
TABLE OF CONTENTS

9  Foreword:
    Assuring Mobile Security in an Insecure Era
    John S. Chen
    CEO and Executive Chairman, BlackBerry Ltd.

Chapter 1

Securing Enterprise Mobility

12  Australian National Audit Office
    Government

16  AZB & Partners
    Legal

20  Multinational Financial Services Firm
    BlackBerry Enterprise Solutions Team

24  Bancolombia
    Financial Services

28  Chris Dewdney
    Q&A: Financial Planner

32  Hannover 96
    Sports and Entertainment

36  Rocky Mountain Human Services
    Healthcare, Nonprofit

40  Shain Grosman
    Q&A: Insurance Broker

42  MoneyMate
    Finance

46  Global Insurance Provider
    BlackBerry Enterprise Solutions Team

50  Beuningen City Council
    Government/Public Sector

54  Mercedes AMG Petronas
    Sports and Entertainment

58  Unipresalud
    Consultancy

62  Vepica
    Engineering

66  Multinational Banking and Financial Services Firm
    BlackBerry Enterprise Solutions Team
Chapter 2
End-to-End Mobility and Productivity

72  G4S Argentina Services (Security)
98  Novacom Wireless Communications Communications

76  Ricoh Canada Inc. Manufacturing/Technology/Services
102 Government Agency BlackBerry Enterprise Solutions Team

80  Clyde & Co Legal
106 Provincia Seguros S.A. Insurance

84  Financial Services Firm BlackBerry Enterprise Solutions Team
110 Samuel, Son & Co., Limited Manufacturing

88  Executive Transportation Group Services (Transportation)
114 Tyne Tunnels 2 Limited (TT2) Real Estate/Construction

92  Isaac Ziskind Q&A: Lawyer
118 Government Agency BlackBerry Enterprise Solutions Team

94  Financial Technologies (India) Limited Finance

Chapter 3
Communication and Collaboration on BlackBerry

124  Ministerio de Desarrollo Social (Ministry of Social Development) Government

128  Aneurin Bevan University Health Board Healthcare

132  Grohe AG Manufacturing

136  Breakaway Tours Travel and Tourism

140  Herrle’s Country Farm Market Agriculture

144  Jay Klein Q&A: CEO, PÜR Gum

148  Party Goods Warehouse Inc. Retail/Wholesale

152  Linda Nguyen Q&A: Entrepreneur

154  Blu Bathworks Manufacturing/Interior Design

158  Rocco Forte Hotels Hospitality

162  TDI Nonprofit

166  Paul Scida Q&A: Founder, Richmond Day

168  Maple Leaf Sports & Entertainment Sports and Entertainment

172  Telecommunications Provider BlackBerry Enterprise Solutions Team

176  Matthew Samuels (Boi-1da) Q&A: Music Producer
Today's threats to mobile security have reached crisis proportions. Every day, there are new headlines about hacker attacks, malware epidemics, million-dollar data breaches and explosive spying reports. Also, enterprises that enthusiastically rolled out mobility in a loosely-managed or non-managed BYOD fashion over the past several years are starting to openly admit to the negative outcomes.

According to a July 2014 article in CIO magazine headlined, “Mobile Workers: ‘I Want My BlackBerry Back,’” employees at a “well-known investment firm in New York City” ran into “mobile app performance issues and privacy concerns” after the firm rolled a Bring Your Own Device policy. Their unhappiness has sparked a “BYOD revolt, and now many employees are asking for their corporate BlackBerry back.”

Serious Mobility for Serious Business.

As the mobile security crisis builds, it is causing enterprises to re-evaluate their policies and look again to suppliers that have strong credibility in securing mobile communications end-to-end across multiple device platforms. Suppliers that understand organizations need more than Mobile Device Management point solutions, but need the breadth and depth that only true Enterprise Mobility Management suppliers can deliver. Suppliers like BlackBerry.

In this book, you’ll read more than 50 stories about enterprises and individuals that have chosen BlackBerry. Some have chosen BlackBerry in order to tackle the non-trivial problem of cross-platform, end-to-end security. Others came to us seeking apps and other ways to turbocharge their productivity, which we delivered. Everyone enjoyed significant ROI as a result, as well as the peace of mind from choosing a provider with our pedigree in security. After reading this book, I invite you to learn more about our security platforms, BES, eBBM, and others, by speaking to one of our account managers or by visiting BlackBerry.com.
SECURING ENTERPRISE MOBILITY

Learn how BlackBerry® empowers these enterprises with the strongest mobile security and the most comprehensive, cost-effective and cross-platform enterprise mobility management.
A cross-platform solution, managing BlackBerry smartphones and iOS and Android phones and tablets, blending Bring Your Own Device (BYOD) / Corporate Owned Personally Enabled (COPE) to be secured and enabled by BlackBerry Enterprise Service.

THE CHALLENGE
Due to the sensitive nature of its work, the Australian National Audit Office (ANAO) needed to implement a mobile solution that met its strict security requirements and supported its blended BYOD / COPE policy, while driving enhanced collaboration and productivity through real-time communications amongst its workforce.

THE SOLUTION
The ANAO used BlackBerry Enterprise Service (BES) to manage a range of mobile devices, including BlackBerry, Android and iOS. With Secure Work Space, the ANAO employees have access to a secure and intuitive interface, with the flexibility to access the network using the device of their choice.

THE SITUATION
"The ANAO is a federal government agency which employs around 350 people. It reports directly to the Parliament and carries out financial statement audits of every government body that receives Commonwealth funding.

The ANAO plays an important professional role by contributing both nationally and internationally to the development of auditing standards, professional practices, and the exchange of experiences through participation in various peer and professional organizations.

Because of the nature of its work, the ANAO had strict security requirements and a need for solutions that enable enhanced levels of collaboration and productivity for its staff, whilst supporting its mixed device environment. They also needed to ensure that sensitive data was never compromised.

"In the past, we used the BlackBerry Enterprise Server 5 (BES5), as this was the only secure mobile device management solution approved by the DSD (Defence Signals Directorate), but it was only rolled out to our senior executives, rather than organization-wide," said Gary Pettigrove, Chief Information Officer at the ANAO.

The ANAO has now deployed a mobile solution to the majority of its workforce so that auditors, who are often required to be off-site at various government agencies, can work more effectively away from the office. Given that 86 percent of the ANAO’s workforce is mobile, the need for a flexible, secure platform is clear.

"As a department that assesses best practices for others, it was important that we delivered a mobile strategy that meets our strict security requirements, but also drove productivity improvements through real-time communications and provided choice for our employees," says Pettigrove.

Rather than allowing a full BYOD model, the ANAO opted for a combination of BYOD and COPE from a pre-selected range of mobile devices, including BlackBerry, Apple iPhones, Apple iPads and Android devices. While Pettigrove and his team were impressed with BlackBerry’s device offerings and the enhanced security and productivity they could provide, they also recognized the need to give their staff choice; as most people tend to prefer using their own personal device rather than having to carry a separate handset or tablet just for work.

"When we reviewed the latest BES platform, it armed us with the confidence we needed to retain a cross-platform choice for people. Choice is essential, but organizations need to ensure they have the back-end security in place, which BES provides," says Pettigrove.

"The ability to use the solution in a multi-platform environment was a key consideration, as was the high level of security it offers."
“When we reviewed the BES platform, it armed us with the confidence we needed to retain a cross-platform choice for people. Choice is essential, but organizations need to ensure they have the back-end security in place, which BES provides. The ability to use the solution across multiple devices was a key consideration, as was the high level of security it offers.”

Gary Pettigrove
Chief Information Officer, Australian National Audit Office

SEAMLESS UPGRADE PROCESS HITS THE MARK

Pettigrove says he was impressed with the ease and speed of transition to the new BES platform. “In the course of a few short months, we accomplished a migration strategy which involved cross-platform demonstrations on Android and iOS devices, containerization, and the roll-out of the latest BlackBerry devices. The whole experience was so quick and painless for all staff involved.”

Ultimately, it was user demand at the ANAO that drove the upgrade to the latest BES, as staff became aware of the significant improvements to the platform.

“Our IT staff were given a demo of BES and immediately called for it to be introduced. A key factor in tipping the decision making process in BlackBerry’s favour came when I asked a representative from BlackBerry to come and do a ‘tips and tricks’ training session over lunch. I invited all of our key managers to this event, which showcased the platform’s vendor-agnostic capabilities and ease of use. It also enabled our managers to ask lots of questions and really solidified our view that the cross-platform potential coupled with the required security levels made BES the clear choice,” said Pettigrove.

Furthermore, the ANAO was able to leverage a trade-up offer that BlackBerry was running, which entailed a free upgrade to the latest BES with BlackBerry EZ Pass.

BES10 FACILITATING GREATER ACCESS AND EFFICIENCIES

According to the ANAO, BES provided a more secure and user-friendly interface than competing MDMs. The success of the implementation has convinced the ANAO to look at broadening the scope of BES to mobilize a number of Line of Business solutions, such as travel expenses and database access.

CUSTOMER RANKING OF SECURITY PERFORMANCE OF DIFFERENT MOBILE DEVICE MANAGEMENT (MDM) SOLUTIONS

<table>
<thead>
<tr>
<th>Solution</th>
<th>Score</th>
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<tbody>
<tr>
<td>BES10</td>
<td>4.9</td>
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<tr>
<td>Mobile Iron</td>
<td>4.4</td>
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<tr>
<td>Good</td>
<td>4.2</td>
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<tr>
<td>Citrix</td>
<td>4.0</td>
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<td>Fiberlink</td>
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<td>Airwatch</td>
<td>3.8</td>
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For us, only BlackBerry and BES could deliver the painless and relatively quick migration we required, backed by good training and enablement to ensure our people made the most of all functionalities and productivity while being mobile from day one,” said Pettigrove.

HOW IT WORKS

• ANAO auditors can now access agency data and apps, securely, flexibly and quickly, whilst out in the field.

• Employees can securely access the network using a range of approved devices, including BlackBerry, Android and iOS products.

• Migration to the latest BES provided staff with a more user-friendly interface and enhanced security, productivity and collaboration.

ANAO’S RESULTS

• Significant efficiencies achieved by enabling a cross-platform mobile workforce to acquire greater network access.

• Corporate Owned Personally Enabled (COPE) policy for productivity improvements without compromising the agency’s strict information security requirements.

• Auditors work more effectively away from the office, confident they are operating securely.

• ANAO staff user satisfaction levels with IT delivery increased by 15 percent following the BES rollout.

“Securing Enterprise Mobility in any sector, whether it be regulated or not, requires that CIOs in any sector, whether it be regulated or not, should be focused on ensuring their business and people are productive, with good mobility strategies that are backed by end-to-end enterprise worthy mobile management and security. In today’s environment of choice, it is essential to consider who can secure all devices, end-to-end, across all platforms.”

Gary Pettigrove
Chief Information Officer, Australian National Audit Office
LEADING INDIAN CORPORATE LAW FIRM ADOPTS BLACKBERRY FOR A SECURE AND USER FRIENDLY MOBILITY EXPERIENCE

Industry: Legal
Region: Asia Pacific
Company Size: Mid-size Organization
Solution: BlackBerry® Enterprise Server (BES)
BlackBerry® 10 smartphones

“We are extremely delighted with the security features, management console, reporting and the upcoming enterprise mobility roadmap of BlackBerry. We have 165 happy BlackBerry users in the company and look forward to upgrade to the new BES12 cloud service. The high-security environment and the user-friendly keyboard experience are clearly the key differentiators of BlackBerry’s robust enterprise mobility solutions,” said Vijay Datwani, Manager, Operations at AZB & Partners.

“The hosted BlackBerry Enterprise Server (BES) offers compelling features, especially when it comes to data security and the flexibility to meet the varied needs of our senior partners and lawyers. With the BES services and BlackBerry smartphones, we have found the best mobility solution in terms of security, connectivity, cost and usability. BlackBerry is a highly valued partner that we can rely upon unconditionally in the current scenario of data security threats and breach of privacy.”

Being a law firm, security and confidentiality play a critical role in selecting Enterprise Mobility Management (EMM) solutions. With wireless access to email, calendar, browser and other applications, all managed by the BlackBerry Enterprise Server (BES), AZB & Partners’ workforce continues to be seamlessly connected on the go without investment in expensive servers and software in-house. The firm also plans to upgrade to the new BlackBerry Enterprise Service 12 (BES12) to take advantage of the cloud service offering.

AZB & PARTNERS
ADVOCATES & SOLICITORS

Chapter 1 | Securing Enterprise Mobility
The highly secure and reliable environment of the BES have helped provide assurance to the lawyers at AZB & Partners that critical client and corporate data is protected. All the while, users can enjoy the full experience of BlackBerry smartphones such as the freedom to download applications, create and manage their personal contact list and calendars and stay connected through their email and social media accounts.

Overall, the Hosted BlackBerry services has offered the AZB & Partners workforce with a full-service business solution which seamlessly integrates with existing hosted email and business applications. The BlackBerry user experience and the easy-to-manage features of BES have enabled the employees and IT Managers of AZB & Partners with a secure, robust, fast and smart mobility experience.

**KEY BENEFITS**

- BES helps provide secure corporate communications.
- Physical keyboards on BlackBerry smartphones have offered employees a user-friendly, unparalleled mobility experience.
- Helped in saving cost – no investment in expensive servers and software in-house.

**THE BLACKBERRY ADVANTAGE**

AZB & Partners upgraded to BlackBerry smartphones and deployed hosted BlackBerry Enterprise Server (BES) to manage their mobile infrastructure across the organization. Around 200 senior partners and lawyers of AZB & Partners have been provided email access on their smartphones. Close to 80 percent of the employees with email access are using BlackBerry OS smartphones along with hosted BES services. The rest of the employees have upgraded to BlackBerry 10 smartphones on Active Sync, with the majority of the AZB & Partners employees using BlackBerry smartphones.

**COMPARING EMM REQUIREMENTS FROM SMB TO REGULATED ENVIRONMENTS**

<table>
<thead>
<tr>
<th>EMM Service Level Requirement</th>
<th>Managed for some</th>
<th>Managed for all</th>
<th>Segmented</th>
<th>Locked down &amp; managed mix</th>
<th>100% locked down</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of enterprise</td>
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<tr>
<td>Small and medium business that do not require lock down devices</td>
<td>All vendors</td>
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<tr>
<td>Large and medium enterprises that do not require lock down devices</td>
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<td>Large enterprises with different levels of device management</td>
<td>All vendors</td>
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<td>Large enterprises that are security sensitive</td>
<td>All vendors</td>
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<tr>
<td>Government and regulated industries</td>
<td>All vendors</td>
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“We are extremely delighted with the security features, management console, reporting and the upcoming enterprise mobility roadmap of BlackBerry.”

Vijay Datwani
Manager, Operations at AZB & Partners
A GLOBAL LEADER IN FINANCE MIGRATES ITS MOST POWERFUL APP

A leader in financial services, this company has thousands of employees distributed around the world. And given the round-the-clock nature of their industry, key players need anytime, anywhere access to critical applications, information and people.

When you factor in the fast-paced nature of the financial services industry and add in the need for a focus on both risk management and regulatory requirements, having a partner that’s got the full picture and has the right connections to pull it off is essential.

THE CHALLENGE

When this company discussed moving to the latest BlackBerry smartphones, IT leaders considered what they’d need to do to transition their existing mobile apps to the new platform. At the top of their business-critical list: a custom, Java-based CRM and market data power tool that houses their critical pipeline, with hooks into email and calendars.

A Senior Enterprise Developer on the BlackBerry Enterprise Solutions Team explained that it was a matter of using one of the rich, standards-based development tools available for BlackBerry, like BlackBerry® WebWorks, or the BlackBerry® Native SDK.

Once the IT team understood their options, their next question was about timelines. Could they make an absolutely seamless transition quickly and efficiently? They’d take every precaution necessary, because even one unexpected application glitch, on one user’s device, could end up slowing or sinking a massive opportunity.

And because the app would contain sensitive customer data, it needed to continue to meet the world’s toughest regulatory requirements, not to mention the company’s strict internal security standards. The firm’s internal application development specialists simply weren’t in a position to shoulder that responsibility alone.

Fortunately, the end-to-end nature of a BlackBerry enterprise solution meant they knew exactly where to turn for support.

THE SOLUTION

“We started by understanding all the use-cases for the app — there were many — and then probing under the hood to see exactly what the transition would require,” explains the lead developer on the BlackBerry Enterprise Solutions Team.

In order to enable the full BlackBerry user experience and performance, he recommended using Cascades™, and leveraging the special expertise of a BlackBerry application development partner. The BlackBerry Enterprise Solutions Team provided key insights on email and calendar integration. From there, they worked with the players required to build out the solution.

“We have a very close working relationship with the mobility team. We talk regularly around strategy, opportunities, application architecture, regulatory compliance and more.”

Senior Enterprise Developer
BlackBerry Enterprise Solutions Team

Industry: Financial Services
Region: Worldwide
Solution: BlackBerry® Enterprise Solutions Team
BlackBerry® smartphones

iOS Android Blackberry
One of the reasons this customer had chosen BlackBerry in the first place was because of the company’s ability to ensure its mobile devices complied with the complicated and constantly shifting regulatory requirements in the finance industry. That extends to Mobile Application Management (MAM). The BlackBerry team was able to demonstrate how BES could help them manage the app through its lifecycle — to make sure it could continue to deliver as required when the company added new features, updated operating system software and deployed additional devices.

THE BENEFITS
Understanding the end-to-end picture, BlackBerry was able to help this customer with its critical CRM and market data app for the BlackBerry platform.

For the company’s IT and developer teams, BlackBerry was able to take the pressure off. Instead of having to delve into the specifics of a multifaceted app redevelopment, they could focus on core tasks, saving time and money.

When users pick up their new BlackBerry smartphones, their key tools, including the CRM app, will be pre-loaded and ready to go. They’ll also benefit from new features like the overhauled browser and the time-saving BlackBerry® Hub for emails and other messages.

The BlackBerry Enterprise Solutions Team maintains a close working relationship with this customer’s mobility team. They communicate regularly around strategy, opportunities, application architecture, regulatory compliance and more. Seeing the whole picture is something other players in enterprise mobility simply aren’t able to do. And that’s one reason this company views BlackBerry as a strategic partner, not just another vendor.

“We started by understanding all the use-cases for the app — there were many — and then probing under the hood to see exactly what the transition would require.”

Senior Enterprise Developer
BlackBerry Enterprise Solutions Team

KEY BENEFITS

• **One port of call:**
  BlackBerry app experts took on this migration issue, managing it in partnership with the customer, development partner, and the account team.

• **The right connections:**
  After choosing the technology, advising on app architecture and design, and providing platform expertise, BlackBerry brought in a trusted partner to round out the development work.

• **The full picture:**
  While most mobility vendors provide a single piece of the puzzle, BlackBerry is the only EMM provider to address the whole picture, from devices to app development; from technical support to Mobile Device Management and Mobile Application Management.

• **Future-proof apps:**
  Developed the right way from the start, BlackBerry apps are easily managed via the BES, and standards-based development frameworks make it easy to extend apps for multiplatform use.
The Challenge
Bancolombia’s executives are regularly out of the office in meetings or on extended business trips. But they require uninterrupted access to email and the ability to receive documents, such as internal bank activities or important issues like vacation requests. In the past, they had to rely on desktop email, but often had limited access to computers. Lack of access resulted in delayed answers and approvals from directors and vice presidents.

Communication among the bank’s departments was also limited, particularly for sales reps that spend a lot of time on the road visiting clients.

At the same time, Bancolombia wanted to deliver a unique mobile solution to its corporate customers and other people in the financial and investment sector – an important market for the organization. Many of the people in this sector want consistent access to financial reports and the Colombian stock market.

Bancolombia required a solution to improve internal communications among its employees, facilitate financial information, and provide customers with simple mobile banking services for transaction inquiries and transfer of funds. Due to the sensitivity of information being transmitted, the bank also needed to have peace of mind that any communications would be sent and received as securely as possible.

The Solution
Bancolombia equipped over 2,200 employees from 800 branches with BlackBerry smartphones, including built-in email, calendar and task management functionality.

“We thought about what our customers needed to have in their pocket and saw that having almost immediate access to information from anywhere would help them make financial decisions, such as buying and selling currency or treasury bonds. The Bancolombia App has brought us closer to our customers because we are more aware of their needs.”

Diana Marcela Arismendi
Mobile Channels Management Analyst, Bancolombia
“Our employees can now use email as if they were sitting in front of their desktop computers,” said David Zuluaga Arango, Infrastructure Analyst Bancolombia. “In addition, our managers can approve vacations and other administrative processes by email and our sales force can update their calendars and close agreements with customers, all with their BlackBerry smartphones.”

Employees now communicate and stay in touch with their work groups by using BBM. The organization has added additional users from other departments, including sales and administrative staff, and has implemented the BlackBerry Enterprise Server to manage their BlackBerry smartphones.

To better serve customers, the Bank launched a mobile banking application for BlackBerry smartphones, developed with TODO1. The Bancolombia App can be downloaded from BlackBerry App World™ or by scanning a barcode located on the bank’s promotional ads.

In addition to its traditional mobile banking functions, investors can use the app to obtain up-to-the-minute information on the Colombian financial market. The data provided by Bancolombia App is automatically updated on the back-end servers and is available almost immediately for customers, even in the most remote parts of the country, where there might not be a branch. Staff can also check their agendas at any time to keep up with their appointments.

“We thought about what our customers needed to have in their pocket and saw that having almost immediate access to financial information from anywhere would help them make decisions.”

Diana Marcela Arysmendi
Mobile Channels Management Analyst, Bancolombia

• Quicker decision-making for executives.
• Increased productivity for personnel.
• Improved inter-departmental communication.
• Increase in online bank transactions.
• Access to up-to-the-minute financial information on market activity.
INTERVIEW WITH
CHRISTOPHER DEWDNEY, FINANCIAL PLANNER

Christopher Dewdney is a Toronto-based financial planner and social photographer extraordinaire. Whether Christopher is helping his clients achieve their long-term financial goals, or posting inspiring/uplifting quotes on his social feeds, he now uses a BlackBerry® Z30 to be productive.

Q: You’re a multi-tasker, balancing a busy schedule and social life. Having officially exiled yourself from your previous smartphone, what are the biggest differences, productivity-wise, that you’ve noticed since going 100 per cent BlackBerry 10?

CD: Let’s say it’s been an experience and an adjustment, but in a good way — following? For me, the BlackBerry Hub is the biggest advantage. It offers a snapshot of what’s going on at any given moment and allows me to prioritize what needs to be addressed. I also like the flow of BlackBerry 10 and being able to easily maneuver around. The screen is phenomenal, and that keyboard is next level! I think I have about 7000 contacts; the address book polls all the social media information into their profile so I can see everything in front of me. This battery is the first of any device that can last the entire day. I relied heavily on a juice pack for my other phone — I’ve never had the BlackBerry Z30 run empty on me. I don’t even need a car charger, I unplug it in the morning and it runs the entire day... I wish my other phone lasted until lunch! For the most part, it runs everything I need.
Q: Being a financial planner means you are bestowed with a lot of trust from your clients. How important is mobile security to you? Do you feel safer using BlackBerry 10?

CD: In regulated industries, security is very important. Like, one of the biggest features. When a client enters into a fiduciary relationship with me as their advisory, it means everything relies on trust. The trust transcends everything we do together, especially the access I have on the go. I feel 100 per cent confident and secure now. It’s always been the go-to for my line of work in financial services and I understand why.

Q: With the introduction of BlackBerry 10.2.1 BlackBerry has increased compatibility for Android developers to bring their apps to the BlackBerry World storefront. Do you see any app-gaps in your day-to-day use?

CD: I’m a productive person, so I don’t tend to play a lot of games. But, like I said, there are a few I rely on and I have found most of what I need.

Q: On average, how many emails do you get a day? Do you find that the BlackBerry Hub helps you stay on top of things?

CD: I have two main addresses that I use, combined I get about 200 emails a day, and that doesn’t include SMS or BBM messages. Again, I can’t stress this enough, the BlackBerry Hub helps shave off so much time because I can glance, see a text, and know to whether to ignore a buddy or address a critical email.

Q: You’re constantly on the go. How do you measure your personal productivity throughout the day? How do you know when you’ve hit your peak efficiency?

CD: I consider myself a pretty happening young professional. It’s difficult to keep entirely focused throughout the day when you’re heavy on social media. The way BlackBerry 10 organizes information and notifications, I don’t get pulled away from tasks over every single notification. I notice myself getting a lot more done now, without the distractions. For me, distractions are mostly coming from social media engagements, and I can cut through it now. Facebook is my biggest distraction, but I spend a lot of time snapping and sharing photos as well.

Q: Do you have any regrets using BlackBerry 10? Do you see yourself going back?

CD: Nope. I’m actually selling my other phone. Work and efficiency are my number one priorities and I’m coming out ahead on both fronts with the BlackBerry Z30. Side note: the accessories that came with the phone, and the presentation, were fantastic and I want to give a huge nod to the team for it.

Q: Any closing comments?

CD: I know BlackBerry has customers around the world and, for me; it strikes a “Canadian Pride” chord. I’m proud that we share the same nationality. BlackBerry does make a great product and they know their market. The value-add I offer my clients is that I go see my clients. Each meeting is about an hour and half, plus travel. Further, my car doesn’t have GPS, so I rely on my phone for GPS as well. I can take calls, emails, and use maps and not be at risk of my phone dying out on me. The value-add that BlackBerry offers me is that I can focus on my clients and put them first.
LEADING GERMAN SOCCER CLUB SUPPORTS SECURE MOBILITY WITH BLACKBERRY ENTERPRISE SERVICE

Hannoverscher Sportverein von 1896 (Hannover 96), is a German association soccer club based in the city of Hannover. Hannover 96 plays in the Bundesliga, the top tier in the German soccer league. As well as managing players and contracts, the corporate side of the business is tasked with marketing and promoting the club’s brand throughout Europe.

“BES is valuable to our business because it gives us the perfect balance between flexibility and security. For example, our online team needs access to multiple devices such as iPhones and Android to test the design and layout of web content. With BES in place, we can keep these functions of our business running smoothly without having to worry about the security implications for the business.”
Björn Bremer
COO, Hannover 96

THE CHALLENGE
Hannover 96 relies on efficiency and precision. The business is made up of around 88 employees who often need to travel on business, meaning the day-to-day running of the company is carried out remotely.

“It is important for our company to be well connected,” said Dirk Dufner, Director of Sport at Hannover 96. “I am often away negotiating contracts and need to know I can communicate with colleagues at all times and share documents securely without the risk of compromising sensitive information.”

With intelligence on players regularly being shared across a multitude of devices, Hannover 96 needed to adhere to its own internal data protection rules, while complying with German authority security regulations.

The club was keen to establish a Corporate Owned Personally Enabled (COPE) mobile strategy to provide end users with device flexibility, while ensuring the organisation still has control over costs, security and other potential areas of risk, including information leaks.

For Hannover 96’s COPE strategy to succeed, it needed an enterprise mobility solution (EMM) with robust security, the ability to support BlackBerry, iOS and Android devices, and a straightforward user-experience.

THE SOLUTION
Hannover 96 deployed BlackBerry’s EMM solution, BlackBerry Enterprise Service (BES), to manage employee devices and secure highly confidential information, such as details of new players, contracts, schedules and soccer training plans. It can be deployed across different platforms, including BlackBerry, iOS and Android devices. BlackBerry’s technology partner, ISEC7, supported Hannover 96 through the entire BES implementation process, from setting up the first components through to integrating the first devices.

BES provides secure, reliable and comprehensive device, application and content management. The solution is designed and built to eliminate the complexity of multiple EMM solutions, ensuring Hannover 96’s mobile estate is fully managed and secure, irrespective of device or platform type. Hannover 96 is therefore able to balance end-user and enterprise needs with expanded capabilities to support multi-platform environments.
BlackBerry has really helped us implement an effective COPE strategy and has given us the confidence to know that if a device is lost or stolen we can quickly wipe player and financial details before they get into the wrong hands.”

Björn Bremer
COO, Hannover 96

“Data security is key to business success and our mobile device strategy,” said Björn Bremer, COO at Hannover 96. “BlackBerry has really helped us implement an effective COPE strategy and has given us the confidence to know that if a device is lost or stolen we can quickly wipe player and financial details before they get into the wrong hands. Hannover 96 is now looking at integrating additional devices such as tablets.”

Hannover 96 also took advantage of the Secure Work Space container for iOS and Android devices, and BlackBerry Balance technology on BlackBerry 10 smartphones. With BlackBerry Balance seamlessly built into every BlackBerry 10 smartphone for separation of work and personal content, employees experience the freedom and privacy for personal use while management has confidence in the security and management for business use. Secure Work Space extends BlackBerry security to corporate data at-rest and in-transit using the global and secure BlackBerry infrastructure and eliminates the need for an expensive VPN infrastructure. Managed by the latest BES from a single console, Secure Work Space offers customers the best combination of security, user-experience and competitive total cost of ownership.

HANNOVER 96 BENEFITS

Hannover 96 succeeded in creating a highly secure mobile platform, which meets the challenges associated with sharing confidential information via mobile devices. The solution has improved user experience and allows Hannover 96 to meet security requirements for a successful COPE strategy.

“ISEC7 helped us make the decision to migrate to BES and we have benefited from support through every step of the implementation,” said Bremer. “Even now the solution has been deployed we are continuing to receive support and guidance, which is hugely valuable.”

“BES is important for our business because it gives us the perfect balance between flexibility and security,” continued Bremer. “For example, our online team needs access to multiple devices such as iPhones and Android to test the design and layout of web content. With BES in place, we can keep these functions of our business running smoothly without having to worry about the security implications for the business.”

The solution has provided the following benefits for Hannover 96:

- IT administrators can create activation and application distribution rules for the latest iOS and Android devices, without requiring a server upgrade.
- Highly secure platform enabling COPE by allowing administrators to manage only the Secure Work Space container on iOS and Android devices, thereby providing users with the assurance that the personal information and apps on their device remains controlled and secure.
- Enables users to perform device management tasks on their own, meaning fewer calls to IT, lower TCO and more control to users.
- Users can easily switch between personal and corporate environments – the BES platform allows the business to easily manage internal corporate apps or public applications using BlackBerry Balance technology.

“Soccer is the leading sport in Germany and BlackBerry is the leader in mobile enterprise security,” said Bastian Anthon, Head of Consulting, ISEC7 Group. “After first introducing Hannover 96 to the latest version of BES, the club was keen to move forward with the multi-platform solution. In addition, I live in Hannover and am a big fan of Hannover 96 – so it was a great honor to work on Hannover 96’s BES implementation.”

KEY BENEFITS

- Manage all BlackBerry, iOS, and Android smartphones and tablets.
- Manage applications for internal corporate apps or public apps from BlackBerry World through BlackBerry World for Work.
- Facilitates easy over-the-air activation for end-users.

Rocky Mountain Human Services (RMHS) provides resources, service coordination and training to nearly 10,000 individuals living with intellectual and developmental disabilities and veterans transitioning to civilian life. RMHS employs more than 400 professionals across Colorado and Wyoming, and offers several distinct programs ranging from mental health assessments, to brain injury support, to clinical and behavioral health therapies for children and families.

THE CHALLENGE
Based in Denver, Colorado, RMHS staff is spread out across the Rocky Mountains. They provide a range of services and supports including counseling for soldiers suffering from post-traumatic stress disorder, and clinical therapy groups for women with developmental disabilities.

“Part of my job as the IT Manager at RMHS is to ensure we have the right mobile infrastructure strategy in place,” explained Frank Baer, IT Manager at RMHS. “Many of our employees, such as our Case Managers, are rarely at a desk and rely heavily on having information at their fingertips when meeting with a client. With this in mind, functionality was an important factor when considering mobile technology options.

Security was also a top priority as our organization handles very private and sensitive client information.”

“We provide our home-care staff with laptops, tablets and smartphones so they can update client information and communicate amongst their teams,” said Baer. “Not only do we need to be able to manage those devices seamlessly, we need to be able to do it in an environment that adheres to the Health Insurance Portability and Accountability Act (HIPAA).”

