

BlackBerry Dynamics Launcher



The Challenge



Mobile employees want to have quick access to business tools such as email and document editing. With a wide range of business and personal apps available, employees have a hard time knowing which apps to use. And with no single point of access to these corporate-approved apps, they waste time navigating through their device to complete workflows.

The Solution

The BlackBerry® Dynamics Launcher is the powerful secure mobile desktop that streamlines business workflows. Built into all BlackBerry® Dynamics secured apps, the BlackBerry Dynamics Launcher provides one central place on any device to access all approved apps and tools needed for business.

Streamline Workflows with Easy App Access

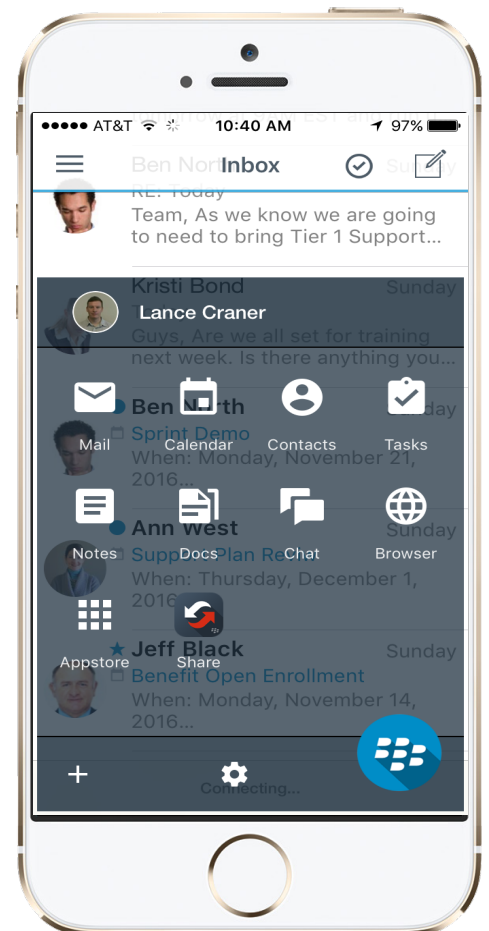
With the BlackBerry Dynamics Launcher, users can easily navigate to all their business tools and apps with just a couple of taps. Accessible from any stage of a business process—whether while working in the inbox, during a chat, or document editing—the launcher is always present in the background. Users can switch to another app without ever needing to close and reopen apps. The BlackBerry Dynamics Launcher is built to guide users toward collaboration. It enables users to complete workflows seamlessly, ensuring that mobile work is as effortless as on a desktop.

Users can utilize the “quickstart” feature to jumpstart workflows with one tap:

- Create an email
- Add a contact
- Schedule a meeting
- Create a task or note

Provide Fast Access to HTML5 Web Apps

From the BlackBerry Dynamics Launcher, users can easily access HTML5 web applications. Enterprises can be sure that users have one-tap access to the most commonly used web applications, such as internal portals or dashboards. With easy access to relevant content, users can save time from manually navigating to internal web pages, so they can work even more efficiently.



Increase User Adoption

The BlackBerry Dynamics Launcher drives user adoption by providing a single place for users to access all their approved business apps. This eliminates delayed workflows, as users no longer need to waste time searching for the right apps in a stack of personal apps.

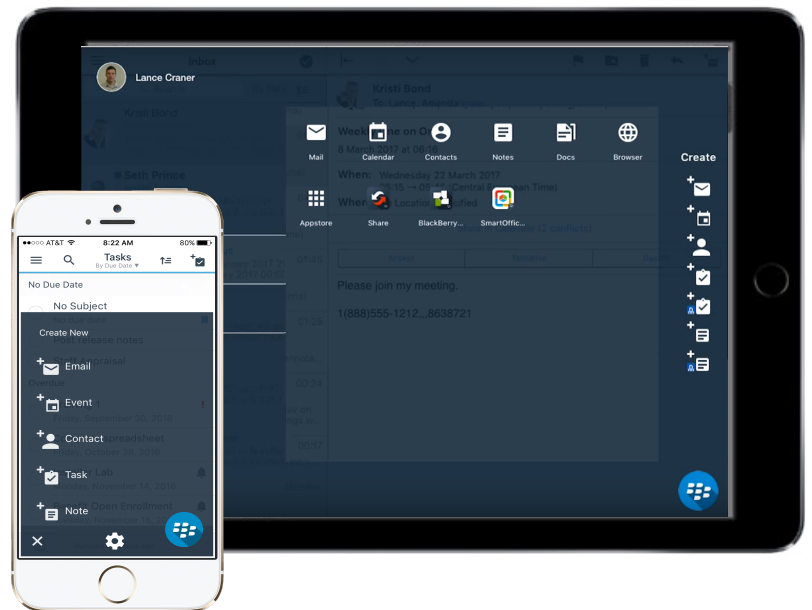
The BlackBerry Dynamics Launcher also provides users with easy discoverability. Because the enterprise can configure specific apps into users' launchers, users will never overlook a new or important business app. Users will always have the correct tools for on-the-go work and are notified when a new or updated app is available. The BlackBerry Dynamics Launcher is compatible cross-platform on Android™, iOS®, Windows® 10 and Mac OS, enabling maximum flexibility on any and multiple devices.

Roll Out Apps for Individual Users

The BlackBerry Dynamics Launcher makes it easy for IT to rollout any business application for their end-users