RMHS needed to upgrade its enterprise mobility management (EMM) solution and smartphones to cost effectively manage all of the devices on its network while keeping in mind HIPAA’s stringent compliance and security requirements.
THE SOLUTION

RMHS chose BlackBerry Enterprise Service (BES) along with BlackBerry smartphones to enhance its mobile productivity, meet the requirements of its employees, better serve its customers, and exceed its security needs.

“Before migrating to the latest version of BES, we were using BES5 and BlackBerry Curve and Bold smartphones. Integrating BES and the new BlackBerry smartphones was easy for our IT department and also very intuitive for our employees,” explained Baer.

“BES and BlackBerry smartphones help us meet compliance and security requirements while maintaining a low total cost of ownership (TCO).”

RMHS’ BENEFITS

Enhanced Productivity and Communication
Staff members who work at clients’ homes and administration professionals, including IT and finance, were transitioned to BlackBerry smartphones. There was a minimal learning curve and seamless transition as users adapted quickly from their BlackBerry Curve and BlackBerry Bold smartphones to the new BlackBerry devices.

“The nature of cognitive disabilities can make it difficult to have conversations with some clients and for them to relay their detailed medical concerns. With the BlackBerry smartphones, we can quickly and easily use a smartphone to review case notes and access sensitive client records on demand,” said Baer.

Many RMHS employees spend the bulk of their time on the road. “It’s rare that I’m at my workstation or desktop. With my BlackBerry smartphone, I’ve created SMS email groups to more efficiently broadcast communications with my team and stay connected with both internal and external constituents,” explained Annie Davies, Director of Communications at RMHS.

Auto synchronization to the server and universal access to it amongst staff has also made it easier to get in touch with colleagues.

BBM is another useful tool that is being used to troubleshoot issues in the field. Case Managers can use BBM video conferencing to consult in real time with supervisors and collaborate remotely on the best course of treatment. During meetings, employees not physically present can share their screen and participate as if they were in the room.

Deploying BlackBerry devices with secure enterprise applications, such as Citrix Receiver or Documents To Go®, has tremendously reshaped how RMHS field workers do their jobs. Through these and other applications, RMHS employees can quickly pull information and review case notes from their devices, which proves to be easier and more secure than carrying around hard copies or laptops. A mobile solution also enables RMHS to achieve a high level of immediacy and ease of productivity.

Employees also like having BlackBerry® Hub, which brings together work and personal emails and messages into a single convenient location so they can let their loved ones know what time they’ll be home for dinner.

STRONGER SECURITY FOR PATIENT PRIVACY

HIPAA established national standards for electronic health care transactions and national identifiers for providers, health insurance plans and employers.

“Under HIPAA, even a patient’s name is protected, so accessing patient records through the RMHS-issued BlackBerry devices is safer than carrying around hardcopy files, a laptop or accessing them through a Wi-Fi network,” noted Baer.

“With our employees on the road so frequently and constantly changing locations, it’s reassuring to know from a HIPAA compliance perspective that we can remotely disable an employee’s device if it is lost or stolen to ensure private information isn’t compromised.”

Beyond its encryption technology, BES also offers enhancements to enterprise security and manageability, including new IT policy controls and settings policies, S/MIME enhancements, Secure Voice support, Enterprise authentication enhancements and a new IT command to reset the Secure Work Space password. Having all devices under its control and ownership helps RMHS better serve and protect its clients, and do it within a nonprofit’s budget.

KEY BENEFITS

- Improved employee communications.
- Enhanced security.
- Productivity-enhancing apps.
- Cost-efficient EMM solution.

Frank Baer
IT Manager, RMHS
INTERVIEW WITH
SHAIN GROSMAN, INSURANCE BROKER

It's not every day that you meet someone like Shain Grosman. After beginning his career in stocks and bonds at a young age, Grosman was able to retire from work at only 26 years old! After a few years on the sidelines, he decided to help a friend out and jump back into the business world via insurance sales, with (a then much smaller) Canada Protection Plan (CPP). CPP is now largest independent insurance brokerage in Canada, and Grosman has overseen much of that incredible growth using a BlackBerry®.

We caught up with Grosman at CPP’s offices to discuss why he has remained a loyal BlackBerry guy and to find out what made him leave early retirement (and why he wishes that he could have BBM™ on his desktop).

Q: Over the year, you’ve always been very loyal to BlackBerry. Quite literally, going from a “dumb phone” to a BlackBerry Pearl and so on from there. What is it about using a BlackBerry that has kept you so loyal?

SG: It boils down to comfort and what serves my needs; BlackBerry does both. It has everything that a business professional needs, unconsciously. It works flawlessly with Microsoft at work and is just more secure than anything else on the market.

Q: As a wearer of many hats, you’ve gone from working in stocks and bonds to now overseeing (and guiding) CPP to become the largest independent insurance dealer in Canada, a feat which probably required a lot of security and multi-tasking on your end. Is it fair to say that using a BlackBerry has contributed to much of your success in business over the years?

SG: Absolutely. Not that long ago we just had phones. Now I can be taking long conference calls while still productively responding to emails, and reviewing sales reports all during calls. I’m constantly hearing about security issues with iOS and Android. That is something I can rest assured I won’t need to ever worry about.

It may not be the most popular phone in the consumer world, but it’s secure, and is as good as anything else in terms of communication. I mean, WhatsApp and other nonsense doesn’t even come close to what I can do with BBM.

Q: The team at CPP has grown exponentially over the years. Now that it’s cross-platform, does your team use BBM to communicate securely with each other?

SG: Yes – Our entire sales team, from director down to reps, communicates via BBM.

Q: If there was one feature you could add to BlackBerry, what would it be, and why?

SG: Honestly, aside from apps, the phone has everything I need. But apps aren’t a big deal to me. As long as I have Password Keeper, I’m happy.

Q: And now we’re reinforcing app availability through our partnership with Amazon, bringing thousands of apps into the fold via the Amazon Appstore, so you should be covered there. Now that you’re on a larger podium, is there any advice you can give to someone just getting their feet wet in the world of business?

SG: Reach for your dreams. Dress for success. Be tenacious — it’s the only thing that will get you where you want to go.

“...I'm constantly hearing about security issues with iOS and Android. That is something I can rest assured I won't need to ever worry about.”

Shain Grosman
Insurance Broker
MoneyMate Limited (MoneyMate) is a specialist provider of investment product information management services to global asset managers. The company provides a fully managed service assisting its clients across EMEA to maximize returns through its data quality management platforms. MoneyMate brings together data quality processes, expert human resources and proven technology to form the most efficient managed service available in the market, enabling asset managers to oversee and control the quality of its product data. Its innovative approach enables asset managers to implement data governance within their organizations and ensures that they are delivering timely, accurate, consistent and quality data to the market.

THE CHALLENGE
The consumerisation of IT and mobile technology is blurring the lines between personal and business devices. With corporate data increasingly finding its way onto unsecured personal devices MoneyMate needed to find a secure way for its employees to use their mobile devices for work and personal use. Safety and security was a key consideration in deciding which platform to use.

MoneyMate believed moving towards a more positive work/life balance shouldn’t come at the expense of data security. MoneyMate looked into a number of solutions but could not find a provider that could give its employees access to personal apps and social media tools without compromising company security.

THE SOLUTION
As a long-standing BlackBerry® customer, MoneyMate turned to the handset maker for help. BlackBerry responded by offering BlackBerry 10 smartphones and the latest version of BlackBerry Enterprise Service (BES). Using BlackBerry Balance technology on BlackBerry 10 smartphones allowed the organization to manage a dedicated part of the BlackBerry 10 device, with seamless ability to switch between the personal space and the work space. This gave users access to consumer apps and social media tools without compromising company security.

“Our users are very happy with the functionality of the BlackBerry 10 operating system on the devices as it allows them to have a consumer experience safe in the knowledge that their work data is secure in the ‘work’ portion of the device.”

Graham Carey
VP of Infrastructure, MoneyMate
“The upgrade to BES was very easy. We took advantage of the BlackBerry trade up program, that allowed for our legacy BlackBerry client licences to be upgraded free of charge to the new BlackBerry Enterprise Service,” said Graham Carey, Vice President of Infrastructure at MoneyMate. “Our users are very happy with the functionality of the BlackBerry 10 operating system on the devices as it allows them to have a consumer experience safe in the knowledge that their work data is secure in the ‘work’ portion of the device.”

**THE BENEFITS**

MoneyMate is an international organization headquartered in Ireland with operations in the United Kingdom, United States, Sweden and Spain. As the sales team travel the world they need secure access to their work space on non-BlackBerry devices, in particular tablets. The BES platform is designed to enable the secure management of work environments on iOS® and Android™ devices as easily as on BlackBerry 10 devices. This flexibility to work on the move has helped MoneyMate to grow its global footprint. Graham Carey continues, “It used to be a bit of an issue to manage our mobile international operations in a secure environment. With BES we can quickly and efficiently mobilize our sales teams, wherever they are, using a range of mobile devices.”

MoneyMate is also utilizing its BlackBerry 10 smartphones to receive and monitor real-time information through its Rove Mobile Administration console. This HTML-based dashboard is enabled in the secure environment through BlackBerry Balance and allows for real-time decisions to be made quickly, efficiently and decisively.

MoneyMate has also been able to remove the need for physical token-based VPN connectivity. “We were constantly spending time resolving issues with the physical tokens. We had incidents of batteries dying and tokens faults through user error, both of which require a return to headquarters for repair and reconfiguration,” explains Ronan Brennan, Chief Technology Officer for MoneyMate. “With the BlackBerry 10 devices, we are now using virtual token generation from the device, reducing our need to provide support and enabling quicker secure access to the back-end systems via our VPN. With BlackBerry 10 and BES, MoneyMate has a mobile platform that helps it to meet the challenges of a growing worldwide operation. Already MoneyMate has been able to increase internal user satisfaction, solve IT support challenges and function more effectively as a business.”

**KEY BENEFITS**

- Delivered a trusted, secure and easy to deploy solution.
- Eliminated need for physical VPN key.
- Provided a managed secure environment across multiple devices.
A long-time BlackBerry customer, this company was in the process of migrating to the latest version of BlackBerry Enterprise Service (BES) – a move that would allow them to manage multiple platforms and device ownership models. So while they were rolling out thousands of new BlackBerry devices, they were also trialling a bring your own device (BYOD) program, allowing employees to use personal iOS phones and tablets for work.

At the same time, the company was looking for a better way to manage its most valuable resource: its workforce. They needed a way to securely track and analyze metrics on how their employees worked. For years, they’d relied on desktop systems and dashboards for HR insights, but they realized that now was the time to give decision-makers mobile access to this information – from recruitment numbers and workforce turnover rates to compensation averages and performance statistics.

They were delighted to find a solution that seemed to check all the boxes: a third-party, Business Intelligence talent management app by Oracle. But while key business decision-makers were ready to go ahead with it, the IT team had concerns. Operating in a regulated industry like financial services means ensuring that every digital solution complies with a long list of security requirements. Not adhering to these stipulations could mean huge fines, protracted legal battles, and incalculable brand damage. And given the sensitive nature of the data that this app would store and transmit, only ironclad security would do.

“We’ve established a great rapport, so when it comes to any kind of application or mobility question, they reach out to me for insight.”

Swalé Nuñez
Senior Enterprise Developer, BlackBerry Enterprise Solutions Team
They were quite sure they’d have to open up the code and rewrite it to meet their security needs, but given that it was a proprietary app, it could get complicated. It looked like the solution the business was banking on wasn’t going to cut it. That’s when the company put in a call to its partners at BlackBerry.

THE SOLUTION

Deciding where to turn for guidance was easy because of the solid relationship between the company and the BlackBerry team. As Swalé Nuñez, Senior Enterprise Developer on the BlackBerry Enterprise Solutions Team commented: “We’ve established a great rapport, so when it comes to any kind of application or mobility question, they reach out to me for insight.”

After discussing the requirements, Nuñez proposed a solution during the meeting. Rather than taking on the cost of creating a custom solution, or abandoning the project altogether, the company could apply the required layer of security using the Secure Work Space feature of BES. Secure Work Space would provide the gold-standard BlackBerry security that the company was looking for, even on this iOS version of the app. It would allow them to maintain the app’s integrity and to secure sensitive corporate data – all while avoiding the costly and lengthy process of rewriting code from scratch.

Immediately, Nuñez reached out to his colleagues specializing in Secure Work Space to let them know the plan. Soon after, the BlackBerry team had the raw files in hand. “With access to the code and signing keys, it took a day for my colleagues to wrap it on their side and test its functionality. The next morning, we were able to start the process for the customer implementation,” explained Nuñez.

BlackBerry then contacted Oracle on behalf of the customer, and coordinated the legal arrangements that needed to be in place before the process could be finalized. It was only a matter of days before the company was testing the app in its own environment and pushing it out to employees — safely and securely.

THE BENEFITS

Reaching out to Nuñez and the BlackBerry team saved this company time and effort. Instead of wasting days or weeks with trial and error solutions, they were able to resolve the issue with one phone call. BlackBerry handled the security wrapping process for the customer as part of their service:

“You can send the customer detailed step-by-step instructions, but one error in a line of code can cause delays, so we were happy to handle the development for them,” says Nuñez.

“In the future, they may choose to handle the next wrapping job themselves but we can always jump in as required.”

Leveraging BES will make managing this app through its lifecycle a straightforward experience for this company. They can push the app out to employees who need it and send out updates remotely, so that everyone’s running the latest version. And when it’s time to retire or replace the app, they can make sure employees have transitioned to the new tool before removing the existing one.

“The company is testing the app in its own environment and pushing it out to employees — safely and securely.”

For CIOs, there’s nothing more frustrating than denying tools that business leaders believe could contribute to more efficient resource management, productivity enhancements, or cost-savings. But in financial services, security trumps everything. With BlackBerry, this company was able to say yes to business enablement, and at the same time, protect its assets with BlackBerry gold-standard security.

“For CIOs, there’s nothing more frustrating than denying tools that business leaders believe could contribute to more efficient resource management, productivity enhancements, or cost-savings. But in financial services, security trumps everything. With BlackBerry, this company was able to say yes to business enablement, and at the same time, protect its assets with BlackBerry gold-standard security.”

Swalé Nuñez
Senior Enterprise Developer, BlackBerry Enterprise Solutions Team
**LOCAL GOVERNMENT BALANCES SECURITY AND FLEXIBILITY WITH BLACKBERRY**

With a population of more than 25,000 people, the City of Beuningen lies in the eastern Netherlands and covers the towns of Beuningen, Ewijk, Winssen and Weurt. The local government is led by the mayor and supported by aldermen and civil servants.

**THE CHALLENGE**

Beuningen City Council is responsible for managing projects, improving infrastructure, controlling finances and meeting the needs of the community.

“Our employees need to be accessible to the community,” says Gerard Paans, Automation Coordinator at Beuningen City Council. “They need to ensure roads are in good condition, streets are clean, recreational and cultural spaces are maintained, and strategies are in place to react quickly to emergencies such as flooding.”

Council workers must be able to reliably communicate with each other, regardless of their location. “Our employees need mobile devices that enable productivity and are well-suited to support their business and personal needs. There was also demand for us to support a broader range of devices like tablets, so that our employees could have more flexibility to do their jobs,” said Paans.

“As a government entity, any device we allow staff to use must be in compliance with government regulations to ensure we do not compromise the security of sensitive financial and legislative information.”

The City Council needed a robust mobile solution that would support constant communication across a range of corporate-owned devices, providing employees with the tools to be productive and the Council with government-grade security to meet regulations.

“With BlackBerry Balance, staff members can separate work and personal content, providing councilors with the freedom and privacy they want, while delivering the security and management needed to secure the business portion of the devices.”

Gerard Paans
Automation Coordinator, Beuningen City Council

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**Industry:** Government/Public Sector  
**Region:** EMEA  
**Company Size:** Small  
**Solution:**  
- BlackBerry® smartphones  
- BlackBerry® Balance™ Technology  
- BlackBerry® Enterprise Service (BES)  
- Secure Work Space for iOS
THE SOLUTION

As an existing BlackBerry® customer, Beuningen City Council valued the high level of security and control BlackBerry provided. The Council’s IT department began exploring solutions that would support a multi-device corporate owned, personally enabled (COPE) mobile strategy.

“We looked at solutions by MobileIron and Sophos but after extensive research, the latest BlackBerry Enterprise Service (BES) stood out because of the simplicity of the migration and its multi-platform device management capabilities,” explained Paans. Upgrading to BES was a straightforward process for the Council. “We now manage a number of BlackBerry devices as well tablets running iOS through a single management console. Employees can now work and communicate almost as effectively on the move as if they were at their desks,” noted Paans. “With Documents To Go, employees can view and edit plans and reports from any location.”

BlackBerry Balance technology enables councilors to attend to their personal lives while putting in long hours at the office. “With BlackBerry Balance, staff members can separate work and personal content, providing councilors with the freedom and privacy they want, while delivering the security and management needed to secure the business portion of the devices,” said Paans. “It also prohibits users from accessing Beuningen City Council resources, such as emails and contacts, when using the personal space. This keeps the Council’s network secure from potential cyber threats such as viruses and Trojan malware.”

For those Council members using iPads, the Secure Work Space container, which has Federal Information Processing Standard (FIPS) certification, enables the Council’s IT team to configure, secure and wipe sensitive data should devices be lost or stolen. Data Leakage Prevention (DLP) also ensures work information cannot be shared outside the Secure Work Space.

BEUNINGEN CITY COUNCIL’S BENEFITS

Device flexibility and freedom is enabling the councilors to work remotely without delaying deadlines or impacting productivity.

“As a heavily regulated government organization we cannot afford to risk compromising data, but at the same time we appreciate the importance of arming employees with the best technology to do their jobs,” said Paans. “The multi-platform capabilities of BES have enabled us to begin incorporating a mix of devices into our COPE strategy, which is something we are keen to continue exploring further, and as a result our employees can now work effectively inside and outside the four walls of the office.”

The security of BES has also provided employees with the freedom to download and use personal apps and social media. “We’re representing the interests of our community, so it’s essential that we can interact with local residents and collect their feedback,” said Paans. “With our BlackBerry solution, we can have that contact, while still adhering to the government’s rigorous security requirements.”

All apps can be deployed, managed and monitored across all of the Council’s BlackBerry and iOS devices through the unified BES console. The platform is purpose-built for security to deliver the best protection for work content, whether that content is on the devices or and in transit traveling through networks. It not only protects against data leakage and unauthorized devices accessing corporate assets, but provides end-to-end data encryption through a single outbound port for all communications, removing the need for additional VPNs.

The time savings for deployment and upgrades have also been a valuable benefit to Beuningen City Council’s IT staff. “BlackBerry manages upgrades automatically, which simplifies the management process for the IT team and frees them up to focus on more strategic tasks,” said Paans. “It has also made registering new devices far easier. It’s all very fast and we no longer have to train employees on how to use the device.”

KEY BENEFITS

- Improved employee communications.
- Multiplatform device management.
- Secure and encrypted communications.
- Remote management capabilities.
- Simplified device management.

CURRENT SPREAD OF ENTERPRISE MOBILE PROVISIONING STRATEGIES

How does your employer provide you with a smartphone to use at work?

Source: Ovum, "Beyond BYOD: How Businesses Might COPE with Mobility", May 2014

EMPLOYEE ATTITUDES TO COPE ARE LARGELY FAVORABLE

“If my company provided me with a smartphone or tablet of my choice, to be used for personal as well as work purposes, I would see this as a perk.”

Source: Ovum, "Beyond BYOD: How Businesses Might COPE with Mobility", May 2014
For us as a business, security is as important as the performance of the car, because otherwise we give away that performance to other people,” says Matt Harris, IT Director for MERCEDES AMG PETRONAS.

Paddy Lowe, the team’s Executive Director (Technical), agrees. “Formula One today is a very big operation,” he says. “One of the strengths of MERCEDES AMG PETRONAS is our unity with our engine supplier, Mercedes AMG High Performance Powertrains in Brixworth, England. We have to communicate not only between the factories, but also with the teams at the races. Security is a very critical issue.”

The team uses BlackBerry Enterprise Service (BES) encrypted solutions to deliver unmatched mobile security across its operations, as it races at 19 locations globally during the course of a season.

With tens of thousands of BES servers installed globally, BlackBerry is up to the challenge. It is capable of moving speedily to keep up with customer needs, pairing that agility with security and a sense of trust that’s hard to come by. And for MERCEDES AMG PETRONAS, it’s mission critical.

“If there’s one sport synonymous with velocity, it’s Formula One™. The highest class of single-seater auto racing, Formula One teams are themselves complex machines with many moving parts; all working toward one goal: making it to the finish line first.

Since 2010, the MERCEDES AMG PETRONAS Formula One™ Team has been making great strides, and in the first half of the 2014 season the team has dominated the sport, taking numerous race wins with their driver pairing of Nico Rosberg and 2008 World Champion Lewis Hamilton.

All of that work requires a high level of coordination and top-flight security – paramount for a business that is always on the go.

**Andy Cowell**
Managing Director, Mercedes AMG High Performance Powertrains

“BlackBerry is a critical part of our daily business. It provides that instant access to the data, the last message you read before your plane takes off then turning the phone on when the plane lands and immediately picking up the BBM messages and some photos that have come through from the circuit, looking inside the engine, all of that is critical to understand how we are doing how we are performing and that’s where BlackBerry gives us a real edge.”

**Andy Cowell**
Managing Director, Mercedes AMG High Performance Powertrains
THE CIRCLE OF TRUST; FROM OFFICE TO TRACK

“It’s important that the engineers here in Brixworth and the engineers in Brackley, and wherever we are racing or testing the car, can gather information quickly and send it securely, without any anxiety that it might be lost. You need to trust all the people, trust all the systems and that’s where working with BlackBerry helps tremendously.”

Andy Cowell
Managing Director, Mercedes AMG High Performance Powertrains

IT managers can deploy and manage applications with ease across all managed devices while staying compliant with comprehensive device and app monitoring and reporting.

BES has a host of powerful features, from comprehensive multi-OS device, security, and app management through a single management console to a great selection of enterprise apps designed to be securely deployed with BlackBerry as well as Secure Work Space for iOS and Android.

BES10 MAINTAINS PERFECT BALANCE BETWEEN THE ENTERPRISE AND THE USER

Just as the team balances the tires on their F1 cars, BES also has the ability to perfectly balance enterprise and user needs, which is important for such a cornerstone in the team’s communication infrastructure.

“BES allows us to know what’s going on with the data – we know that it’s secure, whether I am sharing with a member of the marketing team, an engineer or a designer,” says Harris. “It enables people to carry on working where they are. One of the main features that we really like is the ability to secure your personal and work information.”

KEY BENEFITS

• Comprehensive multi-OS device, security, and app management through a single management console.
• Separate users’ work and personal content for data leak prevention (DLP) without any impact on their user experience and privacy on their chosen devices.
• Deploy and manage applications with ease across all managed devices.

IN FOR THE LONG HAUL

“As I look around the business I can see everyone around me using BlackBerry devices,” says Lowe. “That’s another step towards seamless integration between the office and the track.”

That seamless integration into the complete solution of BES is a relief for Harris. “Last year we migrated over to the latest version of BES,” he says. “We used BlackBerry beforehand, but we also had other devices. We weren’t ever as confident in the security of those other devices.” He continues: “Looking ahead to the next generation of BES; hopefully we are going to be improving that again,” says Harris. Considering the functionality, feature set, and security – there are lots and lots of features in there that we are interested in.”
MAJOR SPANISH RISK-PREVENTION CONSULTANCY RELIES ON BLACKBERRY TO SAFEGUARD MOBILE NETWORK

Unipresalud is a Spain-based consultancy firm specializing in risk prevention and the improvement of workplace health and safety. The company has accreditation by Spain’s National Labor Authority (Dirección General de Trabajo) to provide external occupational risk-prevention services, and has an 850-strong team of professional staff, and more than 120 service centers and 22 mobile units.

THE CHALLENGE
Unipresalud required a mobility solution to securely manage the exchange of corporate information among mobile workers. As its main activity relates to occupational health, Unipresalud regularly manages sensitive personal medical data protected by Spain’s stringent Organic Law on Data Protection (LOPD).

The company’s “service guarantee” required a robust mobility strategy to ensure the secure and confidential handling of medical information for corporate client employees, as well as the reliable management of its business processes. Employees desired an intuitive user experience that simplified their ability to comply with the LOPD. Unipresalud’s mobility solution also needed to be capable of securing Android™ and iOS devices that are used on its network.

THE SOLUTION
Unipresalud deployed BlackBerry 10 smartphones to regional managers, making it easier for them to communicate with each other through a secure mobile platform. Unipresalud also deployed BlackBerry Enterprise Service (BES) with Secure Work Space for iOS and Android to provide employees with iOS and Android devices with secure mobile access to corporate data.

“We have been using the BlackBerry solution for many years and we will continue to trust BlackBerry as our Enterprise Mobility Management (EMM) provider. The end-to-end encryption used on the BlackBerry 10 smartphones and BES ensures that information will remain confidential and uncompromised. Not only does BlackBerry’s security help to prevent our data from being intercepted or hacked, it makes it easy for users to separate our employees’ work email from their personal email,” explained Xavier Albarracín Jiménez, CIO of Unipresalud.

“We have been using the BlackBerry solution for many years and we will continue to trust BlackBerry as our Enterprise Mobility Management (EMM) provider. The end-to-end encryption used on the BlackBerry 10 smartphones and BES ensures that information will remain confidential and uncompromised. Not only does BlackBerry’s security help to prevent our data from being intercepted or hacked, it makes it easy for users to separate our employees’ work email from their personal email,” explained Xavier Albarracín Jiménez.

With BES, we are assured that the confidentiality of our information is maintained, while also ensuring that Unipresalud employees can enjoy the best user experience, for both personal and professional use.”

Secure Work Space separates work from personal use by creating a secure and clearly differentiated work container for key business applications on Android and iOS smartphones. It leverages the same trusted behind-the-firewall connection available for BlackBerry smartphones and extends BlackBerry security capabilities for data-at-rest and data-in-transit to Android and iOS devices.

UNIPRESALUD’S BENEFITS

“Working in separate environments where corporate data isn’t available on the personal side can avoid costly mistakes.”
The BlackBerry solution has been easy for the IT department to integrate with Unipresalud’s “on premise” corporate email – making it a robust, secure, reliable and easy-to-use solution. The team can also make updates remotely, which saves time and hassle for employees in the field. For those who use non-BlackBerry devices, Secure Work Space makes it possible to apply strong security settings to smartphones on Unipresalud’s network.

The combination of BlackBerry 10 smartphones and BES gives the company an ideal combination of a flexible mobile management solution that meets both corporate and end user requirements.

KEY BENEFITS

- Compliant with Spain’s medical data protection laws.
- Separate work and personal environments allows apps to be used freely without compromising security.
- Robust and reliable EMM solution.
- Remote upgrade capabilities.

SCOPE OF ENTERPRISE MOBILITY MANAGEMENT (EMM) BY VENDOR

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<tr>
<th>Scope of Enterprise Mobility Management</th>
<th>airwatch</th>
<th>Citrix</th>
<th>Mass360</th>
<th>BlackBerry</th>
<th>Good</th>
<th>Zimbra</th>
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</thead>
<tbody>
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<td>Regulated Enterprise Mobility Management</td>
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- Regulated-level EMM: EMM + compliance, control and advanced security (e.g up to 100% lockdown) for government, defense agencies, financial services, healthcare, and other high security and regulated industries.
- Enterprise Mobility Management: Basic + Advanced MDM and mobile application and content management, geofencing, versioning, rollback, containerization.
- Basic Mobility Management: Device restrictions, require passcode, VPN, remote wipe, remote lock.


“Every day, our employees need to share and access confidential information so it’s critical that we have the most secure mobile environment. With BES, we are assured that the confidentiality of our information is maintained, while also ensuring that Unipresalud employees can enjoy the best user experience, for both personal and professional use.”

Xavier Albarracin Jiménez
DCIO, Unipresalud
Vepica is a global Engineering, Procurement and Construction (EPC) company, with experience in a number of industries: oil, gas, chemical and petrochemical, power generation and alternative energy. Over the past 40 years, Vepica has executed close to 3,500 projects in partnership with some of the globe’s leading companies, most involving a great degree of technical complexity. Headquartered in Venezuela, the company has more than 2,000 employees worldwide, with offices in Canada, the United States, Mexico, Colombia, Peru and China.

“We have been users of the BlackBerry platform for many years and now, with BES we are achieving the best results for the corporation in terms of productivity and, above all, mobile communication security.”

Miguel Bocco
CEO and Chairman of the Board, Vepica

THE CHALLENGE

With global demand for energy increasing, Vepica has ambitious growth plans. The company plans to increase their mobile workforce by more than 50 percent and therefore must have an easily-scalable solution for enterprise mobility management.

With a workforce spread out over four continents, this mobility solution also must provide employees with quick and easy — and secure — access to corporate information systems, while on the go. To support the large number of field operators in Vepica’s remote locations, the company also needs a mobile solution that is device-agnostic and, above all, reliable and secure.

But, scalability, flexibility and security aren’t Vepica’s only considerations. In most parts of the world, energy and chemical projects are tightly regulated and, to win business, Vepica must demonstrate it can meet and exceed any regulatory obligation. In terms of mobile data security, the company must demonstrate it meets the highest standards. “The company plans to apply international standard ISO 27001, which will certify information security management standards in our organization,” explained Marianela Gil, Vepica’s Vice President of IT.

Industry:
Engineering

Region:
Latin America

Company Size:
Large Organization

Solution:
BlackBerry® Enterprise Service (BES)
BlackBerry® smartphones

THE SOURCES OF ECONOMIC LOSS FROM SECURITY BREACHES

- Loss of employee productivity: 45%
- Loss of revenue: 39%
- Loss of customer confidence/loyalty: 27%
- Loss of an incremental business opportunity: 27%
- Loss of a business to a competitor: 27%
- Delay in product/service development: 26%
- Loss of a new business opportunity: 26%
- Loss of customers: 26%
- Damage to company brand and reputation: 23%
- Loss of repeat business: 20%
- Delay in getting products/services to market: 16%
- Damage to company stock price: 10%
- Other: 4%
- None of these: 1%

With these requirements in mind, Vepica decided to look for a platform that met the organization’s productivity, mobility and security needs.

THE SOLUTION

Vepica has relied on BlackBerry as a strategic partner in Venezuela since 2008 for mobile device management (MDM). To meet its ambitious objectives, the company decided to upgrade to the latest BlackBerry Enterprise Service (BES) to support BlackBerry®, iOS® and Android™ devices. The combination of BlackBerry’s long history in the MDM space and the highest security standards inherent to the BlackBerry platform made this an easy choice.

The adoption of BES aligned very well with the company’s latest IT policies and strategic infrastructure planning. Most importantly for Vepica was the opportunity to establish two separate environments on the devices, one for personal use and one for business where company data is secured by policies set by Vepica’s IT administrator.

“One of the main reasons we chose the BlackBerry solution was the high level of security it offers for our mobile communications needs,” said Gil. “The BlackBerry solution fulfills the regulatory requirements of the industry. BES gives us the flexibility to effectively and securely manage BlackBerry as well as iOS and Android devices. Additionally, the flexibility offered by the BES platform in terms of our corporate BYOD (Bring Your Own Device) policy added a lot of value at the time the decision was made.”

One Platform, Many Benefits

Migrating to BES has enabled Vepica to meet its ambitious productivity, security and mobility goals.

“We have been users of the BlackBerry platform for many years and now,” said Miguel Bocco, CEO and Chairman of the Board at Vepica. “With BES, we are achieving the best results for the corporation in terms of productivity and, above all, mobile communication security.”

The BlackBerry solution has allowed Vepica’s employees easy and secure access to its corporate systems, increasing productivity. Vepica is able to share information on engineering projects undertaken by the company to those who require it, while maintaining the high standards of mobile security required by this industry.

“As we continue to work with the BlackBerry platform we plan to make it easier for our workforce to collaborate on the go, so they may have easy and timely access to information, not only in Venezuela but around the world,” said Gil. BES is a multi-platform solution, allowing Vepica’s employees to connect BlackBerry, iOS or Android devices to the company’s mobile environment. This allows employees around the world to choose the device they feel most comfortable with, without compromising on security.

The BES installation process is designed for ease of use and efficiency and provides Vepica with an optional set of extended IT policy settings, including corporate-only use of devices. It allows IT staff to, through a single console, deploy critical applications and services to all mobile devices which can improve user productivity while maintaining system security. With BlackBerry® Balance technology, or Secure Works Space for iOS and Android™, the user experience can still be extremely rich in terms of apps in the personal space, without undermining corporate security policies in the workspace environment.

“Vepica seeks to remain at the forefront of technology to address the mobility challenges posed by the company’s international growth strategy. This is why, in the short, mid and long-term, Vepica needs a strategic partner such as BlackBerry, which can support us throughout this process, enabling the secure management of the corporate information that our workforce shares daily,” Gil concluded.

HOW IT WORKS

- High security standard and information protection on all devices, regardless of their operating system.
- Secure, reliable and seamless communications anywhere in the world.
- Provides collaborative opportunities for the workforce.
- Constant access to information for decision-making.

“The BlackBerry solution fulfills the regulatory requirements of the industry. In addition, BES gives us the flexibility to effectively and securely manage BlackBerry as well as iOS and Android devices.”

Miguel Bocco
CEO and Chairman of the Board, Vepica
One of the oldest financial services companies in the United States, this industry leader has a global reach and a long list of services—personal banking, insurance, investment banking, commercial lending and more.

One of their key competitive differentiators is in delivering state-of-the-art technology tools to their clients. Likewise, they arm their mobile staff with applications that feature leading-edge capabilities so they can manage work effectively on the fly.

THE CHALLENGE

Because it’s essential that everyone has “who’s who” information at their fingertips, this company uses a high-powered directory. It goes well beyond names and titles, including important details like a contact’s phone number, department, manager and direct reports, email address, photo, and office location. The directory is available as a fully-integrated mobile application, on multiple platforms, to boost productivity for on-the-go employees. It helps them collaborate on projects, find specific areas of expertise, get support in other countries, book meetings through calendar integration, and figure out management structures when they need to escalate problems. In a word, this app is critical.

So when the CIO approved the move from their army of legacy BlackBerry® devices to the latest BlackBerry devices, there was one key stipulation: this app had to be ported over for use with the new BlackBerry devices or the move wouldn’t be successful.

“The customer liked the development environment better for BlackBerry than he did for iOS. From the developer’s perspective, it has more flexibility and is more seamless. It’s always on, always connected.”

Jeff Bentley
Senior Enterprise Developer, BlackBerry Enterprise Solutions Team
“Mobile security and manageability are serious priorities for this customer – it’s for these reasons that they chose BlackBerry in the first place.”

Jeff Bentley
Senior Enterprise Developer
BlackBerry Enterprise Solutions Team

“This is a very high-profile tool. The challenge was to push this app forward and take advantage of the multiple communications methods that BlackBerry allows, while still maintaining compliance with financial regulations in all the countries where they operate,” explains Jeff Bentley, a Senior Enterprise Developer on the BlackBerry Enterprise Solutions team. Bentley was the person this company called on to help get the application development process moving forward.

THE SOLUTION

With his extensive experience, Bentley was able to provide development tips on architecture and infrastructure changes, give time-saving guidance, and send vital application development expertise their way. Along with other BlackBerry experts on his team, he rolled up his sleeves and got to work right away: making himself available at any time to provide answers and support that would help this company avoid costly, time-consuming, and unnecessary research.

With this help, the company completed the new BlackBerry application quickly, even adding powerful new features. Using the new platform’s invocation framework, employees can email, BBM™, text, or locate colleagues with the touch of a button, hooking seamlessly from the application into BlackBerry’s built-in communication features. With the app tested and ready for deployment, the customer’s Mobility team gave the nod to start the switchover to new BlackBerry devices.

THE BENEFITS

“When you’re creating multiple versions of the same app using different frameworks, it’s inevitable that you’ll find one approach that stands out from the rest. In this case, it was the BlackBerry platform that allowed for easier and quicker development.” Bentley recalls a conversation that he had with the lead application developer: “He liked the development environment better for BlackBerry than he did for iOS. From the developer’s perspective, it has more flexibility and is more seamless. It’s always on, always connected.”

Developers saved time building the BlackBerry application – and end users are saving valuable minutes, too. Thanks to BlackBerry gestures, mobile workers can complete many actions almost instantly. For example: to find an employee’s manager or direct reports on a BlackBerry smartphone, a quick gesture on a person’s name brings up the results.

And the BlackBerry application can do things that the others can’t, such as accessing the BlackBerry® Hub, where multiple message types are conveniently grouped together, and invoking the communications framework. Mobile security and manageability are serious priorities for this customer – it’s for these reasons that they chose BlackBerry in the first place, and why they continue to adopt new BlackBerry devices. Because BlackBerry specializes in end-to-end solutions, Bentley was pleased that this customer was trialling the latest BlackBerry Enterprise Service (BES) for enterprise mobility management (EMM). BES allows the company to use groups to manage their policies, certificates, and software configurations – across multiple platforms, if they so choose. Not only is this a tremendous time-saver, but the ease of management and reporting (including the ability to capture and store data communications) makes it vital to regulatory compliance.

KEY BENEFITS

- **Invoking built-in BlackBerry platform features:** With BlackBerry, the application can do things that aren’t possible with iOS or even legacy BlackBerry devices. Connecting with the Hub, using gestures, and calling up the invocation framework opens a world of possibilities.

- **Saving development time:** The customer found it easier and faster to develop the BlackBerry application than its iOS counterpart.

- **Staying compliant:** The application maintains regulatory compliance, even as it provides instant messaging capabilities through BBM.
End-to-end security creates the freedom for enterprises and their workers to be productive. So do time-tested solutions, including our iconic keyboards, productivity-focused BlackBerry® OS and apps. Read how these enterprises are reaping the benefits.
THE CHALLENGE

G4S Argentina offers security services in sensitive environments, and as a result, their own standard for data access and handling of information is very high. The company needed a way to secure company data by keeping each user’s corporate data separate from their personal data.

As a result of a Bring Your Own Device (BYOD) policy at G4S Argentina, more and more smartphones of all kinds were requested to be added to the IT infrastructure and therefore had to be integrated by the IT department. The most important element for G4S Argentina was not the smartphone device model or operating system, but the ability to separate personal and work profiles.

“Our company is in alignment with the latest international standards for information security management and therefore we have to focus on container solutions for our mobile workforce to keep work and personal profiles separate,” explained Rafael Acosta, Manager IT, G4S Argentina.

THE SOLUTION

G4S Argentina had already relied on BlackBerry as a strategic partner for mobile device management (MDM) with their existing mobile workforce. Looking at the challenges with increasing BYOD demand, as well as requiring a container based solution, the company decided to upgrade to the latest BlackBerry Enterprise Service (BES) to support BlackBerry, iOS and Android devices.

As a result of a Bring Your Own Device (BYOD) policy at G4S Argentina, more and more smartphones of all kinds were requested to be added to the IT infrastructure and therefore had to be integrated by the IT department. The most important element for G4S Argentina was not the smartphone device model or operating system, but the ability to separate personal and work profiles.

“With over 4,000 employees, G4S Argentina provides effective solutions for the development of processes and technologies in service and security systems across the country. G4S Argentina is a subsidiary of G4S, the largest global company specializing in the provisioning of security products, services and solutions for industry sectors and countries where security risks are considered a strategic threat.

With more than 620,000 employees worldwide, G4S offers security and automation systems, monitoring and response solutions, security personnel, executive protection and consulting in 125 countries across many continents. G4S delivers their services to the corporate sector in industries such as oil & gas, heavy industry, mining, logistics, government, air navigation and others.
The adoption of BES was seamlessly implemented in less than 72 hours. One of the initial improvements for G4S was the ability to guarantee information security to all employees while mobilizing operations.

“One of the many reasons we chose to upgrade to BES was the high level of security it offers for our mobile communications needs worldwide,” said Rafael Acosta, Manager of IT, G4S Argentina. “The BlackBerry solution also fulfills the regulatory requirements of the many industry segments we are operating in. BES gives us the flexibility to effectively and securely manage BlackBerry as well as iOS and Android devices.”

G4S ARGENTINA’S BENEFITS
Migrating to BES has enabled G4S Argentina to enhance productivity and responsiveness of their sales force without compromising security policies. One of the most positive changes was a 70 percent increase in speed and efficiency in salesforce response times. “This is very important because our employees are often operating outside the regional headquarters when servicing clients across Argentina,” said Acosta. “BES is the tool we use to keep our workforce connected and to access critical data.”

BES is also a multi-platform solution, allowing G4S Argentina’s employees to connect BlackBerry, iOS or Android devices to the company’s mobile environment. This allows employees around the world to choose the device they feel mostly comfortable with. “We have been users of the BlackBerry platform for many years and with our migration to the latest version of BES, we are achieving the best results for the corporation in terms of mobile security, independent of the device our employees prefer to use,” said Acosta. “With BlackBerry Balance technology, or Secure Work Space for iOS and Android, the user experience can still be extremely rich in terms of apps in the personal space. At the same time the corporate security policies in the workspace environment stay intact.”

KEY BENEFITS
• 70 percent increase in speed and efficiency of salesforce response times.
• Flexibility to effectively and securely manage BlackBerry, iOS and Android devices.
• Separation of work and personal data across device platforms.

“We have been users of the BlackBerry platform for many years. With our migration to the latest version of BES, we are achieving the best results for the corporation in terms of mobile security independent of the device our employees prefer to use.”

Rafael Acosta
Manager of IT, G4S Argentina
Ricoh Canada Inc. is a subsidiary of Ricoh Americas Corporation. The service-led company employs more than 2,100 employees nationwide and operates from a head office in Mississauga, Ontario. Ricoh specializes in office imaging equipment, production print solutions, document management systems and IT services. The Ricoh Canada IT department supports 45 locations across Canada, provides infrastructure support for mobility, hardware and software, and manages over 1,000 BlackBerry smartphones.

Ricoh Canada’s Director of Infrastructure and Operations, Andy Ambrozic, recently spoke about his enthusiasm for BlackBerry 10, his findings after testing the features of BlackBerry Enterprise Service, and future plans to port a recently developed field service application to the new BlackBerry 10 platform.

“Data integrity has always been paramount for Ricoh IT, so the ability to achieve that is a tremendous plus for the BlackBerry Enterprise Service platform.”

Andy Ambrozic
Director of Infrastructure and Operations, Ricoh Canada Inc.
BlackBerry smartphones have pointed to the need to develop apps that help extend our internal processes out to the field. We’ve just developed our own Field Service Automation app on existing BlackBerry smartphones. We’ve tried it on BlackBerry 10 devices and it worked really well. We definitely plan to deploy our app on the new devices.

The app gives our field technicians the ability to manage the entire service call from their devices – from dispatch information to GPS navigation, inventory, time spent on a job and so on. All the job information is then sent back to our ERP system so we have an up-to-date record of the entire service call.

“...I think it’s going to be a lot easier to build and port apps with BlackBerry 10. We’re now looking at developing a number of apps for our mobile users.”

Andy Ambrozic
Director of Infrastructure and Operations, Ricoh Canada Inc.

Key benefits
- Impressed with BlackBerry 10 all-touch screen and ease of predictive typing.
- Expects BlackBerry Enterprise Service will help balance corporate and individual needs on one device.
- Considers management features key to “bring your own device” (BYOD) strategy.
- Plans to migrate newly developed field service app to BlackBerry 10 devices.
- Intends to create new BlackBerry 10 apps.

How much has using BlackBerry solutions benefitted Ricoh Canada so far and where are you planning to go with your deployment now that you have BlackBerry 10?

Ambrozic: There are a lot of benefits that come to mind as I look back over the past 10+ years of using BlackBerry solutions. There’s peace of mind with the security. The devices have always had a high degree of ruggedness and reliability. But mostly I look at how far we’ve evolved from paging devices to email to app-driven devices in recent times.

How inspired are you to develop apps for BlackBerry 10 devices?

Ambrozic: BlackBerry 10 opens up all sorts of possibilities. If you look at the design, the speed, web and browser evolution, the engine and the application development language, I think it’s going to be a lot easier to build and port apps with BlackBerry 10. We’re now looking at developing a number of apps for our mobile users. For example, we may add a barcode reader to our Field Service Automation app on BlackBerry 10 devices so our technicians can read part numbers without having to input them by hand.

Large businesses in big cities prefer BlackBerry

GLOBAL LAW FIRM IMPROVES COLLABORATION AND SECURITY WITH BLACKBERRY

Clyde & Co is a global law firm specializing in corporate law. It has more than 1,400 lawyers in 37 offices around the world. The firm is focused on core sectors, including aviation, energy, infrastructure, insurance, marine and trade. Clyde & Co advises corporations, financial institutions, private individuals and governments across a wide range of transactional and contentious matters.

Industry: Legal
Region: EMEA
Solution: BlackBerry® Enterprise Service (BES) BlackBerry® smartphones

THE CHALLENGE
Clyde & Co started as a small law firm specializing in aviation and has grown very rapidly in the past few years. The firm needed an enterprise mobility management (EMM) solution that could integrate with its current system, while enabling Clyde & Co to deliver an even better user experience to employees.

Staff members at Clyde & Co rely heavily on business applications to perform their jobs. “The logistics of a hardware change are challenging, but there’s a cultural side to a change of software that has a much deeper impact on the business,” explained Aaron Donaldson, 3rd Line Support Team leader at Clyde & Co. “It’s actually harder to switch apps than devices, so we needed a tool that could run the apps we were used to — like the BigHand digital dictation app, or the Enterprise IM app — but with a better interface and more features.”

Security was another major consideration for Clyde & Co’s EMM solution. “As a law firm, we have highly confidential data to protect, so security has to be our number one priority,” said Donaldson. “At the same time, we needed to ensure our employees had the best tools and the best possible user experience to do the job.”

“The feedback on the new devices has been extremely positive. People are realizing that it’s not just a great consumer product but it’s designed for business too.”

Aaron Donaldson
3rd Line Support Team leader, Clyde & Co
Chapter 2: End-to-End Mobility and Productivity

Clyde & Co worked with Appurity, an IT consultancy specializing in mobile enterprise data access, to help the law firm integrate BES into its business estate. “As soon as the latest BlackBerry was launched, we called Appurity and asked them to come in and put up a new server so we could test that device,” said Donaldson. “They’ve helped us with some other deployments and they gave us the confidence to go with BlackBerry Enterprise Service.”

Using BlackBerry simplified the integration and management of the two systems. “With BES I know that I can manage all corporate devices through a single platform and management console, and I can rest assured that my company’s stringent security measures are met,” said Donaldson. “BlackBerry has also kept the look and feel almost identical to the previous versions of BES, which has made it easy for us to adapt to.”

THE SOLUTION
A long-time customer, Clyde & Co had previously selected BlackBerry® Enterprise Server 5 (BES5) for its mobility solution and deployed 1,400 BlackBerry® OS7 devices throughout the company. This deployment met several of the needs of the firm, including giving employees access to key business applications, such as Microsoft Office Communicator, mobile access to the document management system, digital dictation and disaster recovery software.

When it came time for an upgrade, Clyde & Co opted to remain on the BlackBerry platform and selected BlackBerry Enterprise Service (BES) and BlackBerry 10 devices because mobile security continues to be of utmost importance to the company.

“BlackBerry provided me with the assurance that my business estate is protected because I have AES encryption, remote wipe and the ability to run essential apps on a secure and resilient platform,” explained Donaldson.

THE BENEFITS
The BlackBerry devices support a wide range of Clyde & Co’s productivity-enhancing apps and offer employees an array of smartphones for different types of users.

Users have been quick to adopt the device’s intuitive and familiar interface. Commonly used apps, like Enterprise IM For Microsoft® Office Communications Server and Lync Server, run seamlessly on the BlackBerry smartphones, and users now have more features they can access.

“The feedback on the new devices has been extremely positive,” noted Donaldson. “People are realizing that it’s not just a great consumer product but it’s designed for business too.”

The integration and installation of the latest BES was also a painless process for the IT department. “Transitioning to BES has been so easy,” reported Donaldson. “We created a security policy in about 10 minutes. The console is very well laid out. There were practically no growing pains.”

With BlackBerry, Clyde & Co has the level of security it needs to protect its clients, and IT has the controls it needs to nimbly manage its mobile devices.

“BlackBerry provided me with the assurance that my business estate is protected because I have AES encryption, remote wipe and the ability to run essential apps on a secure and resilient platform.”

Aaron Donaldson
3rd Line Support Team leader, Clyde & Co
**THE CHALLENGE**

Take, for example, a large customer in the financial sector. For this customer, emergencies reach well beyond tornados or power outages. A financial crisis could involve any incident that rapidly impacts market confidence. To keep markets stable, reaction must be swift and coordinated. And, unlike a localized disaster for other enterprises, which might involve connecting a small group of people, managing through a financial crisis requires an ECL with thousands of people.

Long a BlackBerry customer, this financial institution migrated to the latest version of BlackBerry Enterprise Service (BES) and BlackBerry 10 devices and needed to build a BlackBerry 10 ECL app. While BlackBerry already had the building blocks to create an ECL app, this existing ECL codebase simply would not get the job done. Required was something that could scale much larger, but still offered the reliability, security and features of BlackBerry’s existing solution.

**KEEPING MARKETS MOVING DURING CRISES WITH SUPPORT FROM BLACKBERRY**

One of the most critical enterprise uses for mobile technologies is to keep companies connected and operating under emergency situations. For most companies, an emergency might be a natural disaster or an infrastructure outage. For those companies, BlackBerry offers free resources to help them build customized enterprise Emergency Contact List (ECL) apps, ensuring that key people can keep in touch during an emergency, by phone, email or PIN. But, what about companies with non-typical emergencies?

"Our team had two people assigned to work directly with the customer to help develop the solution. The combination of BlackBerry expertise and the customer’s deep knowledge of their requirements and their systems made it relatively easy to quickly get to a workable resolution."

Seb Barthelmess
Senior Enterprise Developer, BlackBerry
To meet that meant working around a limitation in the amount of data that can be pushed to a BlackBerry device: 8 kilobytes. Even compressed, the contact list that needed to be pushed to the phone was much larger. BlackBerry developers devised another approach – push and pull. This method uses BlackBerry’s traditional push approach to push information to the device about where to find the rest of the data, which is then pulled down from the location provided.

“Using a combination of compression and push-pull, we were able to devise a viable way to build a 5000-person ECL system,” said Barthelmess.

A ROBUST SOLUTION

Thanks to the help of BlackBerry Enterprise Solutions Team, the customer now has the ECL system it needs. One of the key reasons this customer wanted to scale up BlackBerry’s existing solution was the attractiveness of BlackBerry’s PIN-to-PIN communication.

In an emergency, networks often become unreliable as too many people flood phone and email systems. And, what good is an emergency contact list if you can’t actually reach people on the list? Over and over again, PIN-to-PIN communication, which relies on BlackBerry’s infrastructure to route messages directly from BlackBerry to BlackBerry, has proven to be a form of communication that often continues to operate when network connectivity is only available intermittently. No matter what the nature of the emergency is, this customer knows that its BlackBerry solution, and its ECL app, will allow it to stay connected to coordinate its response in real-time.

THE SOLUTION

Given BlackBerry’s dedication to its enterprise customers, it’s not surprising that the company was eager to work with this customer to develop a more robust solution. Enter BlackBerry Enterprise Solutions Team, a group of experienced BlackBerry senior enterprise developers and architects, who were assigned the task of helping to build a better ECL system.

“Our team had two people assigned to work directly with the customer to help develop the solution, said Seb Barthelmess, a Senior Enterprise Developer at BlackBerry. “The combination of BlackBerry expertise and the customer’s deep knowledge of their requirements and their systems made it relatively easy to quickly get to a workable solution.”

The challenge was not just the large number of contacts, but the need to keep that contact system up-to-date on the mobile device. After all, a crisis could involve intermittent connectivity; any crisis big enough to impact markets often also spurs network activity. The customer needed to be sure that, if an emergency struck, the large contact list on the BlackBerry 10 device would be current.

The Enterprise Solutions Team came up with a two-part solution.

The first part was to make use of data compression: making the list small enough to push updates to the BlackBerry.

“Compression got us part of the way there,” explained Barthelmess. “It made it possible to push lists of about 1000 people reliably. But, the customer was looking at lists five times larger.”

KEY BENEFITS

- BlackBerry’s Enterprise Solutions Team works directly with enterprise customers to help them mobilize their business.
- In this case, that assistance helped a large financial institution develop a customized Emergency Contact List (ECL) app.
- The resulting codebase also benefits other large enterprises to get a head start on developing their own customized ECL app.

THE WRAP-UP

For many large enterprises, specific enterprise apps are an important part of their mobile implementation. BlackBerry provides end-to-end solutions, including the after-sale support to ensure companies maximize the potential of mobilizing their business. In many cases, this means working closely with the company to help them develop and deploy the specific apps needed to maximize productivity. Our Enterprise Solutions Team not only works directly with companies, it also creates and offers codebases for many commonly-needed apps that companies can tap into to quickly build custom applications. In the case of this ECL app, many off the core elements are now available to other large companies, which are using them to build their own ECL apps, customized to their own specific needs.

“BlackBerry provides end-to-end solutions, including the after-sale support to ensure companies maximize the potential of mobilizing their business.”

Seb Barthelmess
Senior Enterprise Developer, BlackBerry
LEADING EXECUTIVE CAR SERVICE ONCE AGAIN Chooses BlackBerry Solution For Its RELIABILITY AND SECURITY FEATURES

The Executive Transportation Group (ETG) is an executive car service in New York City servicing more than two million passengers annually. ETG markets directly to some of the largest and most notable government institutions, banks and law firms in one of America’s most populous cities. With nine decades of experience, this Brooklyn-based company employs over 250 people to help coordinate and dispatch approximately 1,800 vehicles in a high-volume market.

THE CHALLENGE
In 2005, ETG deployed a BlackBerry solution to streamline communications and automate the dispatch process. In early 2012, a change in their mobile network provider prompted management at ETG to review their mobile needs. For a company transporting top executives at financial institutions and important government officials, security was the number one concern.

“In our business, it’s critical that we do everything in our power to protect our clients – that means their location, destination, credit card information, and personal information need to be considered,” said Mark Heminway, Vice President of Operations and Business Development at The Executive Transportation Group. “Information security is not just good for customers, but our customers demand it.”

During ETG’s four month review of many smartphones and tablets, Heminway met with a number of information-security managers. What he learned is that these experts were not satisfied with platforms that relied on third-party software to provide add-on security features.

THE SOLUTION
Following the advice of the information security managers, ETG made the decision to stay with BlackBerry and upgraded their existing BlackBerry smartphones to a newer model. ETG deployed 1,800 BlackBerry® Bold® 9930 smartphones to management and drivers. Because the company was already running on a BlackBerry Enterprise Server, the new smartphones integrated quickly and seamlessly with the third-party, custom application, developed by Aleph, Inc., that runs ETG’s automated dispatch system.

Clients typically make a car reservation with a phone call, on the company website or using a travel agent. Once the order is in the system, reservations are automatically paired with a car using the application and GPS functionality on the BlackBerry smartphone. The application also selects the driver based on customer preferences, like car style and size.

Once sent by the dispatch system, a notification will sound on the selected driver’s smartphone. The details of the reservation – including passenger name, location and any special requests – show up on the smartphone screen and the driver can accept the job by tapping the screen or clicking the button.

“To stay competitive, we need a fast, reliable and highly secure mobile solution and that’s exactly what we’re getting with our BlackBerry solution.”

Mark Heminway
Vice President of Operations and Business Development, The Executive Transportation Group
“Immediately after clicking ‘accept’, the screen displays everything the driver needs to know about the reservation,” said Heminway. They know that they need to pick up Mr. Jones from the airport at 10 a.m., which flight they’re on and that they’ll be waiting in baggage claim. All of that information is instantly visible without any further messaging or typing required by the driver.”

During the upgrade and throughout its relationship with BlackBerry, ETG has received technical support and product information. “Fast and responsive customer service was one of the criteria we considered when evaluating the other platforms,” said Heminway. “From our experience, tech support and the sales team at BlackBerry have been here to help whenever we need something.”

**THE EXECUTIVE TRANSPORTATION GROUP’S BENEFITS**

The BlackBerry solution has helped ETG to retain important clients thanks to its ability to demonstrate a highly secure information security system. “Security is a top priority for our clients and they require us to apply the same level of security when we serve them,” said Heminway. “Some of our customers told us they use BlackBerry products because they provide the most secure environment and we chose a BlackBerry solution because we want our clients to know we’re taking security very, very seriously.”

The smooth integration between the BlackBerry Enterprise Server, BlackBerry smartphones and third-party app also enables dispatch to push a lot of information out to drivers, while allowing drivers to respond quickly and manage their workflow. “We operate 24/7, 365 days a year in a fast-paced, high-volume business,” said Heminway. “To stay competitive, we need a fast, reliable and highly secure mobile solution and that’s exactly what we’re getting with the BlackBerry smartphones and BlackBerry Enterprise Server.” The GPS functionality on the BlackBerry devices helps ETG’s dispatch to keep track of drivers. It also gives them the ability to direct drivers to an area of the city in higher demand for executive car services. This helps ETG improve customer satisfaction by reducing the amount of time between the moment a reservation is placed and moment the client is picked-up.

Upgrading to the latest BlackBerry smartphones has allowed drivers to access information on the custom dispatch application more quickly and easily. “The drivers find it easier to operate the application because they can use either the screen or the keyboard,” said Heminway. “The drivers love their new phones.”

Heminway also sees ETG’s relationship with BlackBerry as a rewarding benefit. “We feel like we can pick up the phone and call our team at BlackBerry without hesitation,” said Heminway. “Whenever we have an issue, the team at BlackBerry responds right away to help us with what we need.”

**KEY BENEFITS**

- Meets the security needs of clients.
- Offers drivers and dispatch a fast and convenient way to manage workflow.
- Improves speed and reliability of communications.
- Touch and type keyboard improves ability to respond quickly and easily.
INTERVIEW WITH ISAAC ZISKIND, LAWYER

Isaac Ziskind is a personal injury lawyer at a Toronto-based law firm. We caught up with him at his office to discuss why, despite the options out there, he stays true to his BlackBerry.

Q: What is it about BlackBerry 10 that allows you to be productive?
IZ: How quickly I can respond to emails. The ability I have to view documents on the go (zooming in and such). Multi-tasking is unreal. Even during calls I can easily multi-task.

Q: What apps do you use to stay focused?
IZ: I don’t really use apps at work aside from what is already built-in. My calendar, the BlackBerry Hub, LinkedIn and browser are my core apps. Oh, and BBM, of course. But I do know that the majority of apps I would use outside of work will run on BlackBerry 10, which is great.

Q: On average, how many emails do you get a day? Does the BlackBerry Hub help you keep track of them?
IZ: Again, I get about 150-300 emails daily, so I need a messaging powerhouse. And yes, the BlackBerry Z30 helps me manage them because I have it all organized and separated. I only have one caveat, as mundane as it sounds, is that it should be easier to change my signature. Other than that, working in a secure and confidential environment, I enjoy the peace of mind that data is getting delivered safely, securely and the moment I need it.

Q: How do you measure productivity? – Or how do you know you’ve operated at peak efficiency?
IZ: When I can leave the office with a clear head, I know I’ve gotten work done. Happens at least four days a week. I’m in the office for a full work day, about nine hours, for me. I don’t really take lunches and I work from home a lot. That’s why I love using BlackBerry... I am always go-go-go. When I am in court I can stay on top of things so I don’t feel lost after a day out of the office.

Q: Aside from greeting your children, of course, what’s the first thing you do when you wake up?
IZ: Check my emails, brush my teeth, kiss my kids; and of course, breakfast! I’ve got to stay powered for the full day, which reminds me – The battery life on the BlackBerry Z30 keeps me going all day, even if I do skip breakfast.

Q: Any words of advice to aspiring business owners?
IZ: Starting your own business is like taking a leap of faith... You just need to do it and hope you land safely. Don’t be afraid to take the leap. You’re only going to see rewards if you plan ahead, focus on your landing and take the leap.

Q: With all the options available, why choose BlackBerry?
IZ: Very easy; I’ll give my top 6 reasons:
1. Layout and ease of retrieving multiple emails.
2. Ability to still manage my folders within my email client (Microsoft Outlook), while seeing it on the BlackBerry in real-time.
3. The BlackBerry Hub is a huge benefit for me.
4. The keyboard is second to none, which is doubly important because of the amount of emails I need to respond to in a day – More than 150.
5. BlackBerry 10 bridges the gaps in what I need from my phone. I really can’t see myself using anything else again.
6. Size, battery life, design and fit.

“I love using BlackBerry... I am always go-go-go. When I am in court I can stay on top of things so I don’t feel lost after a day out of the office.”

Isaac Ziskind
Personal Injury Lawyer

Productivity is career-agnostic.
FINANCIAL SERVICES FIRM BRINGS BALANCE TO WORKFORCE WITH BLACKBERRY

We are happy with our BlackBerry devices and their newest platform which has enabled easy segregation of work and personal activities. Downloading apps has never been so convenient and even from a normal user’s perspective the segmentation is clear.

Rohit Ambosta
Senior Vice President IT, Financial Technologies (India) Limited

Financial Technologies (India) Limited (FTIL) understands the importance of keeping people in touch with data in real-time. The company delivers technology that connects buyers and sellers through financial exchanges. It introduced India’s first derivatives trading platform and today it supports a large network of exchanges, connecting the fast-growing economies of Africa, Middle East, and India. Since its founding in 1988, FTIL has grown to over 1,000 employees.

THE CHALLENGE
Financial markets move fast. Decisions need to be made instantly; communication needs to be secure and always-available.

With exchanges stretching across several time zones, FTIL’s workforce needs to stay constantly connected to deliver around-the-clock operations. That means that work regularly leaves the four walls of the office – blurring the lines between staff’s personal and work lives.

Knowing it asks employees to work in off-hours, FTIL looked to offer their team one device that could be used for both work and personal use.

No matter where and when FTIL’s team are working, though, all data must be secure. As a company dealing with sensitive data, FTIL cannot afford for information to leave the office network.

Industry: Finance
Region: Asia Pacific
Company Size: Small Enterprise – 35 employees
Solution: BlackBerry® Enterprise Service (BES)
BlackBerry® 10 smartphones
BlackBerry® Balance™ Technology
THE SOLUTION

As an early adopter and long-standing customer, FTIL looked to BlackBerry to provide the balance of security, productivity and usability that they require. BlackBerry responded with a solution that includes BlackBerry 10 devices and the latest BlackBerry Enterprise Service (BES). BES provided the IT team with a unified device management and security platform. At the same time, the deployment of BlackBerry 10 devices incorporating BlackBerry Balance enabled the company to help its workforce reclaim more personal space. Many companies like FTIL are recognizing the advantage of migrating to BES10. As of May 2014, there have been nearly 33,000 commercial and test servers installed. And, numbers are growing. Customers are choosing BES10 for many reasons, including BlackBerry’s legendary security. “The BlackBerry platform ensures that there is no compromise with work data and security,” explained FTIL’s Senior Vice President IT, Rohit Ambosta. “We appreciate the capabilities and flexibility that only BlackBerry can provide.”

ONE DEVICE DOES IT ALL

The BlackBerry 10 devices have also been well received by users, providing invaluable support when other technology has failed. FTIL staff is pleased by the time saved by using their BlackBerry 10 smartphones to deliver presentations in the boardroom, without needing to transfer them onto a laptop in advance. Rohit’s team also appreciates the wide range of administrative tools and policies available through the BlackBerry Enterprise Service 10 platform, providing the usability FTIL employees want while ensuring data security.

According to Strategy Analytics, another benefit for companies like FTIL is the BlackBerry solution’s combination of capability and a low total cost of ownership. In a recent study, the industry analyst concluded that “…BlackBerry is a strong choice for companies seeking lowest cost of ownership, particularly when there is also a need for a high level of trusted security.”

For Rohit, BlackBerry has kept his users satisfied, productive — and secure. “We are happy with our BlackBerry devices and the BlackBerry platform which has enabled easy segregation of work and personal activities,” said Rohit. “Downloading apps has never been so convenient and even from a normal user’s perspective the segmentation is clear.”

For a real-time organization, BlackBerry 10 devices have brought FTIL valuable time savings, enabling the workforce to act faster. At the same time, workers can use their preferred BlackBerry device for work and personal use, without compromising company security. Overall, the solution has delivered the balance, flexibility and security FTIL needed to maintain organizational agility in an ever-changing market.

KEY BENEFITS

- One device for work and personal use.
- Security suitable for financial services industry.
- Increased productivity for employees.

“BlackBerry is a strong choice for companies seeking lowest cost of ownership.”

Rohit Ambosta
Senior Vice President IT,
Financial Technologies (India) Limited

TYPICAL REPORTED FINANCIAL LOSSES ARISING FROM SECURITY BREACHES

<table>
<thead>
<tr>
<th>TYPE</th>
<th>REPORTED COSTS</th>
<th>SOURCE</th>
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<tbody>
<tr>
<td>Security breach losses</td>
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<td>EMC’ 2013</td>
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<tr>
<td>Data loss</td>
<td>$585,000 per year</td>
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</tr>
<tr>
<td>Downtime</td>
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<td>Downtime for some verticals</td>
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<tr>
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<td>Enforced audits</td>
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<td>Distracted driving damages</td>
<td>$ millions</td>
<td>PeopleNet Blue Paper</td>
</tr>
</tbody>
</table>


1Strategy Analytics, Enterprise Mobility Management: A review of Total Cost of Ownership, May 2014.
Novacom Wireless Communications (Novacom) designs, builds and services communications systems in and around southern Illinois. It provides 911 communication systems for police, fire and ambulatory services, and equips police cars and fire trucks with lighting, video, computer and communications capabilities. For hospitals, Novacom provides numeric, voice and alpha paging services, including email forwarding.

“Junior staff on service calls may not understand what they’re looking at, so they use their BlackBerry to have a BBM Video chat, which essentially puts us in the same room as them. With BBM Video, we can see the screens or servers and then identify the issue to get it resolved much faster.”

Brandon Watson
Head Engineer, Novacom Wireless Communications
THE SOLUTION

Novacom outfitted its staff with BlackBerry smartphones to meet its multitasking, productivity and safety needs. “I’m rarely in the office because we service clients located up to two and a half hours in every direction,” said Watson. “To maximize my drive time, I take between 50 and 75 calls a day over my Bluetooth® in my car. On average, at least 10 to 15 of those require me to pull over to send an email or service report, login remotely to a computer or server of theirs, or conference in a call. My BlackBerry allows me to do all of that from the device without having to fire up my laptop.”

BlackBerry is also helping Novacom provide more efficient service to clients. “Some of our technicians are more senior than others. Junior staff on service calls may not understand what they’re looking at, so they use their BlackBerry 10 to have a BBM Video chat, which essentially puts us in the same room as them,” said Watson. “With BBM Video, we can see the screens or servers and then identify the issue to get it resolved much faster.”

Other features of BlackBerry smartphones provide added safety for Novacom’s employees. “Our clients’ issues can occur at any time of day,” noted Watson. “I like to be able to keep tabs on my colleagues, especially when they’re fixing networks in the middle of the night.”

KEY BENEFITS

- Reduced labor expenses.
- Timely client billing.
- Seamless business application integration.
- Enhanced employee safety.

Using our BlackBerry smartphones, we can submit our service reports in real time. If I know one of my employees is on a call and I don’t see the report come through in a reasonable amount of time, I can use the GPS feature to check his or her location.”

NOVACOM’S BENEFITS

Novacom has found that the BlackBerry is the only smartphone that stands up to the demands of its daily usage. It uses BBM Groups as its 24 hours a day on-call group. “My employees don’t have to remember who’s on call or look at a calendar;” said Watson. “I set up a calendar in BBM that’s just for the group. On Mondays at 8:00 a.m., the calendar alarm goes off so everyone can clearly see and easily access that week’s schedule.” Through the BBM Group, technicians also report any on-call requests to which they respond. “They list the customer they’re servicing, detail what the issue is, and can easily alert the rest of the team if they need help,” added Watson.

BlackBerry® Hub also makes it easy for employees to view all their messages, emails and texts in one convenient spot. This helps technicians see any requests for assistance at a glance and prioritize responses.

Other business applications on BlackBerry smartphones have decreased paperwork and improved the accuracy and timeliness of client billing. “Before our BlackBerry smartphones, we used paper service reports, which had to be returned to the shop. Sometimes our technicians would forget to bring the report or lose it before it was submitted, so they’d have to file a report via memory in the office,” noted Watson. “Now we use the Box app on our BlackBerry smartphones to accurately capture the time and materials spent, get the customer’s signature onsite, and return the report to the home office within minutes.”

The money savings from BlackBerry smartphones has been significant for Novacom. “The ability to use BBM Video chat has saved our small company thousands of dollars,” reported Watson. “When a technician on site can’t troubleshoot a client’s issue I don’t have to pay a second person to drive two hours there and two hours back to assist. A BlackBerry smartphone is a second set of eyes on the problem and helps us resolve issues quickly and cost efficiently.”
The Legislative Assembly of this Canadian province has a multitude of mobile device users with varying needs. A mix of elected officials, support staff, and departmental bureaucrats use a range of BlackBerry 10 and older BlackBerry® OS-based devices.

As with most government departments, the drive is on for greater productivity and collaboration. At the same time, they’re focused on cost control and on minimizing the risk of security breaches.

**THE CHALLENGE**

Elected officials are continually on the move. Locally, they flip between meetings with businesses, constituents and other bureaucrats. Often, they’re travelling from the capital to their riding or to other cities, both domestic and international.

Constantly looking for ways to modernize systems, this department identified a huge opportunity to be more productive and collaborative on the move, reduce costs, and lessen their impact on the environment – all by updating their approach to content management. As it stood, they were burning through paper. Proposed legislation, for example, could be hundreds of pages long. Editing and commenting on hard copy documents, then circulating amongst peers and staff was expensive, time-consuming, and wasteful. The challenge was clear: produce a secure and compliant, mobile-optimized digital document management solution.

As part of its migration to the latest BlackBerry Enterprise Service (BES), including the deployment of new BlackBerry smartphones, this agency engaged BlackBerry for strategic guidance. Ed Bourne, a Senior Enterprise Developer on the BlackBerry Enterprise Solutions Team, played a key role as part of the group supporting this customer with end-to-end assistance throughout the migration effort.

“We’re solving a universal problem that can be applied to all provincial and state governments, and every federal government department, too. We can make this work without the customer buying special software — they can use their existing infrastructure and solve the problem quite inexpensively.”

*Ed Bourne*
Senior Enterprise Developer, BlackBerry Enterprise Solutions Team
This challenge – providing secure mobile, digital document access to elected officials – was among the first he tackled. The solution would need to allow them to view large documents (for example, proposed and existing legislation), provide feedback through comments and tracked edits, and then easily circulate the updated files amongst peers and staff.

THE SOLUTION

As part of the productivity push, and in order to view proposed legislation and other large public documents on a relatively large screen while mobile, elected officials were given iPads for the first time. But IT wasn’t keen on adding an additional MDM to their mobility environment, forcing a new learning curve for administrators. The answer was a simple and elegant BES-based solution. “With BlackBerry Secure Work Space, we can provide a dedicated container on an iPad or Android device where the department’s IT team can manage and control applications. This is the same sort of dual personal and work space model that we have on Blackberry 10 smartphones with BlackBerry Balance”, said Bourne.

It’s no secret that elected officials – anywhere in the world – are concerned about the career impact of a security breach. So, taking an understandably cautious approach, this department began its iPad and Secure Work Space trial using only documents that were already in the public domain. They’ve adjusted to the new tablets and found it simple and intuitive to access these documents within the Secure Work Space.

Users and IT are reporting back with confidence in the new system, so the department is now expanding the solution to house the sensitive files these officials need to view and edit every day.

To help them do just that, Bourne again pointed the department’s internal IT team to a potential solution. ‘Annotate Enterprise for SECTOR’ allows iPad users to read, mark up, and share Adobe PDF, Microsoft Word and PowerPoint, and image files on the go. It comes pre-wrapped, meaning that it’s already securely packaged to work seamlessly in the BES-managed Secure Work Space on these officials’ iPads.

As for document distribution, another challenge this department wanted to address, BlackBerry was able to help there too. The IT team identified a solution that seemed to tick all the right boxes but wasn’t yet available pre-wrapped for Secure Work Space. BlackBerry reached out and is working with this vendor to get a prototype ready for testing.

THE BENEFITS

The trial is wrapping up successfully and a full deployment is now in the planning phases. Elected officials are now far more productive while mobile. They have better access to key files, with the ability to annotate and circulate documents among team members quickly, slashing the time it takes to collaborate and come to agreements.

With a minimal learning curve the IT team could manage the new iPads and the securely wrapped applications, all from the BES management console they were already familiar with. Lastly, the department was able to significantly reduce its paper consumption – which has been good for their heavily scrutinized bottom line, and not bad for the environment either.
The BlackBerry solution put an excellent tool in the hands of sales agents at Provincia Seguros. It has given them a virtual office they can use to provide vehicle coverage almost anywhere, at almost any time.

Daniel Adrian Puccio  
Assistant Manager of Processes, Standards and Quality Provincia Seguros

The Challenge

Provincia Seguros was looking for a way to expedite their auto insurance underwriting process. In the past, sales agents would have to fill out paper forms and then send them to the company. All this took place before even inspecting the vehicles, which would take place over the next 48 to 72 hours.

This process not only demanded a number of company resources and involved separate departments, but by the time the administrative work was complete, the actual inspection often had to be rescheduled because the applicant could no longer be present.

Provincia Seguros S. A. is an Argentinean insurance company and member of Grupo Banco Provincia, which provides insurance services to both individuals and businesses in the manufacturing, commercial and professional sectors. The company has 29 offices in Buenos Aires and throughout the country.
THE SOLUTION

Provincia Seguros provided 300 sales agents with BlackBerry® smartphones equipped with the Prior Vehicle Inspection Form App. The app was developed by Sondeos and was designed to allow sales agents to complete the vehicle verification, while with the owner. The app can be easily managed on the company’s BlackBerry Enterprise Server.

Sales agents enter key data on their BlackBerry smartphone using multiple-choice questions about the vehicle’s condition. The app then asks agents to take pictures of the car. The pictures are automatically attached to the digital form, helping to ensure that the wrong photo can’t be attached to an inspection report.

“If an agent doesn’t completely fill out a required section on the initial inspection form, the app won’t continue to the next screen or section of questions,” said Gaston Girotti, Account Executive at Sondeos. “This helps ensure that all forms are as comprehensive as possible.”

Once the required information has been entered, a message is displayed to confirm the accuracy of the information and indicates that the app is automatically sending the form and photos. When the form has been completed and sent, provisional coverage is issued for the applicant’s vehicle.

PROVINcia SEGUROS’ BENEFITS

“The BlackBerry solution has helped to automate the auto insurance underwriting process, allowing agents to quickly complete forms on their BlackBerry smartphones.

“Everything has changed dramatically,” said Daniel Adrian Puccio, Assistant Manager of Processes, Standards and Quality for Provincia Seguros. “A process that was paper-based and required a second trip to do inspections became a three- or four-minute process performed by sales agents on their BlackBerry smartphones.”

The time needed to issue insurance has been greatly reduced. Sales agents can provide better customer service by offering coverage more quickly and efficiently. The company has also cut costs that were previously associated with coordinating departments and performing previous inspections.

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The built-in camera on the BlackBerry smartphones is a vital, convenient tool that’s virtually eliminated the need for a second trip to perform inspections. It’s also helped reduce costs related to the use of paper forms and the administrative work needed to enter data and download the photos to the company’s information management system.

“The agent can fill out an application form at 6 p.m. on Sunday and five minutes later, the company receives all the necessary information, so the vehicle is almost instantly covered,” said Girotti.

KEY BENEFITS

- Helped speed up the vehicle verification process.
- Reduced the time needed to issue policies.
- Delivered better customer service and faster coverage issuance to clients.
- Improved productivity by eliminating paper forms and downloading data.
- Reduced costs associated with initial vehicle inspections.
Founded in 1855, Samuel, Son & Co., Limited, has grown into one of North America’s largest family-owned metals processor, distributor and metals manufacturing companies. Samuel operates over 115 strategically located steel service centers and metal manufacturing facilities to offer clients end-to-end solutions in the distribution, transportation, processing and manufacturing of metals and industrial products.

THE CHALLENGE
Samuel’s employees and clients are dispersed across the world, including in the United States, Canada, Mexico, Australia and China. With a highly mobile workforce, Samuel needed an Enterprise Mobility Management (EMM) solution that would enable seamless mobility within the organization and optimize employee productivity, while allowing IT to control and manage its fleet of devices remotely.

“With a vast geographical footprint, we need to be able to reliably communicate with one another and connect to our network securely,” explained Bob Carter, Chief Information Officer at Samuel, Son & Co., Limited, “Logistics are vital to our operations, so real-time data and information sharing is key.”

“When you’re selling commodities, it’s critical to establish trust with your customers. We’ve invested years into building these relationships, so the security and responsiveness of our communications are essential to our business pipeline,” explained Carter.
After a review of other vendors’ solutions, Samuel selected BlackBerry smartphones and the BlackBerry Enterprise Service (BES) as their core end-to-end business mobility solution.

“The powerful combination of BlackBerry smartphones and BES offers us an integrated mobile device and server solution that meets our highest security and productivity needs,” Carter said.

With this deployment, Samuel continues its long-standing partnership with BlackBerry, by deploying BES and issuing a fleet of BlackBerry devices across the organization. Samuel also has access to in-person product training support provided by BlackBerry Technical Support Services to effectively and effortlessly bring Samuel’s workforce up and running on the new platform.

Samuel has grown over the years based on the strong relationships we have developed with our customers and partners. “BlackBerry is more than just a vendor. It is a true mobility partner and advisor who has helped us leverage the advantages of mobile technology. We are pleased to continue this long-standing relationship,” said Carter.

**THE SOLUTION**

**Benefits in Detail**

The BES multi-platform solution allows Samuel to manage BlackBerry, iOS and Android™ devices from a single, highly secure and reliable platform. “When we set out to find a mobility solution, we were confident that BlackBerry would meet our needs. Mobility is integral to the success of our business, helping to drive the overall level of productivity and fuelling innovation within our organization. We had to be meticulous about our selection process, but we know we made a great choice and the best value proposition with BlackBerry,” added Carter.

Samuel also took advantage of BlackBerry Technical Support, which provides distinct levels of support, options that align to the level of expertise, and assistance and resolution time that each business requires. The added assistance has helped the company realize the full potential of its mobile environment, minimize costly downtime and support all users, including those using iOS and Android mobile devices.

“BlackBerry offers best-in-class customer service experience and product training support, which makes deploying BlackBerry a great value proposition overall. The product training support helped in eliminating the learning curve for employees for an easy and effortless transition,” said Carter.

**Key Benefits**

- Enhanced security.
- Cross-platform EMM capabilities.
- Product training support.
- Remote management capabilities.
- Multi-platform management.

THE SOLUTION

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Samuel has grown over the years based on the strong relationships we have developed with our customers and partners. “BlackBerry is more than just a vendor. It is a true mobility partner and advisor who has helped us leverage the advantages of mobile technology. We are pleased to continue this long-standing relationship,” said Carter.

**Benefits in Detail**

The BES multi-platform solution allows Samuel to manage BlackBerry, iOS and Android™ devices from a single, highly secure and reliable platform. “When we set out to find a mobility solution, we were confident that BlackBerry would meet our needs. Mobility is integral to the success of our business, helping to drive the overall level of productivity and fuelling innovation within our organization. We had to be meticulous about our selection process, but we know we made a great choice and the best value proposition with BlackBerry,” added Carter.

Samuel also took advantage of BlackBerry Technical Support, which provides distinct levels of support, options that align to the level of expertise, and assistance and resolution time that each business requires. The added assistance has helped the company realize the full potential of its mobile environment, minimize costly downtime and support all users, including those using iOS and Android mobile devices.

“BlackBerry offers best-in-class customer service experience and product training support, which makes deploying BlackBerry a great value proposition overall. The product training support helped in eliminating the learning curve for employees for an easy and effortless transition,” said Carter.

**Key Benefits**

- Enhanced security.
- Cross-platform EMM capabilities.
- Product training support.
- Remote management capabilities.
- Multi-platform management.
THE CHALLENGE

In the construction industry, profits live and die by the project timeline, so maintaining the schedule is imperative for a company’s bottom line. “TT2 is a company that delivers on its promises. We take on big infrastructure projects often involving multiple sub-contractors and teams who have to collaborate to get the job done,” said Hanson Pottinger, Technical Manager at Tyne Tunnels 2 Limited. “24/7 communication with our own employees as well as our partners is critical for us to be able to deliver on our timelines and stay on budget.”

Too much downtime during construction was inefficient and costly to TT2, so senior management needed to be reachable even when they are not on-site. “Our senior managers regularly travel for appointments and work outside of the office,” explained Pottinger. “We needed a secure solution that would provide the CEO, board members and other members of the upper management team with constant communication and contact. They also needed to be able to view important documents and spreadsheets in order to keep close tabs on activities and expenditures while on the move, without compromising our intellectual property.”

CONSTRUCTION CONSORTIUM EMPOWERS REMOTE WORKERS WITH BLACKBERRY 10

Tyne Tunnels 2 Limited (TT2) is a UK-based company, established in 2007 by Bouygues Travaux Publics (Bouygues TP), HSBC Infrastructure Fund Management Limited and Bank of Scotland Corporate to build the New Tyne Crossing project. The £260M project includes the development of a second vehicle tunnel under the River Tyne and major refurbishment of the original vehicle tunnel built in 1967. TT2 led the design, build and operation of the new vehicle tunnel, along with the majority of its financing.

“With BES we have comprehensive security and app management through a single management console. The user interface is easy to navigate and the learning curve for users has also been very minimal.”

Hanson Pottinger
Technical Manager, Tyne Tunnels 2 Limited

Industry: Real Estate/Construction
Region: EMEA
Solution: BlackBerry® Enterprise Service (BES)
BlackBerry® Balance™ technology
BlackBerry® 10 smartphones
THE SOLUTION

As an existing BlackBerry customer with a BlackBerry® Enterprise Server (BES) already in place, TT2 was keen to maximize its investment and maintain its IT infrastructure by upgrading to the latest BlackBerry Enterprise Service (BES).

With many of the management staff already familiar with BlackBerry smartphones, TT2 also deployed BlackBerry® 10 devices. "The BlackBerry 10 is loaded with features that help us do our job efficiently," said Pottinger. "BlackBerry Hub puts all of our messages and notifications where they can be viewed in a single place, which helps our staff better coordinate their daily schedule. Timing is important when you’re dealing with the logistics of construction, so if a delivery is running late, we’ll immediately know to reprioritize the day’s tasks so we don’t lose time."

Using BlackBerry Balance to access business applications, like Documents To Go®, saved employees time and enabled them to view important documents while on a site. "From our BlackBerry 10 devices we can make scheduling changes, send secure emails, approve invoices and access our server," noted Pottinger.

The upgrade to BES was quick and simple for TT2. "Migrating to the latest version of BES was very straightforward and didn’t take much time," said Pottinger. "With BES we have comprehensive security and app management through a single management console. The user interface is easy to navigate and the learning curve for users has also been very minimal.

TT2’S BENEFITS

TT2 employees using BlackBerry 10 smartphones are now less reliant on their laptops. "Our CEO loves using Documents To Go on her BlackBerry so that she can be more responsive to requests and stay informed," noted Pottinger. "She can read financial spreadsheets, written reports and presentations on her phone prior to sharing with board members. Her ability to review, approve and pass on important documents while on the go is critical to our business. If senior decision-makers were out of reach, it could mean delays in project delivery."

BlackBerry Balance on the BlackBerry 10 devices has enabled users to capture personal emails and provides the flexibility to download applications for personal safely without any restrictions.

"Having that accessibility to corporate and personal emails on one device means that you do not need to carry around two handsets, which is a personal benefit to me as well as the other users.”

Hanson Pottinger
Technical Manager, Tyne Tunnels 2 Limited

BlackBerry Balance helped TT2 address corporate security concerns without limiting the staff’s personal use of the devices. The separation of work and personal data helped TT2 staff avoid confidentiality issues such as accidentally copying work data into a personal app.

"While we are still very much in the early days of our transition to BlackBerry 10, it has already made it easier for us to work outside of the office without a complex IT infrastructure in the background. It has had a big impact on user experience, which has definitely been the biggest benefit. We are getting great user feedback," said Pottinger.


KEY BENEFITS

• Improved employee communications.
• Increased productivity.
• Simplified device management.
THE CHALLENGE
How could this high-profile agency create a better, more efficient, and fully secure user experience for its globetrotting employees? They turned to BlackBerry for help.

As part of its migration to the latest BlackBerry Enterprise Service (BES), including the deployment of more than 10,000 BlackBerry 10 devices, this agency engaged BlackBerry for strategic guidance. HyunJun Jung, a Senior Enterprise Developer on the BlackBerry Enterprise Solutions Team, was part of the end-to-end assistance and migration support effort.

After detailed discussions around their current and future requirements, as well as a careful review of their current technology, Jung was able to help shape the agency’s mobility strategy. He recommended using BlackBerry WebWorks SDK, an HTML5 development tool, since it was the most efficient way to configure access to enterprise systems from both desktop and mobile browsers. This approach would allow for the reuse of many existing components, keeping costs and effort to a minimum, while also creating a “write once, run anywhere” standard for future multi-platform application development.

As proof-of-concept, Jung suggested starting with a quick win to build momentum. One of the agency’s most important – and most troublesome – approval processes was slowing down employees every time they visited a different departmental office location. “They had to jump through a series of hoops in order to gain pre-approval to be on-site. Processes that seemed smooth in a desktop browser were fragmented on a mobile device,” he explains. “Employees had to remember or bookmark multiple sites on the intranet, repeatedly re-enter information, and struggle with forms that were never designed for mobile use.”

THE SOLUTION
Jung’s prototype tackled each of these issues, and moreover, revealed exactly what the agency needed to do to modernize its back-end systems. “We were able to coach them through this process — providing the requirements they needed, along with a plan and a schedule for rolling out these upgrades. Now that they’ve done it, they’ve opened the door to a realm of new applications that they can use on multiple platforms,” he said.
With those infrastructure changes complete, it wasn’t hard to put the prototype into production. With a single, secure and mobile-friendly portal, users no longer have to search for intranet links. The sites they need are organized by role, and neatly arranged in an easy-to-use interface. Pre-populated form fields, one-click shortcuts, and push notifications mean employees aren’t struggling through this important workflow.

The in-house development team could easily see the improvements with this real-world example. They were impressed by the BlackBerry WebWorks SDK as an HTML5 development tool, and were quickly convinced that creating applications in this universal format would be a serious time- and cost-saver. This single-source approach provided immediate relief to their budget, already strained by the maintenance of an ever-increasing matrix of application and device varieties.

**THE BENEFITS**

Having a trusted technology vendor standing by its hardware, tools, and software — from initial talks to post-implementation — made all the difference for this agency. With the BlackBerry Enterprise Solutions Team providing the guidance they needed to migrate from a legacy implementation to a modern one, the department’s “Mobile First” goals were met. Those goals are a part of a broad government initiative that expects public sector agencies to optimize the delivery of their services in a secure, mobile environment to better serve their citizens. As Jung explains, “We don’t just build an app and then leave our clients to figure out the rest. We continually follow up to see if there’s anything else we can do to help them out. That’s something that you don’t get on other platforms or even with third-party developers.”

Using best-in-class technology to develop applications, the agency now provides its employees with mobile-optimized access to critical information. Field agents are more productive and can focus on bigger issues, knowing that the behind-the-firewall information they need is secure and instantly accessible.

In addition to the improved user experience, developing with BlackBerry WebWorks in HTML5 means that the applications are optimized for a mobile environment. They consume fewer resources to run on the device, and transmit less data when they connect to the agency’s intranet. That efficiency has also reduced expensive international roaming data charges.

The agency as a whole can now operate more efficiently. Employees don’t waste time trying to navigate through cumbersome interfaces, and the IT department isn’t burdened with complicated maintenance issues. As Jung notes, “The funding for building an application is not the issue. The bigger cost issue is actually maintenance and support over time. This approach keeps those on-going costs as low as possible, which is especially important when taxpayer money is involved.”

Best of all, this agency didn’t have to hire an external app vendor to realize their goals; the expertise of the BlackBerry Enterprise Solutions Team was included as part of their existing service contract.

**KEY BENEFITS**

- Implemented a “Mobile First” approach: Content is now optimized for mobile environments to meet governmental service expectations.

- Accomplished faster response times: Critical information can be accessed on mobile devices faster than ever.

- Saved money: Accessing data is efficient and fast, allowing for reduced costs for IT operations, application maintenance and international roaming.

- Created a roadmap: A plan for future application development has been established.
COMMUNICATION AND COLLABORATION ON BLACKBERRY

Secure, real-time communications and collaboration empowers individual employees, workgroups and organizations. Learn how BlackBerry customers are taking advantage of our most advanced BlackBerry® smartphones and apps as well as services like BBM™ Protected secure messaging to drive greater productivity.

Chapter 3
ARGENTINE GOVERNMENT RELIES ON BLACKBERRY 10 TO HELP COORDINATE CRITICAL SERVICES

When a natural disaster strikes or people are in need, the citizens of Argentina look to the Ministerio de Desarrollo Social (Ministry of Social Development) for help. With a staff of nearly 16,000 employees, this government agency is comprised of five decentralized bodies that together deliver a range of services — everything from education to disaster relief — across the second-largest (41 million pop.) country in Latin America.

THE CHALLENGE

For the Ministry, coordinating vital services across Argentina means keeping people connected in real-time over vast distances. For example, when a natural disaster strikes, the Ministry delivers aid to communities in need. Field operators working for the Ministry visit communities to find out what’s required in terms of food, medicine or logistical support. But these teams, who are often sent to remote towns with no access to computers, were taking notes by hand and sending them by mail to the Ministry in Buenos Aires. It could take a week — a lifetime in disaster relief — for this information to reach the Ministry’s office. Complicating matters, these handwritten notes could also be hard to read.

“We couldn’t get the proper help to people across the country because we couldn’t be certain of their needs quickly enough,” said Diana Beatriz Gomes, Chief of Heritage, Head of the Cellular and Satellite Communication Network for the Ministry of Social Development. “One of the major challenges was that the Minister and other officials could not make quick decisions to establish social programs, approve grants for aid, and order medicine to be shipped to remote communities.”

In addition to disaster relief, teams were also sent to remote areas to give workshops on subjects such as delivering basic education. To conduct the workshops, educators had to travel with cameras, computers and projectors. This equipment was expensive, heavy to carry in remote areas and could easily be damaged along the way.

THE SOLUTION

The Ministry equipped its field operators and personnel with 2,300 BlackBerry 10 smartphones. The goal was to have field staff capture and share information about the conditions in communities during natural disasters and health- and food-related crises. The Ministry chose the BlackBerry enterprise mobility management solution for its versatility and security features in 2012 and added the BlackBerry 10 smartphones to their existing BlackBerry infrastructure. With Microsoft® ActiveSync enabled on the mail server, the BlackBerry 10 smartphones can be managed securely, including work e-mail accounts.

“Corporate email with the BlackBerry Balance technology allows employees to access their personal and work information without compromising security. And BBM’s immediacy and reliability was a key factor in our purchase decision,” said Gomes.

It provides staff with continuous, highly secure access to their centralized servers from almost anywhere. It enables them to share information securely, including large files, photos and videos that help to illustrate the plight of communities facing poverty or disaster.

“This was a key differentiator for choosing BlackBerry smartphones,” said Gomes.

“Corporate email with BlackBerry Balance technology allows employees to access their personal and work information without compromising security.”

Diana Beatriz Gomes
Chief of Heritage,
Head of the Cellular and Satellite Communication Network of the Ministry of Social Development, Argentina
Chapter 3

Communication and Collaboration on BlackBerry

“The Ministry chose to invest in BlackBerry because it’s the ideal mobility solution for governments, because of the high-level security, user experience and low total cost of ownership.”

Diana Beatriz Gomes
Chief of Heritage, Head of the Cellular and Satellite Communication Network of the Ministry of Social Development, Argentina

Now, when a field operator is assigned a task for a government social program, they travel to the assigned community with customized forms pre-loaded on their BlackBerry smartphones. After filling out the forms, they add pictures with the built-in camera. The form is geo-tagged with specific coordinates using the device’s GPS feature. Once everything is complete, the form is synchronized and sent to the Ministry’s back-end system. Information on conditions is then quickly available to the Minister and senior officials, who can evaluate the situation, approve aid or design the necessary social assistance programs.

CONNECTING VIRTUALLY EVERY CORNER OF THE COUNTRY

With BlackBerry smartphones, the pace of communication and decision-making has literally moved from weeks to minutes. Field representatives can share local conditions in real time, decisions can be made quickly — and citizens can get the help they need, when they need it.

“The BlackBerry solution lets us continually communicate from virtually every corner of the country,” said Gomes. “Now, it’s very easy to understand what is happening with a tribe in the southern part of the country.

We can reach provinces with various social and economic needs and better understand how we can best help.”

BlackBerry’s mobility platform also helps to ensure that strict government security standards are met. “The BlackBerry solution gives us the ability to share information with peace of mind,” said Gomes. “We are dedicated to improving the human condition, and our fleet of BlackBerry smartphones help ensure that we can act and respond quickly.”

The BlackBerry-equipped Ministry is now more productive. Heavy projectors, computers and cameras have been replaced with lightweight BlackBerry 10 smartphones, meaning work teams can move faster and more easily in remote communities. Field operators can now carry out educational programs in communities lacking electricity. And, completing forms directly on the BlackBerry smartphone helps minimize human error and increases the accuracy of information.

“BlackBerry 10 smartphones provide several features which enable employees to be productive no matter where they are, such as super-fast browsing speeds, easy collaboration with BBM and Documents To Go, which enables users to update spreadsheets, make edits to documents and give interactive presentations,” said Gomes.

For Argentina’s Ministerio de Desarrollo Social, BlackBerry provides the reliable communications, productivity and security required to effectively serve their citizens.

“The Ministry chose to invest in BlackBerry because it’s the ideal mobility solution for governments, because of the high-level security, user experience and low total cost of ownership,” said Gomes.

KEY BENEFITS

- Faster decision making and response times.
- Significantly faster to get approvals and acquire humanitarian aid.
- Better accessibility to technology in lightweight format for field operators.
- Improved training and education in remote communities.
- Improved communications among employees and with the public.
Aneurin Bevan University Health Board (ABUHB) in the United Kingdom employs more than 13,000 staff members, two-thirds of which are involved in direct patient care. Consultants, doctors, nurses, midwives, allied professionals and community workers cover the areas of Blaenau Gwent, Caerphilly, Monmouthshire, Newport, Torfaen and South Powys to serve an estimated population of more than 639,000 residents.

THE CHALLENGE
ABUHB serves one-fifth of the Welsh population in both hospital and in-home settings. The health care providers needed a way to communicate quickly and efficiently among staff to better coordinate patient care.

Consultants, doctors, nurses, midwives, allied professionals and community workers cover the areas of Blaenau Gwent, Caerphilly, Monmouthshire, Newport, Torfaen and South Powys to serve an estimated population of more than 639,000 residents.

It’s imperative that we can contact each other at a moment’s notice for general queries, shift changes or weather emergencies,” explained Karen Newman, Head of Communications, Aneurin Bevan University Health Board. “Yet in our line of work, staff is rarely in an office to manage cases from their computer. We lose a lot of time when staff has to drive back and forth to complete paperwork or attend meetings.”

With medical histories and confidential patient information, security was another big concern for ABUHB.

“Because we deal with sensitive data, security and privacy are a foremost concern. BBM Protected allows us to adopt an even greater level of security without losing the immediacy and flexibility that our employees enjoy by using BBM.”

Drew Evans
Head of Information and Communications Technology, ABUHB
THE SOLUTION
BlackBerry 10 smartphones were issued to employees, and ABUHB implemented BlackBerry Enterprise Service (BES) for its enterprise mobility management (EMM) solution. ABUHB chose BES for its ability to securely manage other devices as they wanted to implement Bring Your Own Device (BYOD) and Corporate Owned, Personally Enabled (COPE) policies.

“We already had an extensive BlackBerry infrastructure internally, so upgrading to the latest BES allowed us to leverage our existing EMM and slowly migrate devices instead of doing the entire company at once,” said Evans. “BES also provides one simple management interface that enables us to administer a number of different devices out in the field, whether they’re on Android, iOS or BlackBerry devices.”

BBM™ has also enhanced communications among staff. “We’ve created BBM groups around the on-call schedule, which users can access from a BlackBerry smartphone, Android or iPhone. If a nurse needs someone to cover her shift, she can send a message to the group and everyone can see the responses,” said Newman. “This helps supervisors better manage over time and know who to assign cases to.”

ABUHB has realized cost savings from its BlackBerry EMM solution. “We’ve found BES meets our budget requirements with a low total cost of ownership. We only need one EMM to manage all of the devices in our network even though we have BYOD and COPE policies,” explained Evans. “BES only requires a small team to manage it, and the training requirements are minimal. We also like that when issues arise, we can provide technical support remotely through a Web interface.”

The cost savings haven’t come at the expense of security. “BlackBerry’s encryption technology ensures our data is safe and secure — from emails to documents to pulling down data from the cloud when we’re in the field,” said Evans. “If a device is lost or stolen, we can wipe it clean without worrying that patient confidentiality has been compromised.”

“BES also provides one simple management interface that enables us to administer a number of different devices out in the field whether they’re on Android, iOS or BlackBerry devices.”

Drew Evans
Head of Information and Communications Technology, ABUHB

ABUHB has also been doing a pilot test of BBM Protected, which adds a layer of additional encryption to BBM messages between employees while allowing them to use the same BBM app to message family and friends. “We have been running the pilot of BBM Protected for several weeks now and are pleased with how seamless of an experience it has been for our end users,” said Evans. “Because we deal with sensitive data, security and privacy are a foremost concern. BBM Protected allows us to adopt an even greater level of security without losing the immediacy and flexibility that our employees enjoy by using BBM.”

ABUHB’S BENEFITS
Many of ABUHB’s staff members have begun using their BlackBerry smartphones in place of their laptops to perform daily tasks. “The strength of the integration with Microsoft® Office is really remarkable — stronger than any other device I’ve used,” said Evans. “With the five-inch screen of the Z30 and document editing capabilities it’s really easy to use my BlackBerry for Microsoft programs like Word® and Excel®. For me it’s faster to type on my BlackBerry because the technology recognizes the words I commonly use and they pop up on the screen. All I have to do is flick them up into the sentence I’m writing.”

The ease of using the BlackBerry smartphones, and their productivity-enhancing apps, has made it easier for ABUHB employees to focus on patient care. “When our nurses are mobile and making home visits, it frees up hospital beds for patients who require more intensive care and monitoring. Our secure EMM solution makes it possible for nurses to access the records they need to perform their job and serve patients from the comfort of their homes.”

Overall, employees have been very satisfied with the user experience of the BlackBerry 10. “The Hub makes it so easy to view all your emails, messages, texts, calendar appointments, etc., at a glance,” said Newman. “Plus, with BlackBerry Balance technology I have separate work and personal spaces. I no longer need to carry around two phones in order to check my personal email or browse the Web. The battery life holds up impressively well — I can use it regularly throughout the day without worrying where the next outlet will be.”

KEY BENEFITS

- Seamless integration with key business applications.
- More focus on patient care.
- Increased productivity.
- Enhanced security for patient records.
MANUFACTURING GIANT SPEEDS UP PRODUCT DEVELOPMENT WITH BLACKBERRY

Grohe AG (Grohe) is the world’s leading (and Europe’s largest) single-brand manufacturer and supplier of sanitary fittings, from kitchen and bathroom taps to shower systems, for both the private and public sectors. Headquartered in Dusseldorf, Germany, the company has a presence in more than 130 countries, with six production plants worldwide and more than 5,800 employees. Its global market share of sanitary fittings is roughly 8 percent, with the German market making up roughly 15 percent of overall sales.

THE CHALLENGE
Speed to market and the ability to communicate with customers are the critical lynchpins to Grohe’s growth. Every market has different requirements and preferences, so the company needed a way to stay connected with customers.

“We wanted a way to be better tuned into the wants and needs of each of our markets in order to adapt our communications and products accordingly,” said Jan-Peter Tewes, Senior Vice President of Global Marketing at Grohe AG.

“Our mobile communication has improved dramatically through the use of the BlackBerry solution. The ability to quickly communicate securely over the phone, by email or BBM are some of the key benefits the BlackBerry solution brings to our teams. We are able to share confidential reports much more openly and quickly than we used to, which has reduced our development time for new products.”

Jan-Peter Tewes
Senior Vice President, Global Marketing at Grohe AG

Industry: Manufacturing
Region: Global
Solution: BlackBerry® Enterprise Service (BES) BlackBerry® 10 smartphones
To do this, Grohe needed a secure, reliable solution that would enable its field teams to stay connected while travelling. In addition to communications, it also needed a solution that would seamlessly integrate with its current setup, and enable the company to support users’ smartphones and tablets running different operating systems.

THE SOLUTION
Grohe deployed BlackBerry Enterprise Service (BES) to upgrade its existing BlackBerry smartphones to BlackBerry 10 devices. The new devices provided the company with powerful business tools that supported workers out in the field.

“BlackBerry 10 smartphones provide our employees with increased battery life, larger screens, collaborative calendars and fast email typing,” noted Tewes. “This allows our employees to work efficiently and productively while they are out with customers.”

The company also chose BES to support the multi-platform management of other devices including Android™ and iOS tablets and smartphones.

“Our employees like to feel like they have choices and that there’s some flexibility on how they accomplish tasks. Supporting Android, and iOS tablets and smartphones provides our staff with a variety of tools to do their job, while BES makes it manageable for IT,” added Tewes.

KEY BENEFITS
• Fast, easy upgrade to BES with minimal administration required.
• Improved calendar communication.
• Larger screen size with BlackBerry 10 smartphones.
• Continued flexibility, reliability and security.

GROHE’S BENEFITS
Grohe has benefitted from choosing a fast and easily deployable enterprise mobility management (EMM) system that supports all of its devices. The IT team can easily manage, secure and deploy useful apps to its staff when they need them. Staff can communicate quickly whether through email or BBM™.

“Our mobile communication has improved dramatically through the use of the BlackBerry solution,” said Tewes. “The ability to quickly communicate securely over the phone, by email or BBM are just some of the key benefits the BlackBerry solution brings to our teams. We are able to share confidential reports much more openly and quickly than we used to, which has reduced our development time for new products.”

This ease of communication is helping Grohe reduce its time to market for new products and enables the company to deliver sales reports in a more transparent and efficient way.

“Our mobile communication has improved dramatically through the use of the BlackBerry solution.”

Jan-Peter Tewes
Senior Vice President, Global Marketing at Grohe AG
Breakaway Tours is a student-focused leisure tour operator. Every year, it takes more than 22,000 high-school and university students to destinations around the world. Founded in 1984, the company, which is based in Toronto, Canada, employs about 30 full-time staff and more than 200 tour leaders/seasonal representatives.
“If something were to go wrong, then those numbers could be lost, meaning potential lost business. With BES, you know it’ll all be there.”

Brad MacLellan
Operations Manager, Breakaway Tours

BREAKAWAY TOURS’ BENEFITS

“Our BlackBerry smartphones are our lifelines,” said MacLellan. “When I came in six years ago, our staff spent each day making more than 120 calls. Now the sales force is making less than half that number of calls because they are using Facebook, text and BBM. It’s not really a talk era anymore – we even use our BlackBerry smartphones for writing notes. If we were still showing up with pads of paper and pens, the students wouldn’t take us seriously.”

The BlackBerry solution helps Breakaway Tours to appeal to a younger market and it’s also helped staff know what’s happening at all times. Since trip leaders at vacation locations now have BlackBerry smartphones, they can be in touch with the head office more regularly and manage any issues than come up related to travel, safety or health.

“Every issue you can imagine might crop up – from schedule and room changes to client issues,” said MacLellan. “There’s peace of mind that everyone knows we’re running on a 24-hour schedule. I’ll go to bed with my BlackBerry smartphone and take a call or email at 4.00 a.m. if needed.”

Breakaway Tours also relies on knowing their important data is protected by the BlackBerry Enterprise Server, which regularly backs up the data stored on the company’s devices and synchs the team’s contacts, calendars and messages.

“We end up entering a lot of contact details on the road,” said MacLellan. “If something were to go wrong, then those numbers could be lost, meaning potential lost business. With the BlackBerry Enterprise Server, you know it’ll all be there.”

According the MacLellan, the past two years have been some of Breakaway Tour’s most profitable, and he attributes that sales growth largely to improved communication abilities.

“With BBM, I can now juggle four to five issues in four or five different cities — before I would have to spend 5-10 minutes per issue on the phone, tying up a line,” said MacLellan. “And because our sales reps have more time, they’re better able to sell the product and promote the company. That means growth to our bottom line.”

KEY BENEFITS

• Improved communication with people around the world.
• Greater efficiency in driving sales.
• Protected data so information isn’t lost.
• Ability to connect with target markets using latest technology.
COUNTRY MARKET TAKES A FRESH APPROACH TO MARKETING USING BLACKBERRY

Herrle's Country Farm Market (Herrle's), based in Ontario, Canada, is a family-owned and operated farm offering fine sweet corn and a variety of other fresh fruits and vegetables to neighboring communities. In addition to seasonal produce, the market includes a bakery and store that sells pies, muffins, breads, tarts, homemade jams and preserves, local honey and maple syrup, fruit juices, snack foods and decorative wooden crafts.

THE CHALLENGE
The farm-to-table trend has spurred a growing number of urban consumers to seek locally grown fresh fruits and vegetables. Herrle’s, a popular 150-year-old farm and country market near three mid-sized cities in Ontario, wanted to meet that growing demand and strengthen the connection between rural and urban communities.

With its highly perishable inventory, Herrle’s has a small window of time to sell its fresh fruits and vegetables, which meant it needed a way to rapidly and easily promote its produce availability to customers. Additionally, as a local business entrenched in the surrounding community, Herrle’s has a need to stay connected and engaged with its customers.

"We can grow all the corn in the world, but if we can’t sell that corn, we can’t improve our bottom line," explained Trevor Herrle-Braun, Operations Manager, Herrle’s Country Farm Market. “Our customers need a compelling reason to shop local and choose our farm over competitors."

Around the farm, staff is dispersed across 250 acres performing various tasks, so Herrle’s employees also needed a way to reliably communicate throughout the day.

Trevor Herrle-Braun
Operations Manager, Herrle’s Country Farm Market

“With the camera on my BlackBerry, I can take a picture of freshly picked strawberries and immediately post it on Facebook for our followers to see.”
better communication amongst colleagues as real-time information is exchanged to better plan and manage operations on a daily basis.

Facebook and Twitter apps on the phone have been integrated into Herrle’s marketing strategy to quickly update followers about the fresh produce available daily, and moreover, serve as ways for the local farm to engage in a meaningful way with customers and the community.

“BlackBerry helps us stay connected with our customers and easily spread the word about our daily selection of fresh, local produce,” said Herrle-Braun. “We are the ultimate just-in-time business and the devices help our staff keep in sync and engage with our customers one on one – it’s our secret ingredient to success."

HERRLE’S COUNTRY FARM MARKET’S BENEFITS

The BlackBerry devices have enabled Herrle’s Country Farm Market to do its own marketing while on the go on a daily basis.

“With the camera on my BlackBerry, I can take a picture of freshly picked strawberries and immediately post it to Twitter and Facebook for our followers to see,” said Herrle-Braun. The photos and information we post through our social networks can get people excited to come shop at the store. And once they’re inside, they rarely leave with just the item they came in to buy."

Not only have the photo and video capabilities of the BlackBerry smartphones enhanced their marketing efforts, they have also increased engagement with customers. “There are a lot of other farms in this area selling the same types of produce as us. It’s imperative that we build relationships with our customers so they feel they know us personally. Social media allows us to connect with them and provide a personal touch," explained Herrle-Braun. “We’ll tweet a photo and literally get hundreds of responses back. We love to hear how our customers are using our ingredients to feed their families healthy meals."

Communication amongst staff has also improved with the BlackBerry smartphones and BBM™. “We created a BBM staff group and we use it to update one another on the status of jobs around the farm and to schedule calendar reminders of staff events. If we need to make a business decision on the fly, the decision-makers are never out of reach,” said Herrle-Braun.

“BlackBerry also enables us to access real-time information like weather forecasts and important spreadsheets related to planting, harvesting, inventory and more.”

The intuitive user experience has helped staff rapidly adopt the smartphone and its features, like BlackBerry® Hub. The Hub simplifies email, BBM and text messages, alerts, notifications and calendar events in one convenient and easy-to-access place. “I work on a farm so sitting at a computer is not part of my daily routine,” noted Herrle-Braun. “But a farm is also a business, so there are contracts that need to be reviewed, spreadsheets to update and schedules to manage. Documents To Go allows me to do all of that through my device, from anywhere on the farm.”

"BlackBerry helps us stay connected with our customers and easily spread the word about our daily selection of fresh, local produce."

Trevor Herrle-Braun
Operations Manager, Herrle’s Country Farm Market
Q: What is it about BlackBerry that keeps you as loyal?

JK: Honestly, I am an ultra-loyal guy and BlackBerry was my first smartphone. I switched from a flip to a BlackBerry (the 7290) many years ago, upgraded several times as the device evolved, and never looked back. As an eager entrepreneur, having just graduated from school, I didn’t want to be tied to my desk; owning a BlackBerry solved that. It allowed me to take my business on the road. I attribute a large part of my early success on using a BlackBerry. I admit...at one point, I purchased another device during the BlackBerry transition time a few years ago. BlackBerry 10 hadn’t been released and I needed more from a phone at the time than my BlackBerry at the time could handle. And, no word of a lie, it was a huge learning curve. That phone, as great of a media and time consumption tool it was — was a big time waster in terms of productivity. It was hard to remain focused. I also missed the true communications experience that came with having a BlackBerry smartphone. To worry about constantly refreshing my inbox was getting taxing. It wasn’t long before I started to miss the keyboard on my BlackBerry. I could no-look type, longer, more thought out emails. On my other phone, not so much. It doesn’t provide nearly the same experience, for me.

Q: As the CEO of PÜR Gum, and having your hands in other projects, you must be a natural multi-tasker...how does your BlackBerry allow you to be so productive?
“We need to always be where our audience is. Need to be aware, communicate and connect. We will be starting a BBM channel.”

Jay Klein
CEO PÜR Gum

“As an eager entrepreneur, having just graduated from school, I didn’t want to be tied to my desk; owning a BlackBerry solved that.”

Jay Klein
CEO PÜR Gum

**JK:** Now with hub and notification center it always brings forward the most relevant information. You can have fun with the device, but at its core, it’s built for business. BBM also makes global communication very easy as especially with overseas suppliers. PÜR Gum is sold in over 25 countries and almost all over, I find our suppliers are on BlackBerry. We all speak the same tech language. Further, push lets me know my suppliers are getting my emails, rather than waiting for refresh. And, of course, with the introduction of cross-platform BBM, I have no boundaries for keeping in touch.

**Q:** You’ve likely more than doubled your staff in three years. Do you use BBM to communicate with them? If not, what other messenger service do you use?

**JK:** We definitely use BBM. As new staff comes on board, many with different devices, we generally adapt. Not everyone has an unlimited text plan, if they’re on BBM we can talk wherever, whenever… even over Wi-Fi!

**Q:** You’ve successfully built a product from an idea to worldwide distribution in a few short years. If you could offer one small piece of advice to an aspiring entrepreneur reading this, what would it be and why?

**JK:** I advocate this to everyone: lay a very solid foundation early on. Think big and take it slowly. If you start to chase the finish, you’re going to hurt yourself. People only read headlines and see the money, but don’t know the work and effort that went into building it.

**Q:** Anything else you want to say?

**JK:** Overall, I just love BlackBerry. Always available, battery great, speakerphone is great, solid feel and durable! Happy to promote the brand to anyone who will listen!
PARTY SUPPLIER HELPS TO INCREASE SALES FORCE EFFICIENCY & SAVE MONEY BY DEPLOYING INTEGRATED BLACKBERRY SOLUTION

Industry: Retail/Wholesale
Region: North America
Company Size: Small Organization — (11–99 employees)
Solution: Wireless Merchant back-end order system by AGS Advanced Software Inc.
BlackBerry® Enterprise Server
BBM™
Bluetooth® barcode scanners

Party Goods Warehouse Inc. (Party Goods) supplies a wide variety of event and holiday-related products to a supermarket chain with more than 1,000 stores in five southeastern states. Based in Fort Lauderdale, Florida, the company employs nearly 50 people, many of whom are sales representatives who visit stores every week to take product orders.

THE CHALLENGE

Since Party Goods supplies many of these supermarket chain locations, its salespeople required an efficient way to process orders. In the past, staff used bulky, expensive and unreliable handheld computers that did not always have a strong signal and required a full-time employee to manually upload and double-check every order, a process that would often take two or three days.

The company’s previous sales equipment also failed to address the specific back-end needs required by its client. Invoices had to be separated depending on which department the product was being sold to, which was difficult for salespeople who needed to produce a number of separate invoices during each store visit.

“There’s a sense of comfort now, knowing that our people in the field have the equipment that they need. It used to be more of a challenge to get through each and every day, but with the reliable BlackBerry smartphones running Wireless Merchant, I have peace of mind, which is worth an awful lot.”

Don Giordano
Operations Manager, Party Goods Warehouse
Party Goods sales representatives are now equipped with BlackBerry smartphones and a Bluetooth barcode scanner used to scan all items being sold. Staff can enter the quantity they are looking for and send a single order through the Wireless Merchant back-end system to the warehouse, where it is processed through the pick system into separate department-specific invoices, automatically printed and packed with the orders for shipment. With the customized AGS solution in place, Giordano no longer has to worry about a weak signal impacting orders. If an order can’t be processed immediately due to signal issues, the Wireless Merchant app queues the order by saving it to the salesperson’s BlackBerry smartphone, where it is later re-sent when the signal strength increases.

When interacting with their clients, salespeople now have immediate access to updated account information, including the status of past orders, product inventory and payment history. The staff at Party Goods also use BlackBerry smartphones to communicate using BBM, take pictures of in-store product displays and leverage the Calendar functionality to help organize pre-order dates.

“The system we had in place wasn’t helping us manage the business the way we needed it to,” said Don Giordano, Operations Manager at Party Goods. “Things were somewhat disorganized — our reporting system was not very effective, we didn’t have a good sales solution and we didn’t have any inventory control for the warehouse purchasing or receiving.” Since the system was lacking any sort of data compression technology, the handheld computers would also constantly send huge amounts of packet data to the server, leading to costly monthly data plans. The company needed a sales system that was reliable and offered solutions specific to their needs.

THE SOLUTION
Party Goods began working with AGS Advanced Software Inc. (AGS), an Ottawa-based development company that could customize its Wireless Merchant software to integrate with Sage 300 ERP, Party Goods’ back-office accounting software. With extensive experience deploying its software on BlackBerry smartphones, AGS knew that it could offer the efficient and customized solution the company was looking for.

“There are a number of reasons we work exclusively with BlackBerry smartphones when deploying Wireless Merchant,” said Marc Cashman, President of AGS Advanced Software Inc. “The true BlackBerry brand of security coupled with its speed, lack of delays and overall stability is crucial for us.” Giordano estimates that over 90 percent of all field issues Party Goods was having were resolved by using BlackBerry smartphones. Since the Wireless Merchant application also stores information on the BlackBerry devices and only sends small data packets of information to the server when necessary, Party Goods also uses less data than before.

PARTY GOODS BENEFITS
By deploying BlackBerry smartphones equipped with the Wireless Merchant application, Party Goods saved an estimated $500,000 almost immediately in workforce reductions, equipment and reduced monthly data plans and expects to save an additional $150,000 in its second full year of deployment.

“There’s a sense of comfort now, knowing that our people in the field have the equipment that they need,” said Giordano. “It used to be more of a challenge to get through each and every day, but with the reliable BlackBerry smartphones running Wireless Merchant, I have peace of mind, which is worth an awful lot.” Based on his experience working with BlackBerry smartphones and the Wireless Merchant software, Giordano has a simple message for other businesses.

“I would encourage everyone to look into a BlackBerry solution. They’re great devices that help allow people to work more efficiently and can have a huge impact on the bottom line.”

KEY BENEFITS
• Cost savings in staffing, equipment and data.
• Greater mobility among the salespeople.
• More effective reporting system and inventory control.
• Added security and reliability.

"BlackBerry smartphones are highly secure, reliable and straightforward. Combining these devices with Wireless Merchant application has resulted in an integrated BlackBerry solution that has helped make our sales force more efficient, saved the company money and allowed us to better serve our client.”

Don Giordano
Operations Manager, Party Goods Warehouse
INTERVIEW WITH
LINDA NGUYEN,
ENTREPRENEUR

Content comes in all shapes and sizes, whether it’s images you’re scrolling through on Tumblr, or the long article you read in a big-name publication. Someone has to make all of that happen.

Digital content online is pervasive, so when you find someone who approaches it with equal parts business-savvy and creative grit, you align yourself with them to learn what makes their day move.

Enter one Linda Nguyen, or known by her professional alias, Linda Doctor. This 20-something digital marketer is known within Toronto’s fast-growing startup community for her work ethic, creativity, and most of all, her drive. BlackBerry Z30 has helped her stay two steps ahead – Let’s find out how.

Q: The BlackBerry Z30 is really your first foray into using actually a BlackBerry – you previously had Nokia and Android. What’s your favorite feature of this BlackBerry 10 phone?

LN: The Hub feature makes communicating really easy. Checking email, responding to texts and keeping up to date with people has really become more efficient.

Q: On your LinkedIn account, you list your core focus as a freelancer is content development, digital strategy and marketing – You must be a really productive multi-tasker. How does your BlackBerry help you in your day-to-day life?

LN: I really love that I can get a birds-eye view of all my emails at once via the Hub. I also noticed that there’s no loss of speed when multiple apps are running. It hasn’t once crashed when switching from another app, and that reliability is key.

Q: What are your go-to apps officially available for BlackBerry, and what are your go-to third-party (unofficial) apps? Why?

LN: My go-to apps would have to be Google Maps and Skype.

I haven’t replaced all the third party apps I used on my iPhone, but I have downloaded Instagram and Dropbox. I use most of these daily to stay in touch or run my business and so far they’re working really well.

Q: This your first time actually using BBM. How do you feel about it?

LN: I really only have a couple people on BBM, perhaps because I’ve never used a BlackBerry before and don’t have contacts to import, so I haven’t made full use of the features. However, I’ve tried video calling via BBM and the quality was fantastic – I love the screen-sharing feature!

Q: If there was one feature of BlackBerry 10 that you would change, what would it be and why?

LN: I would have to say the user experience of downloading and installing apps (whether through BlackBerry World or Third-party) could be improved. It’s so much easier to discover and try new apps when they’re all available through one place. Just tap and the app is saved and set up.

Q: You’ll really like the upcoming Amazon Appstore, then!

Any words of wisdom for those reading this who want to take the jump into freelance work but have concerns about the unpredictability of the work?

LN: Business development and networking are time-intensive but important, so the most valuable thing you can do starting out is to save yourself time in advance. Have all proposals, SOWs, contracts, and NDAs prepared ahead of time and make it simple to update fields per client.

No, it may not be the stable road in terms of paying yourself, but the experience and rewards usually match your merit and it’s totally worth it in the end.

“The Hub feature makes communicating really easy. Checking email, responding to texts and keeping up to date with people has really become more efficient.”

Linda Nguyen
Entrepreneur
MODERN BATHROOM DESIGNER ENHANCES PRODUCTIVITY WITH BLACKBERRY 10

Blu Bathworks is a modern bathware design-house and manufacturer that sells its high-end products to distributors, retailers and the architect and design community. Canadian designer Michael Gottschalk founded the company on his philosophy of producing bold architectural bathware that balances form and function, and a business strategy that optimizes delivery. The flagship showroom and design studio are located in British Columbia, Canada, while the majority of its product line is made in Italy and Germany. Its warehouse is based in Los Angeles, California.

THE CHALLENGE
Blu Bathworks has hundreds of dealers to manage, and its employees and operations are scattered across the globe.

“A third of our workforce travels often, for everything from sales pitches to product training to overseas factory meetings,” explained Michael Gottschalk, founder and CEO of Blu Bathworks. “To keep projects moving forward while juggling our busy travel schedules, we need open lines of communication and organization. Also any smartphone we use must have an operating system that is compatible with our office’s Mac desktop computing environment too.”

Blu Bathworks also relies heavily on cloud storage and sharing capabilities. The company needed a user-friendly smartphone that would provide access to the cloud and better integrate the sales department with its product inventory, logistics and marketing functions — while providing a secure way for employees to collaborate and share information.

“We’re sending and receiving messages all day long — with everything from client billing information to proprietary product designs. The security of our data isn’t something we can afford to take lightly,” added Gottschalk.

Battery life of its mobile phones was another issue for Blu Bathworks. “We’re a small company, so each employee takes on a lot of responsibilities. A reliable battery with extended life helps us to be responsive and more collaborative, which is essential for keeping our clients happy,” noted Gottschalk.

THE SOLUTION
BlackBerry was the only solution that could meet Blu Bathworks’ collaboration, productivity and security needs. “For two months we tested other phones in our environment,” explained Gottschalk. “Right away we realized the Android operating system couldn’t support our desktop computing, and the iPhone’s battery couldn’t keep up with our demanding schedules.”

“We embraced BlackBerry because it’s a higher level device — from the calendar, to scheduling, to the phone, to the seamless way it operates. While other devices are made for entertainment, BlackBerry phones were built to keep up with the speed of business.”

Michael Gottschalk
Founder and CEO, Blu Bathworks
The company opted to equip its office with new BlackBerry Z30 devices running BlackBerry 10 and BlackBerry Link software.

BlackBerry Link is compatible with Macs and enables computers to synchronize with the smartphone’s selected folders for data, media, photos, videos and documents to save employees time. It also provides secure back up for device data, which can be restored in just a few simple steps should the need arise.

“We embraced BlackBerry because it’s a higher level device – from the calendar, to scheduling, to the phone, to the seamless way it operates,” explained Gottschalk. “While other devices are made for entertainment, BlackBerry phones were built to keep up with the speed of business.”

Once employees experienced the extended battery life – which can provide up to 25 hours of mixed use – and seamless user experience of the BlackBerry Z30, they readily traded in their iPhones.

Employees have found the apps on their new smartphones to be great time savers and are helping to increase productivity. “Employees don’t have to wait until they’re seated in front of their computer to upload documents to the cloud to share with the rest of the team.

And when sharing sensitive information, we know we can count on BlackBerry’s secure encryption technology to keep our data out of the wrong hands,” said Gottschalk.

“BBM has enhanced employees’ ability to collaborate with each other efficiently and in real-time across the network.”

Michael Gottschalk
Founder and CEO, Blu Bathworks

BLU BATHWORKS’ BENEFITS

Employees are integrating the out-of-the-box applications on BlackBerry 10 into their daily workflow to improve communications and productivity.

BBM has enhanced employees’ ability to collaborate with each other efficiently and in real-time across the network. “I’m not left wondering if my message was received,” said Gottschalk. “BBM provides confirmation when a recipient reads a message, so I know if everyone is in the loop when there’s an urgent update.”

Documents To Go™ provides essential, time-saving document synchronization between BlackBerry devices and computers, plus the ability to edit from anywhere.

Employees can also seamlessly and securely upload and download files in the cloud through their Dropbox app.

The BlackBerry® Travel™ app has simplified the organization of travel arrangements for some staff. It offers planning, booking, managing and sharing of travel activities as employees service clients across North America. With Bluetooth, the Z30 can seamlessly integrate with a car’s infotainment system so that employees can safely listen to their email messages while driving to and from appointments.

Security is another major benefit of the BlackBerry Z30. With client billing information and proprietary product designs accessible from devices, Blu Bathworks relies on BlackBerry’s layers of security and encryption technology to protect its network, as well as its reputation.

Finally, there’s the added benefit of the BlackBerry Z30’s overall look and design. “We’re a firm at the forefront of design, so we care about how our smartphone looks and that it reflects our brand aesthetic. Our team certainly appreciates the sleek design of the BlackBerry Z30 and are proud to carry it around,” added Gottschalk.

In the next few years, Blu Bathworks anticipates creating customized enterprise apps for its business as it grows its partnership with BlackBerry.

KEY BENEFITS

- Improved employee communications.
- Compatibility with a range of technologies.
- Extended battery life.
- Secure and encrypted communications.
- Productivity-enhancing apps.
Chapter 3 | Communication and Collaboration on BlackBerry

LUXURY HOTEL CHAIN EMPOWERS STAFF TO WORK ON THE MOVE WITH BLACKBERRY UPGRADE

Rocco Forte Hotels is a family of 11 highly individual hotels and resorts across EMEA with four new properties due to open soon. Each is as individual and characterful as the country and city which inspires its design.

Each hotel features luxurious rooms, fine dining experiences, class-leading facilities and a dedication to providing the highest levels of service.

THE CHALLENGE

Rocco Forte Hotels is undergoing a period of large expansion. In the next three years the business has plans to add four new properties in the Middle East and North Africa to its existing 11 European hotels. In order to support this growth and maintain its famed high standards, Rocco Forte Hotels is constantly reviewing processes and identifying areas of improvement.

One of the areas it identified was how mobile devices could help streamline processes within the hotels, while also helping workers required to travel for business. Rocco Forte Hotels had already deployed BlackBerry® smartphones running BlackBerry® Enterprise Service 5 to management staff, but saw the opportunity to expand its mobility deployment within the business to include staff working in the hotels themselves.

Integral to this plan was allowing staff such as managers, Food & Beverage employees and chamber maids to use tablet computers and mobile devices to access specific business applications such as restaurant booking systems, point of sales and room information.

“The challenge we faced was finding a secure, reliable platform which would run our customized business applications and also work on iOS and Android devices,” said Emmanuel Clave, Group Director of Information Technology at Rocco Forte Hotels. “I already have employees requesting BYOD so cross-platform integration was essential.”

“`This new platform is good for the business but it is also great for our customers who are able to receive an even higher standard of service as a result of improved business processes.”

Emmanuel Clave
Group Director of Information Technology, Rocco Forte Hotels
Chapter 3

Communication and Collaboration on BlackBerry

Rocco Forte Hotel’s Benefits

The feedback received from Rocco Forte Hotel’s employees has been overwhelmingly positive. From global management right down to the chamber maids, enhanced access to mobile technology has improved the way they work.

Restaurant staff are now able to update booking forms in real-time over the phone using a tablet, instead of writing down customers’ bookings and entering them into a central computer. Meanwhile, room service can now send and receive orders on the move saving time and ensuring accuracy.

Across the board, staff have been able to work more effectively and improve time management with the new BlackBerry smartphones and iOS and Android™ devices. “By using BES to manage iOS and Android™ devices, we have been able to improve mobility throughout the entire business,” said Emmanuel. “This new platform is good for the business, but it is also great for our customers who are able to receive an even higher standard of service as a result of improved business processes.”

The Solution

After looking at various options Emmanuel spoke to BlackBerry® and began running tests on the latest BlackBerry smartphones and BlackBerry Enterprise Service (BES). During the process Rocco Forte Hotels worked closely with Novell, an infrastructure software provider, and BlackBerry to build its relevant applications onto the BlackBerry platform.

The early results were positive and soon Rocco Forte Hotels had rolled out 200 BlackBerry smartphones across the business, as well as 60 tablets. With the help of short training videos created by Rocco Forte Hotels and shared on the intranet, the staff took to their new BlackBerry smartphones very quickly.

“As well as the usability of the devices themselves, security was a major factor for us moving to the BlackBerry platform,” continued Emmanuel. “As existing customers of BlackBerry we had always been impressed with the levels of corporate security it was able to provide, so I feel comfortable that our own and our customers’ data is safe.”

Key Benefits

- Integration of business apps on iOS and Android devices.
- Enabling BYOD within the business.
- Democratization of mobility within the company.
- Greater efficiency enables better customer service.

Emmanuel Clave
Group Director of Information Technology, Rocco Forte Hotels

“As well as the usability of the devices themselves, security was a major factor for us moving to the BlackBerry platform.”
The Challenge

People who are deaf and hard of hearing once relied primarily on TTY (Teletype or Teletypewriter) machines in their homes to communicate over telephone lines. But mobile technologies have changed the landscape for this community, offering more options for staying in touch and much greater freedom while at work and on the move.

Because TDI is a trusted advisor, it has a discerning perspective on what makes a wireless device accessible. One of the technologies they promote to their members is the BlackBerry® solution. Many senior staff at the organization choose BlackBerry® smartphones to manage daily correspondence, reach members and advocate to government policy makers. The functionality of the device, the vibrating alerts and compatibility with hearing aids are just some of the advantages of the technology.

“As an organization, many of our staff at TDI choose BlackBerry smartphones because of their durability and reliability,” said Robert McConnell, Advertising and Member Services Manager at TDI. “In my opinion BlackBerry is one of a select few smartphone manufacturers that embraces its diverse user communities by making a genuine effort to ensure its products are truly accessible.”

TDI (formally known as Telecommunications for the Deaf and Hard of Hearing, Inc.) is a non-profit organization that provides leadership and advocacy on telecommunications, media and information technologies for deaf and hard of hearing people. TDI is recognized by the Federal Communications Commission (FCC) as one of the leading advocates for telecommunications access for people with hearing loss. TDI has more than 4,800 members across the US.
THE SOLUTION

McConnell got his first BlackBerry device—a RIM 950 Wireless Handheld—when he was just 16 years old. Even then, the simple pager-like device kept him in touch by email and he used it to surf web sites using a WAP browser.

“Today’s BlackBerry smartphones have so many more accessibility features that enhance my life,” said McConnell. “We specifically recommend BlackBerry smartphones with QWERTY keyboards because in our opinion they are second to none and best suited to typing long messages.” BlackBerry smartphones are also desirable because many models enable customized vibrations (for calls, instant messages, calendar reminders, etc.), so it’s easy for someone to know what communications they’ve received without looking at the device. To respond to the needs of the hard of hearing, several BlackBerry smartphones have received certification for hearing aid compatibility requirements from the FCC. The BlackBerry Sound-Isolating Headset can be purchased as an accessory and features noise-isolating ear gels, making communication clearer on calls and better sound for music or when watching videos.

The deaf and hard of hearing community has been able to conduct phone calls from their homes using TTY or text-based relay. The difference with BlackBerry smartphones is they offer the ability to access relay services while on-the-go, with apps such as SiPRelay and IP-Relay. People away from their homes can now place and receive text-based calls from their devices via a relay operator.

But the ability to seamlessly and richly communicate with the world with fewer boundaries is what sets BlackBerry solutions apart for TDI and its community. “BlackBerry® Messenger brings communication to another level because it sends acknowledgements that a message has been delivered and/or read,” said McConnell. “This helps make the communications process more natural for those who cannot hear or speak.” Facebook and Twitter are popular with the community because more media outlets now communicate through social channels. “Before email and Twitter on a BlackBerry smartphone, our community relied on television or postal mail to keep up on fast-moving events,” said McConnell. “In essence, Twitter is now like a form of textual radio with different feeds that keep you updated on current events throughout the day.”

Our members measure their return on investment in business and life. But the ability to conduct calls on a BlackBerry smartphone by text relay, using apps such as SiP Relay and IP-Relay, is an excellent use of wireless technology and makes life more accessible. He also says that accessing Facebook and Twitter from a BlackBerry smartphone is essential to TDI getting important information to their constituents and to staying in touch with staff, media and members.

Thanks to the many built-in features of the BlackBerry smartphone, McConnell says TDI members are sending video messages to family and business contacts. “The ability to share such personal messages is of cultural importance,” he said. As well, updates about life, in words and pictures, can be shared as they happen.

“BlackBerry smartphones to quickly type and distribute long and comprehensive documents that look like they’ve been typed on a desktop computer. Since many of the staff work from home and away from the office, BlackBerry smartphones give them the versatility to keep communicating wherever they are. McConnell singles out the robust alerting features of BlackBerry smartphones as a market differentiator for members who have differing degrees of hearing loss. For example, people with mild hearing loss applaud the quality of the loudspeaker on the device. People who have more severe hearing loss, and may use assistive listening devices, rely on the ability to connect their hearing aids wirelessly or use the BlackBerry Sound-Isolating Headset. For people who are deaf, vibration settings that are customizable to different actions—such as an incoming email, BBM, Facebook update or text relay call—are indispensable.

According to McConnell, the ability to conduct calls on a BlackBerry smartphone by text relay, as well as updates about life, in words and pictures, can be shared as they happen. “Our members measure their return on investment in business and life. But the ability to conduct calls on a BlackBerry smartphone by text relay, using apps such as SiP Relay and IP-Relay, is an excellent use of wireless technology and makes life more accessible. He also says that accessing Facebook and Twitter from a BlackBerry smartphone is essential to TDI getting important information to their constituents and to staying in touch with staff, media and members.

TDI AND MEMBER BENEFITS

“TDI senior staff believe BlackBerry smartphones make policy and advocacy work much easier,” said McConnell. “In the early days, we’d communicate about important issues using trickle down methods, like newsletters that would take weeks to produce. Now we use electronic mailing lists and email as a conduit for communication among the members of our community.”

McConnell says TDI staff take advantage of BlackBerry smartphones to quickly type and distribute long and comprehensive documents that look like they’ve been typed on a desktop computer. Since many of the staff work from home and away from the office, BlackBerry smartphones give them the versatility to keep communicating wherever they are.

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Interview with Paul Scida, Founder, Richmond Day

Who is the quintessential BlackBerry user?

You’d be forgiven if you reflexively pictured an executive in a suit, powering through the day while sorting through countless emails in an ongoing symbiotic relationship with the device of preference.

Many execs actually do plenty of heavy lifting on the go with their BlackBerry devices. That’s what they’re for.

Still, things are evolving through 2014 and beyond.

Users now come to BlackBerry from many different angles and with ever-changing needs, and this has only accelerated since BlackBerry first set out to take the business world by storm.

Marketing guru Paul Scida of Toronto-based marketing agency Richmond Day has been a devout BlackBerry user since the 850 hit the market a decade and a half ago. As Mr. Scida proclaims, “If you’re unsure of which device that is off the top of your head, you haven’t been following the brand long enough, son.”

We caught up with Scida in his Liberty Village, Toronto offices to discuss why he’s forever a BlackBerry user.

Q: Prior to co-founding your agency, Richmond Day, you co-owned a clothing line, COAL, with your twin brother. One would think that a creative guy like you would be iOS or bust – Why stick to BlackBerry for all these years? How has it helped you up your game?

PS: It’s always been about ease of use, and now with BlackBerry 10, my phone is only one swipe away from communicating with anyone about anything. I have always been about productivity and my bottom-line, and BlackBerry has always enabled me to achieve the best of both throughout the years. It’s the “Swiss Army Knife” of communication tools, and has always been able to keep up with the pace. I feel like if I were to take the jump to Apple, I’d be boxing myself into the Apple ecosystem. BlackBerry plays nice with everything.

Q: At the heart of BlackBerry 10 is QNX, an operating system that can be found in cars and powering space station mainframes (among others). If given the opportunity, what would a creative guy like you do differently with QNX?

PS: Great question. I would build further on NFC (Near-Field Communication) and mobile payments. The only other thing you need more than your phone is your wallet.

Q: You’re currently using a BlackBerry Z30, and I can only imagine how full your HUB must be with unread messages. How do you manage your time most efficiently? Do you use the lock screen notifications option to filter through the noise?

PS: No, but, I do use that feature to see what’s coming in. Being synced up with my computer and Office 365 has allowed me to stay on top of everything; email, calendars, tasks. My phone is actually never locked.

Q: On BlackBerry 10.2.1, “Picture Password” was introduced. Are you a “post your kids” kind of guy, or a “post a sexy sports car” guy?

PS: I have pictures of my kids, but I still use the swipe up feature. It’s faster, and I am all about efficiency.

Q: What is your favorite app currently available for BlackBerry 10?

PS: My favorite app is Talk to Watch Pro, so I can connect my Pebble Watch to my Z30. Because of the amount of usage of my phone gets, I’ve kept my device on silent since ’98. That allows me time to spend with my kids, without fear of missing anything. I also really like the weather app, because I’m patiently waiting for summer!
Much like how Canadians love their hockey, Maple Leaf Sports & Entertainment (MLSE) loves its BlackBerry gear. Privately-held MLSE, with an estimated value of $1.66 billion, also depends on BlackBerry for everything from applications and services to the powerful organizational features found on the BlackBerry Z30 smartphone.

“The daily pressure of the event-based business requires a lot of details,” said Dave Hopkinson, Chief Commercial Officer for MLSE. “I use my BlackBerry Z30. When not in my hand, it’s in my pocket, attached to me from sun up past sun down. You can’t stay organized in this business without electronics help.”

One of the world’s foremost sports and entertainment companies, MLSE owns multiple teams and arenas: the Toronto Maple Leafs (NHL), the Toronto Raptors (NBA), the Toronto Marlies (AHL), Toronto FC (MLS), Air Canada Centre and Maple Leaf Square. Additionally, it runs three digital channels: Leafs TV, NBA TV Canada and GOLTV Canada.

“Our customers aren’t just customers of the business, they’re also fans, and they want us to do everything we can to deliver a (sports) championship here in Toronto,” said Hopkinson. “And so we remember the purpose of what we’re trying to accomplish, and that’s a lot of pressure. But truthfully, if you can’t take the pressure, this is just the wrong business for you.”

ROCK AND ROLL ALL NIGHT (AFTER WORKING EVERY DAY)
That pressure doesn’t come in eight-hour chunks, either.

“Our business starts when everybody else’s day starts, but it doesn’t really get going until what is typically the end of the day, when our guests come to see the Leafs or the Raptors or watch a band they want to see,” said Hopkinson.

“Losing touch isn’t an option. Leading the team at Maple Leaf Sports & Entertainment isn’t a 24-hour-a-day job. Through early meetings, lunch meetings, afternoon meetings, dinner meetings and in seat at the game, I need 25 hours of battery life.”

Dave Hopkinson
Chief Commercial Officer, Maple Leaf Sports & Entertainment

Sasha Puric, the VP of Technology at MLSE, agrees. “It’s not a place for the faint-of-heart. It’s a fast-paced, moving, dynamic environment,” he said. “The nature of our business is changing every day. We’re always looking for new technology to support and grow our business.”

BEYOND MODERNIZATION LIES INNOVATION
That drive to modernize their operations and technology is leading to some exciting developments, as MLSE plans to develop new BBM Channels and apps for the BlackBerry 10 OS, giving fans real-time updates and exclusive content from the company’s roster of pro sports teams.

“Trying to provide a technology that covers operations as well as supporting 20,000 fans in the bowl is a unique challenge in the sports and entertainment field,” said Puric. “We’re just going through a process of implementation of a wireless infrastructure that’s going to give our fans in the bowl the ability to engage in some unique experiences around video replays and internet browsing.”
While the customer-facing technology is exciting, MLSE certainly hasn’t forgotten the importance of employee features such as security, particularly for executives, scouts and others traveling the globe on a regular basis. With the possibility of devices being lost on the road, the looming threat of sensitive information getting into the wrong hands has to be addressed. “You can imagine travelling around the world, people lose and forget stuff,” Puric said. “Having the ability to actively manage those devices and make sure that they’re fully secured is important, knowing that if somebody forgot the mobile device on a train, a person picking up the device will not be able to get some of those trade secrets.”

That peace of mind, along with the reliability and cost efficiency of BlackBerry’s portfolio, has led MLSE to remain a steadfast customer over the years. “When we decided to enable mobility for our end-users, we looked at the platforms that were available at the time,” said Puric. “We felt that BlackBerry Server was the most secured platform. You also have to take a look at the capability of the BlackBerry devices to actually compress the data and minimize the charges that we get on air for using the devices.”

“SECURE, RELIABLE, AND READY FOR THE FUTURE”

BlackBerry’s marriage of larger infrastructural capability with the more personal capabilities of the handsets is a winning formula for MLSE. “My BlackBerry keeps me organized,” said Hopkinson, by letting him easily see all the threads that connect to a particular meeting: who, what’s the topic, the relevant email correspondence. The MLSE team also can’t afford to lose touch with each other, even for a minute. “Being on the road doesn’t mean that you’re disconnected from the operation in the office,” explained Puric. “One of the requirements that our workforce has is to ensure that at any given time, they can be in touch with the head office or with each other regardless of where they are in the world or on the road.”

“I NEED 25 HOURS OF BATTERY LIFE”

All that usage demands a powerful battery. “Battery life is arguably the top priority for me in deciding which phone I would go with,” said Hopkinson. “I just can’t be chained to this desk. Weak battery life would be murderous in this business. We couldn’t do it.”

With the work day extending into the evening and beyond, Hopkinson doesn’t have the luxury of a recharge. “If my phone goes dead at five so does my career,” he said. Through constant meetings and events, the fact that he can get through the entire day is, as he puts it, “incredibly important. It’s absolutely mission-critical.”

Hopkinson added, “Losing touch isn’t an option. Leading the team at Maple Leaf Sports & Entertainment isn’t a 24-hour-a-day job. Through early meetings, lunch meetings, afternoon meetings, dinner meetings and in seat at the game, I need 25 hours of battery life.”

SYNTHESIZING EVERYTHING

“One of my guests at lunch asked me how I liked my new BlackBerry Z30,” Hopkinson said. “I said this is literally the best phone I’ve ever had. I’ve had lots of BlackBerry devices and this is the first BlackBerry that seems to synthesize everything: Your contacts, your calendar, your email, your dialog and your conversations are at your fingertips.”

Hopkinson concluded: “So I told him, if he really wants a powerful business tool, this is the right machine for him.”

“I use my BlackBerry Z30. When not in my hand, it’s in my pocket, attached to me from sun up past sun down. You can’t stay organized in this business without electronics help.”

Dave Hopkinson
Chief Commercial Officer, Maple Leaf Sports & Entertainment

KEY BENEFITS

- Extended battery life on BlackBerry® Z30.
- Simplified device management.
- Top-notch security, and peace of mind.
Chapter 3

Communication and Collaboration on BlackBerry

THE CHALLENGE

Tasked with showcasing an impressive range of products and solutions, sales reps needed real-time tools at their fingertips. To help close deals, they used a custom-built point-of-sale app that could quickly show off a device’s potential. With existing apps for Android™, iOS, and earlier BlackBerry devices, reps needed an equally effective app to showcase the power of BlackBerry 10 smartphones.

With various business units owning aspects of the back-end system, getting alignment on the best way to move forward was taking time. And, the two assigned in-house developers – although keen and highly qualified – were new to BlackBerry 10 apps, raising concerns that the build quality might not be up to par in time.

TOP TELECOM VENDOR GIVES SALES TEAM A BOOST WITH MIGRATED DEMONSTRATION APP

As a North American distributor of enterprise and consumer technology solutions, this industry leader uses a nationwide network of company-owned stores, supported by a number of third-party retailers, to sell its products. Catering to both consumers and enterprises of all sizes, they have an extensive and diverse product line, backed up by large technical support and installation teams.

Sensing an opportunity to accelerate the work, the IT Mobile Development Manager reached out to BlackBerry, which in turn rallied a cross-functional team to provide the right tools and resources to get the project moving.

“Because the BlackBerry platform is a single stack, you’re able to troubleshoot the flow of information from end to end, all the way from the device, through the network and carrier, and back to the servers.”

Stephen Leonard
Senior Enterprise Developer, BlackBerry Enterprise Solutions Team

Industry:
Telecommunications

Region:
North America

Solution:
BlackBerry® Enterprise Solutions Team
Cascades™
BlackBerry® Enterprise Service (BES)
BlackBerry® 10 smartphones

“Because the BlackBerry platform is a single stack, you’re able to troubleshoot the flow of information from end to end, all the way from the device, through the network and carrier, and back to the servers.”

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Solution:
BlackBerry® Enterprise Solutions Team
Cascades™
BlackBerry® Enterprise Service (BES)
BlackBerry® 10 smartphones
THE SOLUTION

Stephen Leonard, a Senior Enterprise Developer with the BlackBerry Enterprise Solutions Team, jumped right in. “We talked about the architecture and how it would all work together. By understanding the flow of their existing app,” he said, “we could figure out how to map the features to BlackBerry 10.”

Based on these initial consultations, Leonard suggested a hybrid approach leveraging BlackBerry Cascades, a platform that impressed the company’s developers from the moment they started to use it. Cascades provides a signature BlackBerry 10 experience, including 60 frames-per-second animations, deep integration with the OS and a solid set of tools for development, deployment and debugging. And the versatility of HTML5 makes it easy to display fetched content, and work with service APIs, AJAX and JSON.

Although it was new territory for the customer’s developers, when questions or issues arose, the BlackBerry team was on hand to help immediately. If a conference call or email exchange couldn’t produce the answer, Leonard would go on-site to lend his expertise in person, pulling in other members of the team to help when necessary. BlackBerry Sales and Technical Account Managers, for example, helped install and configure BlackBerry Enterprise Service (BES), giving this company’s development team a lab environment to test their application and its deployment. The servers were eventually pushed into production, along with the new BlackBerry 10 app.

THE BENEFITS

The close relationship between the company’s in-house team and their counterparts at BlackBerry played a large role in the project’s success. Though new to Cascades, the company’s developers could get feedback from the experts whenever they needed it, to move ahead quickly.

BlackBerry engineers were more than willing to dig in and get their hands dirty to help solve any problems. Being familiar with the customer’s environments and having the ability to trace through the entire workflow worked to their advantage when they encountered an issue transitioning from the development lab into the production environment. As Leonard notes, “Because the BlackBerry platform is a single stack, you’re able to troubleshoot the flow of information from end to end, all the way from the device, through the network and carrier, and back to the servers. Being able to look at the logs during each step to see what’s going on was tremendously helpful.” With a few days of troubleshooting, the problem was narrowed down to a configuration issue in the company’s environment. Quickly pinpointing the issue allowed the developers to fix the problem and move on to meeting their next milestone.

Sales reps were blissfully unaware of the work going on behind the scenes. For them, what matters is the ability to run a quick, powerful demo that shows prospective buyers what a device can do. As reps look at it, seeing is believing – and thanks to this app, believing usually translates into buying.

KEY BENEFITS

- Improved experience for sales reps: The new app allows sales reps to show off their wares quickly and effectively, which helps them close more deals every day.
- Providing an ideal developer environment: Cascades proved to be a rich toolkit with key developer advantages, while improving the speed and consistency of the apps.
- There every step of the way: The BlackBerry team remained engaged through the entire process, ensuring a smooth launch into production.

“BlackBerry expertise and experience with all the different components – the networks, the servers, and the devices – was vital in understanding where to look when issues arose. There isn’t another vendor that has an entire end to end view and the ability to help with any element of the mobile network.”

Stephen Leonard
Senior Enterprise Developer, BlackBerry Enterprise Solutions Team
INTERVIEW WITH MATTHEW SAMUELS, AKA BOI-1DA, MUSIC PRODUCER

There’s a commonality between many of the young professionals who utilize BlackBerry: They all demand nothing but the best from their devices.

Such is the case with prolific music producer Matthew Samuels, aka “Boi-1Da.” And a “Boy Wonder” he is. Born and raised in Toronto, Samuels is no stranger to the technologies that are (and have been) readily available to him; yet throughout it all, he’s stuck with BlackBerry to keep up with his non-stop schedule.

We caught up with him in his studios to find out what has kept him so loyal to the team.

Q: You’re a successful music producer – chances are, you use a lot of Mac products for your editing. Why not keep everything in sync and go with an iPhone? Why stick to BlackBerry?

MS: The program I use, FL Studio, is only available on PC, so that cancels out that equation. I’m told Macs are good to use, but I’ve never dabbled with them.

I use BlackBerry because of the buttons and user-friendliness — I’m a BBM guy through and through. BlackBerry reminds me of using a PC because of the approach with everything. Scrolling, the user experience, and the feel all reminds me of PC. I find iOS to be too “colorful.”

Q: You travel a lot for work. Do you rely on BlackBerry travel to keep you organized? What other apps do you use most frequently?

MS: There are certainly some BlackBerry apps I use the most frequently. I use BBM mainly for keeping in touch while traveling and it helps keep me sane. I’m on the internet, using the camera with Instagram, and spending a lot of time on BrickBreaker. I’m on YouTube, and using Shazam for spotting out songs for potential sampling. I also adore the HUB — it links everything and keeps everything at my fingertips.

At the end of the day, I am a phone calls guy — I’m not the best with emails!

Q: You’ve had the chance to work with the likes of Drake, Jay-Z, Eminem and Lil’ Wayne – an accomplishment in itself. How do you communicate the most with your clientele? Do you use BBM or email?

MS: Most definitely BBM. It’s the easiest, and most reliable method of communication, with Drake especially.

Q: Do you travel using BlackBerry? Is there anyone else notable that you’ve worked with that relies on his or her BlackBerry?

MS: Funnily enough, everywhere I go, everyone is using BlackBerry – even if not as their main phone. There is always one in the room.

Q: BlackBerry 10 is known, among others, for three key features: battery life, the HUB and its multi-tasking capabilities. Are there any other key features you rely on your phone for?

MS: Calls, man. In a nutshell, calls, texts, and calendar – it’s my business.

Q: Any words of advice for anyone trying to break into the industry?

MS: Do it because you love it. If you’re doing it for any other reason, stay on the sidelines. You need to live in it; engulf yourself in it; and put in the blood/sweat/and tears. Nothing else will cut it.

With many of the artists mentioned, I speak to their assistants. But I’m in touch with singers such as Keri Hilson, Tristan Thompson, Cory Joseph, and Nick Wiggins, just to name a few.

Q: Many of the artists mentioned, I speak to their assistants. But I’m in touch with singers such as Keri Hilson, Tristan Thompson, Cory Joseph, and Nick Wiggins, just to name a few.

MS: Most definitely BBM. It’s the easiest, and most reliable method of communication, with Drake especially.

Matthew Samuels
AKA Boi-1Da, Music Producer
**THE BLACKBERRY PERSPECTIVE: BUILDING APPS IN THE ENTERPRISE**

BlackBerry offers the best platform for enterprise apps, especially customized ones, to run in a secure environment. Learn also how BlackBerry provides support and guidance for its enterprise customers.

<table>
<thead>
<tr>
<th>Page</th>
<th>Company/Institution</th>
<th>Industry/Role</th>
<th>BlackBerry Team</th>
</tr>
</thead>
<tbody>
<tr>
<td>180</td>
<td>US Bancorp (US Bank) Finance</td>
<td>Government Agency BlackBerry Enterprise Solutions Team</td>
<td></td>
</tr>
<tr>
<td>184</td>
<td>Australian Transportation Safety Bureau Government</td>
<td>BlackBerry Enterprise Solutions Team</td>
<td></td>
</tr>
<tr>
<td>188</td>
<td>Baltimore Police Department Law Enforcement</td>
<td>Cine Hoyts Argentina Services/Hospitality</td>
<td></td>
</tr>
<tr>
<td>192</td>
<td>Cablevisión S.A. Argentina Technology</td>
<td>Manufacturing Company BlackBerry Enterprise Solutions Team</td>
<td></td>
</tr>
<tr>
<td>196</td>
<td>Government Agency BlackBerry Enterprise Solutions Team</td>
<td></td>
<td></td>
</tr>
<tr>
<td>200</td>
<td>Cine Hoyts Argentina Services/Hospitality</td>
<td></td>
<td></td>
</tr>
<tr>
<td>204</td>
<td>Manufacturing Company BlackBerry Enterprise Solutions Team</td>
<td></td>
<td></td>
</tr>
<tr>
<td>208</td>
<td>City of Waterloo Government</td>
<td></td>
<td></td>
</tr>
<tr>
<td>212</td>
<td>Global Human Resources Firm BlackBerry Enterprise Solutions Team</td>
<td></td>
<td></td>
</tr>
<tr>
<td>216</td>
<td>IA Clarington Investments Inc. Finance/Insurance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>220</td>
<td>Office of the Attorney General of the Federal District of Mexico City (PGJDF) Government</td>
<td></td>
<td></td>
</tr>
<tr>
<td>224</td>
<td>m-Health Solutions Healthcare</td>
<td></td>
<td></td>
</tr>
<tr>
<td>228</td>
<td>Government Agency BlackBerry Enterprise Solutions Team</td>
<td></td>
<td></td>
</tr>
<tr>
<td>232</td>
<td>Zale Epstein Q&amp;A: Music Producer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>234</td>
<td>International Financial Institution BlackBerry Enterprise Solutions Team</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
THE CHALLENGE

Since U.S. Bank offers services in so many places, it faces a variety of possible threats to its operations. These could range from mainframe power surges to major natural disasters, such as tornados, snow storms, floods and earthquakes. During these emergencies, it’s the responsibility of the Bank’s Crisis Management Team (“CM Team”) to gather information from multiple sources, such as state or regional emergency responders, and inform employees about how to correctly respond.

To assist with communication during times of crisis, the Bank had invested in a BlackBerry solution to provide members of the CM Team with contact information. The solution they had in place was a good first step, but over time they realized it needed to have more multitasking capabilities – a crucial need in an emergency.

“We needed to take our mobile communications system to the next level,” said Kelly Piper, Emergency Manager at U.S. Bank. “Our existing system was very preliminary and displayed information in a spreadsheet format, which was labor-intensive to use when you needed to call someone. Time is of the essence during an emergency and we wanted to help members of the CM Team more easily find and contact key stakeholders.”

THE SOLUTION

U.S. Bank turned to Tenet Computer Group Inc. (“Tenet”), to roll out a customized version of its PINpoint application. The approach helped them build on their current investment in BlackBerry technology. PINpoint is designed to collect up-to-date information from various sources and push it to the appropriate people in near-real time.
A ROBUST SOLUTION

“Communication is at the heart of crisis management and we now have a way to intuitively and seamlessly push information to the specific employees who require it,” said Piper. “This is absolutely critical in a crisis when events can change quickly.”

Having BlackBerry smartphones equipped with PINpoint means members of the bank’s CM Team receive more up-to-date information as a crisis unfolds, regardless of their location. Updates and reports on the state of an emergency are shared in almost real-time. Members of the team are notified of new information or updates by a color change on the PINpoint icon.

Since the app pushes out custom information to specific distribution lists as per the Bank’s corporate policies, U.S. Bank is able to better control the flow of information. Because the application is connected to the bank’s existing human resource management system (HRMS), changes in staff are updated almost instantly in the application. The bank’s ability to help protect and manage data is reinforced by data encryption built into BlackBerry smartphones and the added security associated with using the BlackBerry Enterprise Server.

Employees also gain a greater ability to multitask when they can’t work at the office. Piper notes that crisis management staff can easily access information and resources and communicate with affected teams while working at home, on the road or during the evenings.

“There’s usually a lot of multitasking in crisis events,” said Piper. “During Hurricane Irene, I was able to have my laptop going at the same time as PINpoint on my BlackBerry smartphone. It’s very convenient to have that, and it saves time when responding to issues.”

“The peace of mind of knowing that I can contact any of my constituents, and also supply them with accurate information on their BlackBerry smartphones, is priceless,” Piper said. “Having the ability to communicate timely and accurate information is the key.”

The app pulls contact information and critical documents from a number of servers, including its Microsoft® Active Directory server and the BlackBerry Enterprise Server. It then shares this data with members of the CM Team and with customized lists of key personnel. Because this information is pulled from other key servers, a user can access information outside of their regular address book and contact lists.

“We really set a precedent by merging our communications servers with PINpoint,” said Piper. “We used to operate on separate groupware systems, making it frustrating to efficiently communicate. Now we can communicate as if we’re just in the other room, and seamlessly as far as everyone is concerned.”

KEY BENEFITS

- Improved communication response time during emergencies.
- Up-to-date emergency documents and contact information.
- Greater mobility for crisis management teams.
- Ability to control employee access to information.
THE CHALLENGE
The Australian Transport Safety Bureau (ATSB) required a secure mobile device and back-end system which would enable teams to efficiently and securely share critical imagery and text data live from crash and other investigation sites – often in very remote areas. The ATSB wanted to build upon their existing system, scaling up with a solution that incorporated both devices and best in network security. Flexibility was also important, as ATSB recognized the importance of a device that could be used by employees outside of work, without compromising on security.

THE SOLUTION
The ATSB equipped nearly all of its employees with BlackBerry smartphones, operating on BES.

THE SITUATION
Enable secure, real-time sharing of critical information directly from investigation sites.

The ATSB is an independent federal government agency tasked with improving national public safety across the aviation, marine and rail transport sectors. The agency’s mandate, which covers all of Australia as well as parts of Asia, requires it to conduct rapid and conclusive investigations of transport incidents – including ship collisions, plane crashes, and rail disasters – in a wide range of locations, including extremely remote or environmentally hostile areas on land or at sea.

Being able to rapidly share data from these locations – particularly high-resolution photographs of time-sensitive evidence at each site – would significantly increase the speed and efficiency of investigations.

“We’ve rolled out the devices on a voluntary basis but almost every investigator at the Bureau has now enthusiastically adopted a BlackBerry smartphone. Not having to bring laptops to investigation sites has been a real plus for the team, and we’ve been able to institute supportive policies like call reimbursements only by using the mobile device management capabilities of BES.”

Martin Dolan
Chief Commissioner, ATSB
Given the potential sensitivity of this information, the ATSB needed a mobile platform which could transmit data with utmost security while still allowing for swift, low-latency collaboration within the organization’s network. This would also need to comply with security standards from the Australian Signals Directorate (ASD – www.asd.gov.au), the peak federal government cyber-security body in Australia. One of the ATSB’s main challenges was to find a mobile solution which incorporated not only devices but also network security at its fundamental level. “Keeping mobile platforms secure remains a particularly difficult process, as it’s treated as a separate element of mobility rather than something incorporated from the ground up,” says Martin Dolan, Chief Commissioner at ATSB. The ATSB also recognized that the success of any enterprise-wide mobile roll-out would depend on staff being able to use their devices for personal use – without compromising the security of sensitive data transfers. Native MDM support was deemed a must if the solution was to prove sustainable amongst the Bureau’s employees.

**A SEAMLESS TRANSITION TO INVESTIGATIVE AGILITY**

Having used BlackBerry smartphones on BlackBerry Enterprise Servers for more than five years, the ATSB chose to upgrade to BES, equipping its field investigators, managers, and IT support staff with BlackBerry smartphones. The BlackBerry 10 devices allow field teams to not only record safety data on-site by filling in forms and taking high-resolution photographs, but also allow the sharing of this data securely via email with remote personnel and the ATSB database. “Our field personnel are now able to upload observational and photographic evidence instantaneously from investigation sites to the wider teams, meaning we can conduct analysis and identify causes faster and more comprehensively than ever before,” says Commissioner Dolan. “Not only that, but the BlackBerry devices will integrate with our Evidence Tracking System, allowing us to ensure that this high level of collaboration is secure at every channel and end-point.” BlackBerry devices are certified by the ASD for their robust security and, when managed by BES, provide end-to-end security against data leakages and access to corporate assets by unauthorised devices. The solution also proved to be highly cost-effective, allowing the ATSB’s device fleet to be replaced and its servers upgraded to the latest version of BES with minimal cost.

“The ease of migration has itself helped us drive significant ongoing savings across our operations,” Commissioner Dolan said. “Not having to worry about compatibility between devices and back-end platforms – particularly when it comes to securing the communications between the two – has been a boon for both our IT teams and the Bureau’s bottom-line.”

**STRONG EMPLOYEE SUPPORT**

The BlackBerry devices have also been embraced by the ATSB’s employee base, with staff praising the form factor of the BlackBerry touch-screen devices and reliable performance in even the most challenging of locations. The ATSB’s support of personal use of the device is enabled by BlackBerry Balance technology, which is built-in to devices’ user interface to secure corporate applications and data separately from personal content. “We’ve rolled out the devices on a voluntary basis but almost every investigator at the Bureau has now enthusiastically adopted a BlackBerry smartphone,” said Commissioner Dolan. “Not having to bring laptops to investigation sites has been a real plus for the team, and we’ve been able to institute supportive policies like call reimbursements only by using the mobile device management capabilities of BES.”

**SCALABLE TO FUTURE TECH**

The BlackBerry solution will also underpin the ATSB’s technology strategy over the coming years, including plans to live-stream video from investigation sites and potentially support more device types, including tablets, within the organization. BES already offers multiplatform support, allowing enterprises to securely manage a range of operating systems and device types within a single IT framework. “When you’re dealing with the safety of Australia’s transport network, you need to be constantly striving to deliver faster and more insightful conclusions, and having an agile technology platform is a big part of that,” said Commissioner Dolan.

**ATSB’S RESULTS**

- More seamless and effective investigation process.
- Minimal transition costs.
- Secured to highest levels of Government certification.
- Scalability for future technology enhancements, including live video streaming from investigation sites.

**HOW IT WORKS**

- Investigators and corporate assessors take photographs and input text-based observations to their BlackBerry 10 devices once they arrive on site.
- Field teams then share this data with their offsite counterparts, allowing office-based IT and support teams to expedite critical analysis and research.
- Data is stored securely on the ATSB’s BES servers for future referencing and correlation.
- Once off the job, staff can continue using their BlackBerry devices for personal use without compromising the security of corporate data.

“**The ease of migration has itself helped us drive significant ongoing savings across our operations.”**

Martin Dolan
Chief Commissioner, ATSB
THE CHALLENGE
Baltimore Police Commissioner Frederick H. Bealefield III wanted to get 2,000 officers out of their vehicles so they could spend more time relating to their communities and patrolling the streets. But police communicate with their dispatchers by laptops and radios hardwired into their cars—which keeps them vehicle bound.

“In the last 15 years in domestic law enforcement, we’ve trained cops around their vehicles,” says Bealefield. “We’ve made their vehicle their mobile office. Except that now they don’t leave the office.”

To mobilize police communications, Baltimore PD knew any new solution had to contribute to the safety of the officer, increase the ability to do their jobs easily on the street, and provide up-to-date information that could be acted on.

“Side Partner and the BlackBerry smartphone helps us achieve what our police commissioner wanted—more officers out of cars and into the community, interacting with people on the street in a way that’s both safe and with the information they need,” says Gayle Guilford, Director of MIS for the Baltimore Police Department.

THE SOLUTION
Baltimore PD used the BlackBerry® solution as the basis of an amalgamated policing solution they call Side Partner. Side Partner is designed around a BlackBerry smartphone that becomes an all-in-one tool for communications, criminal database access, zeroing in on GPS locations, video and photography.

The Baltimore Police Department has more than 4,000 sworn and civilian members. The agency patrols and governs the Baltimore area and oversees a population of 660,000. The Baltimore PD is continually focused on finding new ways to effectively police their community. Baltimore PD was an award recipient at the 2010 Wireless Leadership Awards, sponsored by Research In Motion, for Innovation in the Public Sector.

Industry: Law Enforcement
Region: North America
Company Size: Large Organization – 5,000 employees
Solution: BlackBerry® smartphones
Solution: InterActPocketCop and Xora Field Force Manager

The solution also had to connect to secure police databases such as the National Crime Information Center (NCIC) and the Motor Vehicle Administration (MVA) in Baltimore.

“We realized a mobile solution could be priceless way for an officer to have tangible, visible information about who they are dealing with when they meet someone on the street,” says Gayle Guilford, Director of MIS for the Baltimore Police Department.
“Having a BlackBerry smartphone means I’m spending less time trying to figure out who’s in my presence. I get more timely intelligence so I can quickly indentify if I’m in a high risk situation.”

Gayle Guilford
Director of MIS, Baltimore Police Department

One key aspect of the solution is an application by InterAct™ Public Safety called InterActPocketCop. It’s designed to provide secure access to NCIC, MVA and other databases, with alarm capabilities and wireless messaging. While on a scene, without a dispatcher’s help, an officer can run a license plate, look up the name of a suspect, and receive both their criminal record and a current mugshot.

“I no longer have to wait for the dispatcher to give me a person’s history,” says Sergeant Sheree Briscoe. “I can run that information while someone is in front of me, or even before I knock on a door.”

Another aspect of Side Partner takes advantage of BlackBerry® GPS. Using Xora’s Field Force Manager, the GPS coordinates from each officer’s BlackBerry® smartphone are relayed to a desktop map. Command staff is able to see the location of every police officer deployed to an area, which is particular useful when they’re looking at crowd control and want to reallocate their resources. This solution is also used as a locator when the whereabouts of an officer is unknown.

Baltimore PD also consider the video and camera capabilities built into the BlackBerry smartphone as a powerful aspect of their Side Partner solution. While at crime scenes, they can record what they see and use it as evidence in court – without having to carry a separate camera.

BALTIMORE PD’S BENEFITS
“Side Partner and the BlackBerry smartphone helps us achieve what our police commissioner wanted — more officers out of cars and into the community, interacting with people on the street in a way that’s both safe and with the information they need,” says Guilford.

Baltimore PD estimates that it’s running double the number of warrants from a year ago, when it relied on laptops and radios as the primary communications tools. According to its analysis, each officer also saves 30 minutes every day by not having to wait for dispatchers to answer routine questions while they’re in the field. And dispatchers are freed up to handle more urgent communications.

“It’s not just officer safety that’s affected. According to Briscoe, being able to quickly rule out someone as a person of interest benefits community-police relations. “It can leave people with a positive experience with a police officer because they’re not being held up as long,” she says.

The ability to track officers by GPS signal on their BlackBerry smartphones helps deploy resources in crowd situations and can help find officers who may be missing. “Being able to tell where an officer last transmitted helps us find their last known location and means we might be able to get help to them faster,” says Guilford.

The camera capabilities of the BlackBerry smartphone means officers carry one less device while they’re mobile and don’t have to wait anymore while someone goes to find a camera. Officers use their BlackBerry smartphones to takes all the necessary photographs and footage of a scene and that information becomes evidence and part of their case folder.

KEY BENEFITS

• Ability to run more warrants.
• Saves time for officers and dispatchers.
• Makes information about suspects more accessible.
• Reduces the security risks in the field.
• One device replaces the need for many.
Cablevisión S.A. Argentina (Cablevisión) is a cable operator that provides cable TV, broadband Internet and telephony services over a single network. It is one of the largest telecommunication companies in the region with more than 3.5 million residential customers in Argentina, Uruguay and Paraguay and also delivers solutions for corporations.

**THE CHALLENGE**

Cablevisión needed to maintain communication with more than 5,000 field technicians who were constantly on the road, visiting customers to install or repair their services. Technicians were using a wireless application with Internet access to receive work orders and tech support on their mobile phones (WAP). Communication was frequently interrupted due to poor connectivity.

This resulted in costly delays and longer waiting times for customers which had negative consequences for the company.

Cablevisión also needed a solution that would better help with online inventory updates. Technicians were handwriting lists of materials they used and would then submit it to data entry clerks, who entered required inventory into the company’s database. This and potential data entry errors delayed inventory updates and restocking by up to 24 hours.

Also, field technicians had to contact Cablevisión’s support team to connect or reactivate service during a customer visit. When there were delays, customers had to wait, lowering overall customer satisfaction.

“The BlackBerry solution is flexible and highly scalable. It’s a key part of how we are adapting to a world in which technology is rapidly evolving.”

Claudio Pradella
Telcos & Carrier Manager for Search and Sales Strategy Department, Cablevisión S.A.
THE SOLUTION

Cablevisión equipped its technicians with 3,500 BlackBerry® smartphones, managed using five BlackBerry Enterprise Servers. It also deployed the Mobile II application from BlackBerry® Alliance Elite Member, SenseByte Mobile. The app allowed field technicians to receive work orders, update inventory remotely and obtain service support information – all from the convenience of their BlackBerry devices.

With the app, technicians receive their daily list of work orders for the day, along with confirmation from Cablevisión’s support team that the customer will be at home. They then report on each step of the service call. For example, indicating when they are “in transit” or when they’re “mobilizing” as they start to work on the repair or installation. The app provides a menu option to enter the supplies used. This feature also functions offline, automatically updating information on the central server when a connection is re-established. Technicians can also view a map of their customer’s location using the BlackBerry smartphone’s built-in GPS functionality.

If technicians need additional support to perform repairs, the app lets them communicate with Cablevisión’s Help Desk. When finished with a job, they quickly receive a serial number that lets them immediately connect a new service or reconnect an existing one.

“Before, technicians had to call our Help Desk to activate a service while at the customer’s home, and then wait on the line to receive help from one of the company’s support service representatives. Now, the BlackBerry app delivers the serial number in near real-time, and the service is connected within minutes,” said Mariano Nieto, Mobile Project Leader and Technical Process Manager, Client’s Experience and Innovation Department.

CABLEVISIÓN’S BENEFITS

The BlackBerry solution has greatly improved Cablevisión’s daily technical services and installations. The level of service has improved and the time needed for each work order has decreased. Calls to the support center have been significantly reduced, saving substantial time, both for the technicians and for support personnel, and the company now uses less paper to help support its technicians since records are kept digitally.

The Mobile II app helps technicians to continue working even if they are offline due to service interruptions. Additionally, the automatic stock inventory update feature provides better inventory control and helps prevent customer service delays due to a shortage of materials. Inventory is updated faster, and data is entered more accurately than when it was delivered through handwritten notes.

“The BlackBerry solution lets us manage our large-scale technical logistics quickly, efficiently and conveniently. It was an important evolution from what we had before, with significant improvements in several areas of our operations, including technical service, administration and customer service.”

Claudio Pradella
Telcos & Carrier Manager for Search and Sales Strategy Department, Cablevisión S.A.

“By combining the BlackBerry Enterprise Server infrastructure with the Mobile II application, Cablevisión has re-engineered its internal processes, creating a more efficient operation across the company,” said Pradella.

“Our BlackBerry solution is flexible and highly scalable. It’s a key part of how we are adapting to a world in which technology is rapidly evolving.”

KEY BENEFITS

- Increased productivity of field technicians.
- Reduced time in receiving and managing work orders.
- Better stock management, with fewer mistakes.
- Improved customer service.
- Easy to manage BlackBerry infrastructure.
HOW A SIMPLE BARCODE APP MADE THIS CUSTOMER RETHINK ITS APPROACH TO MOBILITY

THE CHALLENGE
Years of adding new technologies to address emerging needs meant that, like many global operators, this department found itself in possession of an inefficient and patched-together data center. For some requirements, they had a number of overlapping solutions; for others, too few (and often too old), or none at all. They knew it wasn’t ideal, and it wasn’t sustainable. To modernize and standardize their information systems and streamline the way IT would manage it all, they were ready to make serious changes.

Looking beyond their back-end systems out to the field, they found similar challenges. One system in particular was screaming for improvement: to track equipment, employees were using very expensive, single-function barcode scanners. Large teams were sharing one device that had to be passed from employee to employee — which meant no concurrent scanning, and a lot of time wasted.

Recognizing that the task could be handled with smartphones, leaders in the field asked IT to help them modernize the workflow. Surely there was a way to leverage the BlackBerry® devices most employees were already carrying.

The IT team agreed that a smartphone-based app would solve a lot of problems. But it wasn’t that simple. The department’s strict policies around security meant that IT would have to wage a campaign of its own to get approval to make this switch.

THE SOLUTION
Many of this department’s IT projects are outsourced to a few specialist development companies that have the security clearance to perform this kind of work for public agencies. Often, they all get together to work out the best way forward.

During an early planning meeting, vendors clashed over the best way to enable the new barcode functionality. Although the department was a BlackBerry-only environment, they were evaluating the potential of a multiplatform scenario. One vendor pointed to a publicly available iPhone app, suggesting a BlackBerry-based answer wouldn’t cut it. Richard Balsewich, a Senior Application Developer on the BlackBerry Enterprise Solutions Team, stepped in. Within 20 minutes, he’d created and demonstrated a simple mobile barcode scanning application for BlackBerry devices. Not only could it do everything the department needed it to, the BlackBerry solution would make the whole process faster than the in-market iPhone version could: better camera hardware meant users could scan faster, from farther away, saving valuable seconds every time. More, it would do it all with BlackBerry gold-standard security.

“For we can see already that this initial application has opened the door, and with that, there’s a huge number of initiatives that can now see the light of day.”

Richard Balsewich
Senior Enterprise Application Developer, BlackBerry Enterprise Solutions Team
THE BENEFITS
Moving from the specialized scanners to smartphones has obvious benefits. This organization is finally able to do more with a device that’s already deployed to most employees. They no longer need to spend money on high-priced, single-function scanners—they can cover 90% of the work with smartphones and supplement the remaining 10% with the equipment they already own. It means users aren’t waiting around to get their hands on a scanner. They get the job done when they need to—no delays. And while that may seem like a simple efficiency gain, it can mean much more to this department, which deals with life and death scenarios every day.

On the recommendation of the BlackBerry team, the solution also gives employees direct, in-app access to technical support, should they need it, to keep downtime to a minimum. Another unique angle, according to Balsewich, is the ability to capture feature usage statistics, “so we can understand what features employees leverage most frequently and for how long. This way, we can set future enhancement efforts around the features that get used the most.”

While the time savings and productivity enhancements are substantial, helping arm this IT organization with the ammunition to change policies on mobility was one of the biggest wins BlackBerry helped bring about. As Balsewich puts it, “Not only did they use a BlackBerry solution, but as a result, they’ve adjusted their policies to be more modernized, technologically speaking.”

Changing those policies opens up new use-cases for mobile devices, which improves the mobility of the department’s employees now and in the future. “We can see already that this initial application has opened the door,” says Balsewich, “and with that, there’s a huge number of initiatives that can now see the light of day.”

Given the importance of what this department undertakes, it’s a game-changer the BlackBerry Enterprise Solutions Team can be especially proud of.

“Not only did they use a BlackBerry solution, but as a result, they’ve adjusted their policies to be more modernized, technologically speaking.”

Richard Balsewich
Senior Enterprise Application Developer, BlackBerry Enterprise Solutions Team

KEY BENEFITS
• Cost-saving consolidation: Using a mobile application on BlackBerry smartphones cut the need for expensive single-purpose hardware.

• Modernized policies: BlackBerry helped convince decision-makers they could make changes without compromising security.

• One port of call: BlackBerry provided an end-to-end solution, so the client could make one call for all support.

• A partner at the ready: This department knows they can turn to the BlackBerry team for trustworthy advice and ongoing guidance.
Cine Hoyts Argentina is a multiplex movie theater operator in Argentina, with 10 theater complexes and 99 theaters located in shopping centers in Buenos Aires and across Argentina. In 2012, approximately 12 million moviegoers visited a Hoyts cinema. Cine Hoyts estimates that nearly 40% of their customers buy tickets online, through mobile apps or at theater kiosks.

As Marketing Manager for Cine Hoyts Argentina, Laura Najlis recently spoke about how excited she is to be releasing their already popular mobile cinema application on the latest BlackBerry devices. Along with her application development partner, Jose Ugarte, Managing Director of Orugga, she discusses how the elegant design and social networking opportunities of the BlackBerry platform inspired them to make a good app even better.

“...the social experience we’re offering on BlackBerry is going to really appeal to our young customers. They really enjoy sharing opinions about movies. And we’re making it so easy for them to coordinate a night out with their friends.”

Laura Najlis
Marketing Manager, Cine Hoyts Argentina
HOW DID THE BLACKBERRY 10 OS CHANGE YOUR THINKING ABOUT WHAT THE APP COULD DO NEXT?

Ugarte: BlackBerry 10 made us rethink the app for Cine Hoyts. It’s really a whole new world with the new navigation style, the design, the power and transitions. So we took advantage of all those beautiful user interface elements and spent two months redoing the app.

The most important change with the app on BlackBerry 10 is going to be the enhanced social experience. Customers will now be able to use the app to share what movie they’re going to see with their friends on Facebook®. They will be able to see which seats their friends are sitting in and reserve their seats next to them.

Or someone can coordinate tickets and seats for a whole group of friends. An alert will be sent from the app to each person that seats have been reserved for; all they have to do is click to pay for the tickets. The app also uses BBM™ and Twitter® so people can talk about movies, vote or write a review.

HOW EASY WAS IT TO CREATE OR PORT THE APP ON BLACKBERRY 10?

Ugarte: I think BlackBerry is a really amazing platform. Compared to other mobile platforms, I’d say all the tools and documentation you have online make a big difference. Our original app was built in Java®, and we used the Cascades framework to create the BlackBerry 10 version. But we didn’t really port the app over. We decided we wanted to make a pure BlackBerry 10 experience to take advantage of the exciting new design and navigation features, so we started fresh. Developing the app using Cascades was really very easy. Our design team already had experience using the Qt® Modeling Language (QML) so that’s what we used to create the user interface and user controls.

We used the native mapping APIs that are offered as part of BlackBerry 10 to map where Hoyts cinemas are located.

HOW DO YOU THINK THE NEW APP FOR BLACKBERRY 10 IS GOING TO BE A SUCCESS?

Najlis: BlackBerry 10 has helped us make a good app even better. This is not only an application that’s helpful to our customers; it’s really helpful to us as a business. Hoyts is a company that works to be innovative in developing alternate channels for our customers to interact with us. If we can offer something truly unique as a movie-going experience on a BlackBerry 10 device, it helps to differentiate us from our competitors. I think we’re going to attract even more people to Hoyts cinemas because we have this BlackBerry 10 app.

In some of our theaters, we get about two million moviegoers per year. If our customers buy their tickets on a BlackBerry smartphone, instead of at the box office, we don’t have to assign so many staff to the ticket counter. It frees up our cinema staff to spend more time offering other services like serving at the concession stand. Plus our customers don’t have to stand in line to buy their tickets—they have the convenience of just showing up to the theater and having their tickets scanned.

The new social experience we’re offering on BlackBerry 10 is going to really appeal to our young customers. They really enjoy sharing opinions about movies. And we’re making it so easy for them to coordinate a night out with their friends. As we move forward, we’ll just keep refining the app. The next thing we might take advantage of is the NFC (Near Field Communication) features of BlackBerry 10. For example, a customer could be walking by a poster of a movie and they could automatically see all the details of the movie on their BlackBerry 10 smartphone, including where it’s playing. They could buy their tickets right then and there.

KEY BENEFITS

• Noticeably enhanced existing BlackBerry® app with new look and social networking features.
• Easy to develop the app using Cascades™ user interface (UI) tools.
• Mobile ticketing helps redeploy theater staff from selling tickets to offering services.
• Builds on Hoyts’ image as an innovative, tech-focused cinema operator.
• Attracts new customers and helps to increase competitive position in the marketplace.
The Challenge

One of the global leaders in steel production, this long-time BlackBerry customer had recently upgraded to the latest BlackBerry® Enterprise Service (BES) and was in the process of rolling out more than 5,000 BlackBerry® devices to its international workforce when it hit a snag with a critical mobile application. The company relies heavily on a simple mobile app, built using HTML5, for plant inspections. A visiting inspector uses the app to snap photos, which are instantly and automatically downloaded to a central repository. For many enterprises developing custom mobile apps, HTML5’s code-once, deploy-often attributes have been a dream-come-true. But, what happens when your enterprise app doesn’t work? Contact your mobile supplier, as the steelmaker’s officials did after discovering their app was not functioning properly on the new BlackBerry devices.

The Solution

Fortunately, BlackBerry is not just a device maker – it creates solutions. In this case, the answer came from the BlackBerry’s Enterprise Solutions Team; a group of experienced Senior Developers dedicated to assisting enterprises in the mobilization of their businesses. It took the team only a few days to uncover the source of the problem: a programming error. BlackBerry’s technician updated and then successfully tested the app on multiple BlackBerry devices. Problem solved.

Many large companies look at mobile suppliers strictly in terms of equipment capabilities and cost. However, in today’s complex mobile infrastructure, companies need trusted partners to secure an end-to-end mobility solution with post-implementation expertise. That’s what this company, one of the world’s largest industrial manufacturers with tens of billions in annual revenue, discovered.
HELPING SOLVE FUTURE PROBLEMS – BEFORE THEY HAPPEN

Representatives of the company were perplexed by the fact that the defective app appeared to be operating properly on iOS® devices, as well as smartphones and tablets based on the Android™ operating system. If the issue was a result of improper HTML5 coding, company officials questioned, why did the unaltered application not encounter the same problems on non-BlackBerry platforms?

It turns out that the issue on BlackBerry was an indication of potential future problems on other platforms.

The reason, according to Maurice White, a Senior Enterprise Developer on the BlackBerry Enterprise Solutions Team, lies in the level of adherence to the HTML5 standard that BlackBerry applies to its operating system and secure browser, compared to its competitors.

“Our customer didn’t encounter the same errors on iOS and Android devices because those platforms are not as standards-compliant as BlackBerry’s HTML5 implementation,” said White. “Our browser is consistently rated the highest in the industry in third-party testing for HTML5 compliance.”

The long-term impact of a sloppy implementation of industry standards can be disastrous.

“It’s a failure waiting to happen,” said White. “While the possibility exists that the customer might never experience an issue with the app, the more likely scenario is that a future update of the device operating system or a modification to the app itself would have produced an untimely crash.”

Thanks to the expertise offered by White’s team, that problem is no longer an issue.

THE WRAP-UP

Leveraging the early warning provided by BlackBerry’s Enterprise Solutions Team, representatives from the industrial giant corrected the issue at the source. Upon receiving the updated app from BlackBerry, the customer reported the error to the manufacturer of the framework responsible for auto-generating the original code. In addition to significantly reducing the risk of future disruptions on their iOS and Android mobile devices, which may have inflicted significant and expensive productivity penalties, the customer came away with a benefit that is impossible to affix with a price tag: peace of mind.

THE BLACKBERRY DIFFERENCE

Identifying and correcting a problem before it happens is far from an everyday occurrence in the mobile application sphere. BlackBerry’s ability to detect a hidden flaw in one of its customer’s cross-platform applications is a product of three of the company’s unique assets.

The first is BlackBerry’s extensive support for cross-platform mobile device environments. In order to make a workforce mobility strategy beneficial for a businesses of any size, the ability to maximize the productivity of end users is key for success. BlackBerry combines a protective layer of security and user-centric management capabilities that pave a path for business-altering advances in workforce productivity, regardless of device type.

BlackBerry’s support for industry standards, such as HTML5, extends to its mobile application development environment. By supporting open and standard app development tools, BlackBerry enables enterprises and organizations to leverage a large and established repository of industry experience and knowledge to build new mobile apps and to mobilize core business processes.

Last but not least, BlackBerry’s Enterprise Solutions Team is a unique differentiator. Nearly all industry observers agree that the next phase in enterprise mobility will be fueled by a rapid acceleration mobile app development and the efficient mobilization of core business processes. As illustrated by its recent customer engagement, BlackBerry’s Enterprise Solutions Team provides a critical resource to assist businesses in realizing their enterprise mobility aspirations.
HELPING A CITY CONNECT USING BLACKBERRY

The City of Waterloo is a community focused on technology and innovation. One of the local universities in the city — The University of Waterloo — is world-renowned for its computer science and computer engineering programs. The Intelligent Community Forum, a think tank that studies the economic and social development of the 21st Century community, has also named Waterloo Intelligent Community of the Year, recognizing it as a significant center of talented people and innovative companies.

THE CHALLENGE

With many citizens working in the technology sector, service expectations for the local government run high. People expect the city to use the latest tools to solve problems quickly and efficiently — and for access to information regarding programs and services to be painless. That’s why the City of Waterloo is continually looking to use technology to better serve its population of over 131,000 people.

“The realities of municipal budgets means that we need to make smart choices,” explains Max Min, Director of Information Management and Technology Services, City of Waterloo. “We not only need affordable solutions that work; we also need suppliers that can help us make the most of our investment.”

THE SOLUTION

Among its initiatives, the city has looked to improve the effectiveness and efficiency of its emergency services. It also sought to take advantage of mobile technologies to provide citizens with location-aware information on city services.

That’s why the City of Waterloo has developed a long-term relationship with BlackBerry, and recently migrated to the latest BlackBerry Enterprise Service (BES) and BlackBerry smartphones for its workforce. One hundred and eighty-three employees were issued BlackBerry devices, and within two months of those upgrades, BES had been deployed throughout the organization.

“WeBlackBerry devices are some of the best business smartphones available. While they deliver tangible productivity benefits and iron-clad security standards, our staff from planners to bylaw personnel to firefighters can also enjoy the benefits of a cutting-edge device with all the enterprise apps they need at their fingertips.”

Max Min
Director of Information Management and Technology Services,
City of Waterloo

Industry: Government
Region: North America
Solution: BlackBerry® Enterprise Service (BES)
BlackBerry® smartphones
BBM™

The BlackBerry Perspective: Building Apps in the Enterprise
“BlackBerry is more than just a supplier,” said Min. “The company is a true technology partner who has helped us leverage the advantages of mobile technology.” The foundation for the City of Waterloo’s mobile solution is a combination of BES for enterprise mobility management (EMM), BlackBerry smartphones to keep its employees connected, BBM for real-time collaboration and BlackBerry apps to help connect citizens to city programs and information.

“BlackBerry 10 devices are some of the best business smartphones available,” Min said. “While they deliver tangible productivity benefits and iron-clad security standards, our staff from planners to bylaw personnel to firefighters can also enjoy the benefits of cutting-edge devices with all the productivity apps they need at their fingertips.”

The City of Waterloo also worked with BlackBerry’s Enterprise Solutions Team and eSolutions Group Limited to improve citizen access to information about city programs and services. The result of their collaboration is the Pingstreet mobile application on the BlackBerry platform. The first-of-its-kind mobile application provides the Waterloo community with real-time access to location-based information including garbage and recycling calendars, construction detours, road closures and more.

**CITY OF WATERLOO’S BENEFITS**

**Location-Aware Program Information**

The Pingstreet app resulting from the work between the city, BlackBerry’s Enterprise Solutions Team and eSolutions Group Limited provides the Waterloo community with real-time access to location-based information including garbage and recycling calendars, construction detours, road closures and more. The app enables faster engagement time with city officials and enables employees to provide updates on the go. The community can also report problems in their neighborhood, connect with their community through Twitter and Facebook feeds, and stay up to date on the latest news and events.

The Pingstreet app has been adopted by more than a dozen other municipalities, with more expected. It’s already been downloaded over 14 thousand times from BlackBerry World and has earned solid reviews. As one reviewer said, “Every city needs this. Sure beats trying to find the info in the blue pages.”

**Real-Time Collaboration**

BBM has helped the city better coordinate its emergency services.

“BBM provides a communications channel that’s reliable, instantaneous and can support up to 30 people,” said Min. “It’s a perfect tool for coordinating groups working in real time.”

For example, during an ice storm, city officials used BBM groups to communicate real-time information amongst relevant officials and departments.

The first BBM group relayed high-level communications and scheduled meetings between the emergency control group (including the mayor, commissioners, and chief of fire services). The second group coordinated information and updates from departments on the ground — including transportation officials, salting crews and snow plows, parks and forestry, and utilities.

Using BBM groups sped up communications during the emergency and kept managers abreast of situations as they unfolded. Not only did this simplify emergency service coordination, it was more cost-effective for the city than using text messaging services.

**Low Total Cost of Ownership**

For long-time BlackBerry customers like the City of Waterloo, migrating to BES as their enterprise mobility management solution is by far the most cost-effective choice. That’s the conclusion of the study by Strategy Analytics, Enterprise Mobility Management: A Review of Total Cost of Ownership, which found that BES10 is the lowest cost EMM solution based on the five year total cost of ownership (TCO). The study found that migrating from BES5 to a BlackBerry competitor is, on average, more than double the cost over five years than migrating from BES5 to BES10. The Strategy Analytics report went on to note that the “all inclusive” nature of the BlackBerry offering provides a tangible cost advantage which is then sustained throughout the TCO period.

**KEY BENEFITS**

- Improved real-time collaboration through BBM.
- App expertise.
- Location-specific program information.
- Most cost-efficient EMM solution.

1 Intelligent City of the Year, 2007 – see http://www.intelligentcommunity.org/index.php?src=news&refno=256&category=Community&prid=256
2 Strategy Analytics, Enterprise Mobility Management: A review of Total Cost of Ownership, May 2014
THE CHALLENGE

To track their billable hours, this company’s consultants rely on a custom-built, time-management app. Making sure that every hour is logged accurately and quickly is critical to the firm’s resource planning, accounting processes, and cash flow — even when consultants are in the field or with a client.

The company was already running versions of this app on older versions of the BlackBerry® and iOS platforms, but was about to deploy a large number of new BlackBerry devices and open up a wider Bring Your Own Device (BYOD) program as well. To manage it all, they planned to upgrade to the latest BlackBerry Enterprise Service (BES) — but they needed assurance that efficiency and accuracy wasn’t going to be hampered as employees switched to new devices. How would they revamp this critical app for use on multiple platforms, while maintaining important regulatory compliance and their own corporate security standards? What would it cost?

The Head of the Global Communications team knew that developing native apps for each platform wouldn’t work. The maintenance and support costs would simply be too high. Unsure about how to move forward, they turned to BlackBerry and Swalé Nuñez, Senior Enterprise Developer on the BlackBerry Enterprise Solutions Team.

THE SOLUTION

Nuñez realized that the key to helping the company keep costs manageable was finding the right cross-platform mobile application strategy. He was up to the challenge: “As a mobility architect and enterprise developer, I can provide the guidance, the resources, and the APIs they need to develop the perfect cross-platform solution.” At the center of his ‘build once, deploy everywhere’ strategy was BlackBerry WebWorks. “Used in combination with HTML5,” explains Nuñez, “it means you don’t have to build separate apps for each platform, which eliminates the burden of maintaining each silo of code.” By creating and managing a single code base to be delivered across platforms, they could fast-track the evolution of their current mobile apps and be ready to handle any new requirements in the future.

HUMAN RESOURCES LEADER TRIMS COSTS: CRITICAL BILLING APP GOES MULTIPLATFORM

This leader in human resources and employee benefits consulting is part of a large conglomerate with a global footprint. Their consultants take pride in providing local perspectives that are unique to every region they serve. Their clients are mostly financial services providers and run the gamut in size, from individual brokers right up to multinational insurance companies.

Industry: Professional Services
Region: Global
Solution: BlackBerry® Enterprise Solutions Team
BlackBerry® WebWorks
BlackBerry® Enterprise Service (BES)
BlackBerry® 10 smartphones

“At the center of his ‘build once, deploy everywhere’ strategy was BlackBerry WebWorks.”

Swalé Nuñez
Senior Enterprise Developer, BlackBerry Enterprise Solutions Team
With a plan in place, Nuñez and his team got down to business. They worked hand-in-hand with the company’s in-house development team, providing valuable architectural guidance and a host of resources to build the new, cross-platform, mobile application. Then, they painstakingly tested and re-tested, to be sure it would exceed all performance expectations. Using the building blocks provided by BlackBerry WebWorks, the new BlackBerry version of the app was ready in no time.

That same build was repackaged and deployed for iOS devices shortly after, and the company is well positioned to extend the app onto other platforms, including Android.

**THE BENEFITS**

With the expertise and guidance of the BlackBerry Enterprise Solutions Team on its side, this company was able to overhaul a crucial time-management app and put the powerful features of BlackBerry to use.

The team’s input into all areas of the project, including insight into the infrastructure changes needed to support the new app, was invaluable in keeping the company’s development efforts and future IT support costs down.

App developers often stick to a single platform to keep things simple and manageable. But with BlackBerry WebWorks, a single developer within the company can create an application that has the features and functionality it needs to run on any mobile platform. Companies now have a heterogeneous mobile device environment and BlackBerry has embraced that reality, partnering with Apache Cordova to facilitate cross-platform development using BES. As Nuñez explains, “now, you can have a consistent user experience, and build for multiple platforms easily, by using the open-source frameworks and libraries that come with WebWorks.”

With a plan in place, Nuñez and his team got down to business. They worked hand-in-hand with the company’s in-house development team, providing valuable architectural guidance and a host of resources to build the new, cross-platform, mobile application. Then, they painstakingly tested and re-tested, to be sure it would exceed all performance expectations. Using the building blocks provided by BlackBerry WebWorks, the new BlackBerry version of the app was ready in no time.

That same build was repackaged and deployed for iOS devices shortly after, and the company is well positioned to extend the app onto other platforms, including Android.

**THE BENEFITS**

With the expertise and guidance of the BlackBerry Enterprise Solutions Team on its side, this company was able to overhaul a crucial time-management app and put the powerful features of BlackBerry to use.

The team’s input into all areas of the project, including insight into the infrastructure changes needed to support the new app, was invaluable in keeping the company’s development efforts and future IT support costs down.

App developers often stick to a single platform to keep things simple and manageable. But with BlackBerry WebWorks, a single developer within the company can create an application that has the features and functionality it needs to run on any mobile platform. Companies now have a heterogeneous mobile device environment and BlackBerry has embraced that reality, partnering with Apache Cordova to facilitate cross-platform development using BES. As Nuñez explains, “now, you can have a consistent user experience, and build for multiple platforms easily, by using the open-source frameworks and libraries that come with WebWorks.”

**KEY BENEFITS**

- **Building on success:** A modernized app that leverages powerful features in BlackBerry devices helps employees track and plan their time more easily than ever.

- **Accounting for the future:** The strategy laid out by the BlackBerry Enterprise Solutions Team provided the groundwork for creating cost-effective mobile applications in the future.

- **Build once, deploy as needed:** A single application build that works across platforms prevents maintenance headaches down the road.

- **Appropriate governance:** The ease of launching BBM from within the application allows employees to capture messages and comply with regulatory requirements.

The company was able to make its BlackBerry users happy by providing a familiar user experience while harnessing the power of their new BlackBerry devices. A consistent user interface across smartphones, tablets, and laptops — regardless of platform — creates an experience that makes it easy to track billable hours.

What’s more, using BlackBerry WebWorks allows for integration with native BlackBerry apps, like BBM, to create a truly seamless and productive user experience. This simple but powerful feature allows conversations to be captured and stored via the BES infrastructure, providing another way for busy employees to collaborate quickly and stay within compliance rules and regulations.

“HTML5 is ideal if you’re building a typical enterprise app where you’re inputting data, retrieving data, and displaying data. You’re not giving up anything by going this route. If anything, the benefits easily outweigh any disadvantages.”

Swalé Nuñez
Senior Enterprise Developer, BlackBerry Enterprise Solutions Team
IA Clarington Investments Inc. (IA Clarington), a subsidiary of Industrial Alliance Insurance and Financial Services Inc., markets a wide range of investment products, including mutual funds and segregated funds managed by leading portfolio advisors across Canada.

**THE CHALLENGE**

With a highly mobile external sales force comprised of remote users spread from coast-to-coast, IA Clarington found that it was becoming increasingly difficult to efficiently deliver key information to its front lines. The company needed a way to deliver current information to its external sales staff, like news items, marketing materials and current activities within their territories.

Since many of its staff work remotely, communication between the teams was also becoming inefficient and complex. Its sales staff would meet with an advisor but wouldn’t be able to enter important information about the interaction into the CRM system until later in the day, meaning key details would often be forgotten.

The company needed an easy-to-implement, cost effective solution that would allow information to be shared more easily, free up administrative tasks and increase productivity. The end result would be more time for external sales staff to focus on efforts important to its client base.

“Integrating this BlackBerry solution has streamlined our flow of information, resulted in more accurate and timely entries into our CRM and ultimately led to better customer service.”

George Ho
Vice-President of Information Systems and Technology at IA Clarington Investments Inc.
THE SOLUTION

After the company implemented a highly successful web-based version of its Enterprise Information Management System (EIMS) on BlackBerry smartphones in 2008, it launched a fully integrated BlackBerry application in 2011. The development tools, available documentation and advice from BlackBerry staff convinced the company that it could develop the application in-house. “It’s been very easy to develop on the BlackBerry platform,” said George Ho, Vice-President of Information Systems and Technology at IA Clarington Investments Inc. “We haven’t run into any challenges and the support that BlackBerry provides through its forums has been phenomenal.”

BlackBerry’s reputation for security and the ability to connect with the BlackBerry Enterprise Server were also important factors in IA Clarington’s decision to employ a BlackBerry solution. “Part of the ease of the solution is that we didn’t need to rethink how to connect a device securely to our network,” said Ho. “Having the highly secure network already in place allowed us to concentrate on the usability side of things and focus on integrating the app with a variety of useful features and functions.”

The innovative BlackBerry application has extended IA Clarington’s CRM functionality to its mobile users by integrating with a number of native BlackBerry features, like Email, Calendar and GPS functionality. Sales staff can now view all of the daily interactions between the company and clients within their territory, leverage the Calendar functionality to book client appointments directly into the CRM system and locate clients near their current location.

The company can also make its continuously-updated marketing materials, news items and short video segments available directly on the application. New items are downloaded to the device and users can now view them while on the road through either the built-in BlackBerry browser or media player.

IA CLARINGTON INVESTMENTS INC.’S BENEFITS

This integrated solution has streamlined IA Clarington’s flow of information between salespeople, clients and regional offices. It allows sales people to work from the road instead of having to save everything on their desktop and re-enter the information at a later time, eliminating a substantial amount of administrative work every week.

Key information is now entered into the mobile CRM system immediately following meetings with advisors. As a result, real-time data entry has become more accurate and more robust, with an approximate 21% increase in client interactions captured into the CRM system.

“It’s important to us because the relationships that we have with the advisors are vital to our business,” said Ho. “The advisor’s time is extremely valuable, so it’s important to capture as much as we possibly can during our meetings with them.”

With a high level of front-end functionality and integration with BlackBerry features, the company has also seen a positive response in terms of employee engagement. “Employees can see that we’re providing them with useful tools,” said Ho. “Since we were able to focus on functionality, our employees enjoy using the features and consider them leading edge.”

KEY BENEFITS

- Higher number of client interactions captured into CRM system.
- Increase in overall sales productivity.
- Greater mobility for salespeople.
- Ability to push internal company information directly to salespeople.
THE CHALLENGE
PGJDF wanted to simplify the process of filing a criminal complaint for the citizens of Mexico City, one of the most populated cities in the world. Citizens often didn’t file a claim or criminal complaint because of the time it took to drive through traffic-congested streets to the nearest agency of the public ministry and then wait in line to start the lengthy process.

“If citizens wanted to make a complaint, or initiate a proceeding, they had to go from one agency to another, where they waited for hours,” said Ulises Lopez Perez, IT Director for PGJDF. “And often, they found that the agent on duty was busy investigating another, more serious case. Citizens often were unhappy and complained about the service they received.”

PGJDF was looking for a way to make its internal processes more accessible and efficient; providing a timely service that would allow them to get closer to Mexico City’s citizens. Office staff had to input every complaint into the system through a manual process that was labor-intensive and prone to data entry errors.

Another problem was that people didn’t know where to ask for information if a family member was arrested. “Citizens wasted a lot of time finding someone who had been arrested, and invested resources going from one agency to another looking for information,” said Lopez.

THE SOLUTION
The PGJDF app was developed by TR3SCO for BlackBerry smartphones to help maximize processing speeds and simplify the approach to reporting crime or accessing information. The app is downloaded free from the BlackBerry® World™ storefront, and allows any resident of Mexico City to report the loss of documents, such as a driver’s license, or valuable objects. It helps them locate the whereabouts and status of an arrested family member. They can also file complaint about an illegal act and even consult an up-to-date directory of PGJDF officials.

“Citizens can use their BlackBerry smartphones to quickly and easily start legal processes,” said Rodolfo Fernando Rios Garza, Attorney General of the Federal District (Mexico City).

“We wanted the public to feel safer and to put more trust in our agency, and we think that we’ve achieved this. We’re very proud to have worked with BlackBerry and to be leaders in providing mobile solutions like this to our citizens.”

Rodolfo Fernando Rios Garza
Attorney General of the Federal District of Mexico City (PGJDF)
Once the app is downloaded, users select from several menu options:

- **MP Virtual** accesses a virtual Attorney General’s office. Users fill out a digital form to file a complaint, provide personal contact information and answer questions related to the complaint. Immediately after sending the data, the user receives a confirmation email with a case number that can be used for future reference.

- **MP Transparente** offers a transparent Attorney General’s office. Users can search for someone who has been arrested or detained. They simply enter the person’s age, name or surname, and the app gives them information, such as where that person is being held, the prosecutor’s name and phone number, and a map to get to the location.

- **Directory of Officials** offers a list of government officials that people can either call or email directly for help. “It’s a great advancement that the authorities have implemented this kind of technological modernization to help the public,” said Alejandro Quintana Osuna, CEO of TR3SCO.

Behind the scenes, PGJDF installed a BlackBerry Enterprise Server. PGJDF was impressed with the security of the solution and the ability to protect data on lost devices, especially in a city as populated as Mexico City. The company also likes the reliability and versatility of the BlackBerry Enterprise Server.

### Key Benefits

- Helps speed up the process of filing complaints or reporting criminal acts.
- Improves the efficiency of internal government processes and services to citizens.
- Enhances the confidence of citizens in the law enforcement institution.
- Makes it easier to find officials.
- Provides a more modern and efficient organization.

### PGJDF’s Benefits

The mobile application has helped PGJDF make the complaints process faster and more convenient for citizens. It’s given the public a valuable information tool that’s available around the clock, when it’s needed.

“Many people have commented to me about the pleasant experience of being able to report the loss of their documents in just a few minutes, from the convenience of their BlackBerry smartphones,” said Rios. “Since we launched our BlackBerry solution, the app has been downloaded nearly 10,000 times.”

In addition, the Attorney General’s office has cut down on paper use and reduced unnecessary travel expenses for citizens, who no longer have to go from agency to agency to file a complaint. The BlackBerry solution has also helped PGJDF streamline its internal processes and increase its capacity to handle criminal complaints from citizens.

“We highly recommend the BlackBerry solution,” said Rios. “We wanted the public to feel safer and to put more trust in our agency, and we think that we’ve achieved this. We’re very proud to have worked with BlackBerry and to be leaders in providing mobile solutions like this to our citizens.”

Given the success of the mobile solution, PGJDF plans to add two new features to the app soon: Anonymous Complaints, and RAPI, which is a registry of vehicles acquired illegally.
**BLACKBERRY SOLUTION USED TO MONITOR PATIENTS HELPS PROVIDE FASTER AND MORE CONVENIENT WAY TO DETECT CARDIAC ARRHYTHMIA**

m-Health Solutions (mHS) is a Canadian company, based in Burlington, Ontario, working in the emerging and growing field of mHealth technology, a term describing the use of mobile devices for the collection and distribution of health data, remote delivery of care and near real-time monitoring of patients. mHS provides doctors and patients with a fast and convenient diagnosis system to help detect cardiac arrhythmia. Both the technology and the service are covered under the provincial government’s health insurance plan.

**THE CHALLENGE**

Medical professionals are always looking for ways to detect heart conditions and preventatively treat heart disease and stroke. Many lifesaving technologies and treatments are available, however before these can be used, a patient requires a diagnosis. One of the major challenges facing physicians is being able to access technologies that will help them with the diagnostics.

To make a diagnosis, family physicians often refer patients to cardiologists. One of the most familiar tests currently available is a device that records cardiac activity for 24 - 48 hours.

The device typically requires 5-7 leads, cannot be removed to bathe, and the patient must make several trips to a hospital to be started on the device and then has to return the device.

“The test is cumbersome and can take several weeks,” said Sandy Schwenger, Co-owner and CEO of mHS. “We knew earlier diagnosis and treatment could mean better patient outcomes and the best way to get to a patient early was through the family doctor using a technology that provided faster diagnosis.”

**THE SOLUTION**

To speed up the process of diagnosing or ruling out cardiac arrhythmias, mHS developed the Mobile Cardiac Arrhythmia Diagnostic Service (m-CARDS), a solution for family doctors, internists and cardiologists. When a patient reports suspicious symptoms, the doctor can initiate the test right away, without sending the patient to the hospital or a specialist. During the initial visit, the doctor attaches two electrodes to the patient and sends a requisition form to mHS. Within 24 hours, a kit arrives at the patient’s house or office containing an Event Loop Recorder (ELR) – which records cardiac activity for up to two weeks – a BlackBerry smartphone and user instructions.

“With the help of BlackBerry smartphones and our mHealth technology, a family doctor can make a faster diagnosis of a person at risk, meaning the patient can access the latest technologies and medications leading to potentially better outcomes.”

Sandy Schwenger
Co-Owner and CEO, m-HEALTH Solutions
“The ELR, in combination with the BlackBerry smartphone, helps provide a greater diagnostic yield than traditional two-day monitors.”

Sandy Schwenger Co-Owner and CEO, m-HEALTH Solutions.

“The investigation and diagnosis of cardiac issues was often a drawn out process,” said Schwenger. “After seeing your family doctor, it could take days or weeks to see a specialist and several more weeks for diagnosis. With m-CARDS, the patient is typically hooked up within 24 hours of seeing their family physician and the average time to diagnosis is eight days, meaning patients may be treated sooner.”

Schwenger believes that mHS’s solution is an effective way to help identify an event quicker than ever before. “Before m-CARDS, patients only had access to technologies that were not easy to use, were inconvenient, could produce poor diagnostic results and took far too long in getting results back to referring physicians,” said Schwenger. “Then they would have to wait and worry about whether something was seriously wrong. Now, thanks to the m-CARDS solution, patients know cardiac technicians are receiving and watching their results in near real-time.”

“The ELR, in combination with the BlackBerry smartphone, helps provide a greater diagnostic yield than traditional two-day monitors,” said Schwenger. This solution has been well-received among doctors and patients. Currently, 400 family physicians throughout Ontario have chosen to use m-CARDS to arrive at a diagnosis for nearly 2,500 patients.

“We believe this BlackBerry solution is just the beginning in helping to improve the diagnosis, treatment and management of cardiac diseases and disorders,” said Schwenger. “We are already in the process of researching and developing a system to help monitor these patients after they’ve had a heart attack, during rehab or when they’re back at home.”

**KEY BENEFITS**

- Earlier diagnosis of cardiac conditions.
- Better clinical information about a patient’s heart activity.
- Reduced wait time for diagnostic tests.
- Greater convenience for patients and doctors.

To learn how to hook up the recorder, patients can either view video instructions on the BlackBerry smartphone, DVD or mHS’s web site or read the written instructions provided in the kit. Once attached, the ELR starts to transmit data via Bluetooth® to the BlackBerry device. The BlackBerry smartphone sends the information to mHS’s BlackBerry Enterprise Server at its diagnostic centre where it’s interpreted by cardiac technologists. The company also uses the BlackBerry Enterprise Server to manage, control and push software updates out to the devices.

“We did research that told us people are ready and able to embrace mHealth solutions,” said Schwenger. “We’ve found that people of all ages are able to hook it up without much trouble — even people in their 80s who have never operated a computer.”

Results are monitored constantly and mHS’s cardiologists use a secure portal to make a diagnosis from virtually anywhere in the world. At any point during the test, a technologist can flag an abnormality. Patients can also report the onset of a symptom by pressing a button on the recorder and entering details using a drop-down menu on the BlackBerry smartphone.

**M-HEALTH SOLUTIONS’ BENEFITS**

m-CARDS allows family physicians to order an easy-to-use, ‘at-home’ diagnostic test as soon as the patient presents symptoms. The BlackBerry smartphone transmits data in near-real-time, which helps avoid the delays associated with downloading the results at the completion of the test. The interpreting cardiologist can then review the findings, and report them almost immediately which helps to speed up treatment time.

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- Earlier diagnosis of cardiac conditions.
- Better clinical information about a patient’s heart activity.
- Reduced wait time for diagnostic tests.
- Greater convenience for patients and doctors.
EMERGENCY PUBLIC SECTOR APP MIGRATED WITH EASE

Industry: Public Sector
Region: North America
Solution: BlackBerry® Enterprise Solutions Team
BlackBerry® Enterprise Service (BES)
BlackBerry® smartphones

THE CHALLENGE
For this department, communication is everything. During emergencies, these high-powered decision-makers need access to the right people, right away. To get this crucial information, they turned to a custom app on their BlackBerry® devices, configured to push a list of contacts that is tailored to the nature of the situation. When emergency events occurred, employees knew exactly who to contact without wasting any time. They no longer had to dig through a global address list to figure out who to include and how to engage them. When seconds made all the difference, these employees depended on this reliable application.


So when this group was ready to move to the latest BlackBerry® devices, managed by BlackBerry® Enterprise Service (BES), this app had to work without a hitch from the moment it went into service.

“WE DIDN’T JUST GIVE THEM A BRAND NEW OPERATING SYSTEM AND DEVELOPMENT PLATFORM, THEN LEAVE THEM TO FIGURE IT OUT ON THEIR OWN. WE GUIDED THEM THROUGH THE PROCESS.”

HyunJun Jung
Senior Enterprise Developer, BlackBerry Enterprise Solutions Team
THE SOLUTION

To talk through their mission-critical app migration, the Director of IT called on HyunJun Jung, Senior Enterprise Developer on the BlackBerry Enterprise Solutions Team. Experienced with public sector mobility challenges, Jung understood the need for real-time speed and security: “They make life-changing decisions that often need to be made in a blink of an eye. People live by this application.”

Jung’s considerable expertise in migrating applications from legacy BlackBerry operating systems to BlackBerry 10 meant that he could pinpoint the required steps quickly: “We didn’t just give them a brand new operating system and development platform, then leave them to figure it out on their own. We guided them through the process.”

THE BENEFITS

In fact, it was a process that began months earlier, when Jung invited the organization to the BlackBerry Enterprise Developer Council: “We gave them insights into the new platform and our roadmaps well in advance, so they knew how to prepare for the transition. We’re very open with our customers because we want to make the transition as seamless as possible.”

Armed with plenty of foresight, the in-house app developers didn’t need much coaching from Jung and team. A few meetings were enough for them to know what to do.

For end users, the transition to new BlackBerry devices opened up a new world of functionality. And when it came to the apps they rely on every day, there was zero ramp-up time. The deployment took less than an hour and the app worked perfectly. For the Director of IT, this meant everything: “It’s hard to quantify the benefits of real-time communications when lives may be at stake.”

By joining the BlackBerry Enterprise Developer Council, the organization had detailed knowledge about what a move to the latest BlackBerry platform would mean for them. Having a seat at the table helped the organization secure support for the upgrade. As Jung notes, “Having an early view into the proposed changes means that stakeholders have enough time to plan the costs and timing of their upgrades.” This is important for the public sector because of their stringent acceptance criteria. When it’s time for a transition, “these insights mean they can accept the new software sooner, rather than having to start financial and migration planning after a new feature or version is released.”

So, when it came time to migrate to BES, the organization’s IT team was ready. They were prepared and they knew they could rely on the BlackBerry Enterprise Solutions Team for help. This support sped up the deployment process and saved the organization time and money.

By choosing Gold level Enterprise Mobility Management (EMM) licenses for their BlackBerry users, this agency can provide the ultimate security. Through the user-friendly BES interface, IT managers have the option to turn off device features and capabilities, including social media feeds and access to specific apps. But this agency is also experimenting with BlackBerry® Balance™ technology, which allows them to enable and manage a personal space, as well as a work space on their BlackBerry smartphones.

This way, users can make the most of their device for personal use while the agency retains full control of all work-related apps and data.

KEY BENEFITS

• **Advance notice:** As part of the BlackBerry Enterprise Developer Council, this group could see what was coming well in advance and plan for the transition accordingly.

• **Streamlined approval:** A simple upgrade process helped speed this app through some of the nation’s strictest regulatory review cycles.

• **Keeping it in-house:** Even though they could turn to Jung and the team for support, the agency’s app developers were prepared and didn’t need much help to develop the app for BlackBerry.

• **Ready to deliver:** Everyone knew before launch that the app would do exactly what it needed to, giving them the peace of mind required to move forward with confidence.
INTERVIEW WITH ZALE EPSTEIN, MUSIC PRODUCER

Zale Epstein is a Canadian music producer. When he isn’t working with acts such as Drake or Kanye West, he’s head-down on his BlackBerry, brainstorming his next move from a music studio in downtown Toronto.

Why is he loyal to BlackBerry? Let’s find out.

Q: As a producer and songwriter, you could be all about Apple products. At one point, you were using an old BlackBerry Curve. What has kept you loyal?

ZE: Initially, I started using a BlackBerry phone for networking. I was 18 at the time and I was working for a prominent Toronto producer. They provided me with my first BlackBerry.

At the time, BBM was an industry-standard tool for connecting with people within the music industry. Eventually, as I moved more into the creative side of the music industry I found my BlackBerry to be very helpful.

Anytime I have a quick lyric idea or song concept I file it away in the memo section. I’ve probably written every song on my BlackBerry.

The voice-note function has also been a key tool for me. If I ever have a quick melody idea I want to record or I’m in a writing session and want to record a scratch idea, I use the voice note function. It’s really convenient and works perfectly as a quick way to record a melody or idea I don’t want to forget.

Q: BlackBerry has some solid apps available for download. Are there any other apps that you use for work?

ZE: I’ve always used Documents To Go. I’ve always found it helpful for opening and revising documents. I use it to edit and view co-writes and opening contracts when I’m not near a computer.

Q: What else do you use your BlackBerry for, other than calls?

ZE: I’ve always used my BlackBerry for emails. I have a few different email accounts, and I like the way the Hub keeps everything organized. I also like the security. I feel comfortable using my BlackBerry because I know it’s the most secure phone and service on the market.

In my business we’ve had a history of hacking. Hacking usually leads to leaks and this has seriously hurt the music industry. My email is full of unfinished songs and files from established artists, so I can’t afford to have any hacks or leaks.

Q: Are there any cool new functions you’ve enjoyed about your Z30 that has enhanced your BlackBerry experience?

ZE: Definitely – I’m actually really impressed with the quality of the microphone on my new BlackBerry. I’ve been using it to record samples, and I’ve used it to record some cool vocal shouts that I have sampled and used on records. I’ve also used it to record instrument hits on the go. I’m really impressed with how hi-fi the microphone is on the BlackBerry.

The speaker function is impressive, as well. If I’m on the go and have to check something fast, I can listen back over my phone. I’ve never heard a phone speaker that gets that much low-end.

The BBM Voice function is also of an amazing quality. It’s crystal clear – I was very impressed with how good it sounds. It’s helpful for me because my home studio is in my basement, and my regular cell reception is horrible when I’m down there. But over Wi-Fi, I’m good to make calls over BBM Voice.

Q: Is there anything you use for fun with your phone?

ZE: Snapchat has been really entertaining. I also like the fact that I can use Instagram on my BlackBerry. I recently got Angry Birds on my BlackBerry (and it’s pretty fun). I’m a big sports fan so I also use my BlackBerry to play fantasy Baseball.

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Zale Epstein
Music Producer

“Anytime I have a quick lyric idea or song concept I file it away in the memo section. I’ve probably written every song on my BlackBerry.”

Zale Epstein
Music Producer
THE CHALLENGE

This bank’s many international units operate as independent organizations, each with its own set of technical solutions. As a result, employees were using a wide range of applications, deployed in a number of ways: many were installed locally on desktop computers; others were intranet-hosted; and some were web-based.

Most of the older systems required a network-connected web browser – so users relied on their corporate laptops for access. But, like most large organizations, this institution realized it was time to extend that access. The mission now was to reach every employee, globally, on any approved endpoint. Usability was key, and given the nature of their work, so was security.

IT decision-makers were daunted by the prospect of creating and maintaining native apps to serve a complex matrix of smartphones, tablets, laptops, and browser platforms. Factor in the costs, and the approach simply wasn’t viable. Instead, the bank was considering a popular HTML5 framework as their app-building platform. This way, they could begin to standardize the various projects in the organization and ensure apps would work consistently on nearly all mobile devices.

They had a lot of questions and issues to work through before they could green-light the move. Near the top of the list: Given that a huge percentage of the bank’s employees were BlackBerry users, how well would BlackBerry devices interact with these potential new HTML5-based apps?

“...the win was that we support it so well.”

Richard Balsewich
Senior Enterprise Application Developer, BlackBerry Enterprise Solutions Team
Interestingly, the bank’s IT team noticed subtle differences as they tweaked their apps for other mobile platforms. “They had to do a lot more work to support iOS and iPad compared to what they had to do for BlackBerry,” says Balsewich. “When they chose to work with BlackBerry based on the HTML5 framework, the win was that we support it so well,” he explains. “In fact, web frameworks on BlackBerry are treated as first-class citizens, just like native apps. This means these apps are hardware accelerated and can include rich, dynamic content without affecting the user experience, unlike other platforms.”

**THE BENEFITS**

By mobilizing tasks within their employee portal, this bank has already realized significant time and cost savings. As Balsewich puts it, “Being able to leverage a connected mobile device to accomplish those little jobs is a big savings in the end. Tasks that used to take 3 minutes are taking 30 seconds – multiply that across the organization and it’s huge.”

Choosing a cross-platform HTML5 framework to develop applications was clearly the right choice for this bank. They started by mobilizing elements of their employee portal, including expense reports and vacation requests, and were excited to extend their work from there.

**THE SOLUTION**

The bank’s IT leaders reached out to their partners on the BlackBerry Enterprise Solutions Team. “I was pleased to let them know that, in fact, BlackBerry has a longstanding partnership with the HTML5 framework vendor they were planning to move ahead with,” explains Richard Balsewich, Senior Enterprise Application Developer. “We work closely with our partners, so when they release new features or make any changes to the framework, we’re up to speed and well-positioned for moves like this.

As a result, we knew this customer would be able to support the new BlackBerry platform with minimal code changes.”

Choosing a cross-platform HTML5 framework to develop applications was clearly the right choice for this bank. They started by mobilizing elements of their employee portal, including expense reports and vacation requests, and were excited to extend their work from there.

**KEY BENEFITS**

- **Ready for the future:** BlackBerry has relationships and technology that streamlines development for enterprises that choose to create HTML5-based apps.
- **A helping hand:** This customer had reassurance before they set out that BlackBerry experts were ready and eager to help.
- **Time and cost savings:** With a quick transition to a new, more mobile way of working, this bank was saving money in no time.

Using the new HTML5-based applications, bank employees are able to leave their laptops at home and get more done from anywhere, using their mobile devices to access critical data and systems. The efficiency gains are reverberating through the organization, and plans are in place to extend mobile applications to other areas of operations.

The tight integration between the HTML5 framework and the BlackBerry platform means that the new applications deployed to BlackBerry devices look and feel like native BlackBerry applications; employees use gestures and navigation that have become second nature, which means there’s virtually no ramp-up or re-training required. For these employees, everything just works.

The bank was also invited to join the BlackBerry Enterprise Developer Council, giving them an opportunity to provide feedback on current BlackBerry solutions; access to key decision makers to voice their priorities for future product offerings; and an early, pre-public view into the BlackBerry product roadmap.

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Richard Balsewich
Senior Enterprise Application Developer, BlackBerry Enterprise Solutions Team
List of Figures by Chapter

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Figures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chapter 1</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Chapter 2</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Chapter 3</strong></td>
<td></td>
</tr>
</tbody>
</table>

Index

<table>
<thead>
<tr>
<th>Topic</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>140</td>
</tr>
<tr>
<td>Asia Pacific (APAC)</td>
<td>12, 16, 94, 184</td>
</tr>
<tr>
<td>Banking</td>
<td>24, 25, 26, 48, 66, 181, 234</td>
</tr>
<tr>
<td>BBM Protected</td>
<td>128, 129, 131</td>
</tr>
<tr>
<td>BBM Video</td>
<td>39, 98, 99, 100, 101</td>
</tr>
<tr>
<td>BlackBerry Balance technology</td>
<td>32, 34, 35, 43, 50, 52, 65, 72, 73, 75, 76, 77, 94, 114, 124, 125, 131, 184, 187, 231</td>
</tr>
<tr>
<td>BlackBerry Enterprise Solutions Team</td>
<td>10, 11, 20, 21, 22, 46, 47, 48, 66, 67, 68, 70, 84, 86, 87, 102, 103, 104, 119, 120, 121, 172, 173, 174, 175, 178, 196, 197, 198, 199, 204, 206, 212, 213, 214, 215, 228, 229, 230, 231, 234, 235, 236, 237</td>
</tr>
<tr>
<td>BlackBerry Hub</td>
<td>22, 29, 30, 39, 69, 77, 92, 93, 101, 116, 143</td>
</tr>
<tr>
<td>BYOD (Bring Your Own Device)</td>
<td>9, 12, 13, 47, 53, 64, 73, 77, 79, 130, 159, 161, 213</td>
</tr>
<tr>
<td>Communications (Company)</td>
<td>98</td>
</tr>
<tr>
<td>Construction</td>
<td>62, 114, 115, 116, 159, 210</td>
</tr>
<tr>
<td>Cross-platform</td>
<td>9, 10, 12, 13, 14, 15, 41, 72, 112, 147, 159, 207, 213, 214, 236</td>
</tr>
<tr>
<td>Custom application</td>
<td>76, 87, 88, 89, 200</td>
</tr>
<tr>
<td>Consultancy</td>
<td>58</td>
</tr>
<tr>
<td>COPE (Corporate Owned Personally Enabled)</td>
<td>12, 13, 15, 33, 34, 35, 52, 53, 130</td>
</tr>
<tr>
<td>Design</td>
<td>98, 114, 154, 155, 157, 158</td>
</tr>
<tr>
<td>Documents to Go</td>
<td>39, 52, 116, 127, 140, 143, 157, 233</td>
</tr>
<tr>
<td>EMEA</td>
<td>32, 42, 43, 50, 58, 80, 114, 128, 132, 154, 158</td>
</tr>
<tr>
<td>Engineering</td>
<td>62, 65, 208</td>
</tr>
<tr>
<td>Entertainment (Sports and Entertainment)</td>
<td>32, 54, 159, 168, 169, 171</td>
</tr>
<tr>
<td>Finance</td>
<td>20, 22, 24, 30, 38, 43, 46, 51, 66, 84, 94, 159, 180, 212, 216, 234</td>
</tr>
<tr>
<td>Category</td>
<td>Pages</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Government (Public Sector)</td>
<td>12, 13, 19, 46, 50, 51, 52, 61, 73, 80, 82, 88, 89, 102, 103, 118, 119, 120, 121, 132, 159, 124, 126, 127, 163, 184, 185, 186, 187, 188, 196, 208, 209, 220, 222, 223, 224, 228, 229, 230, 231</td>
</tr>
<tr>
<td>Healthcare</td>
<td>36, 61, 159, 224</td>
</tr>
<tr>
<td>Hospitality</td>
<td>158, 159, 161, 200</td>
</tr>
<tr>
<td>Human Resources</td>
<td>42, 212</td>
</tr>
<tr>
<td>Insurance</td>
<td>37, 39, 40, 41, 66, 80, 106, 107, 108, 180, 212, 216, 224</td>
</tr>
<tr>
<td>Latin America</td>
<td>24, 62, 72, 106, 124, 192, 200, 220</td>
</tr>
<tr>
<td>Law Enforcement (Police)</td>
<td>98, 188, 189, 190, 191, 220, 223</td>
</tr>
<tr>
<td>Legal (Law Firm)</td>
<td>16, 17, 47, 48, 80, 82, 88, 92, 221</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>76, 106, 110, 132, 154, 159, 204</td>
</tr>
<tr>
<td>Marketing</td>
<td>32, 57, 133, 140, 142, 143, 152, 155, 166, 200, 217, 219</td>
</tr>
<tr>
<td>Middle East</td>
<td>95, 158</td>
</tr>
<tr>
<td>Non-Profit</td>
<td>159, 162</td>
</tr>
<tr>
<td>North America</td>
<td>36, 46, 76, 84, 88, 98, 102, 110, 119, 136, 140, 148, 154, 157, 162, 168, 172, 188, 196, 208, 216, 224, 228</td>
</tr>
<tr>
<td>Retail</td>
<td>148, 154, 159</td>
</tr>
<tr>
<td>Secure Work Space for iOS and Android (SWS)</td>
<td>12, 13, 34, 35, 39, 48, 50, 52, 54, 57, 58, 59, 60, 72, 75, 102, 104, 105</td>
</tr>
<tr>
<td>Services</td>
<td>72, 88</td>
</tr>
<tr>
<td>Technology</td>
<td>76, 192</td>
</tr>
<tr>
<td>Technical Support</td>
<td>23, 43, 90, 110, 112, 130, 198</td>
</tr>
<tr>
<td>Total cost of ownership/TCO</td>
<td>34, 35, 38, 96, 113, 117, 127, 130, 211</td>
</tr>
<tr>
<td>Transportation</td>
<td>88, 89, 90, 110, 159, 211</td>
</tr>
<tr>
<td>Travel and Tourism</td>
<td>136</td>
</tr>
</tbody>
</table>

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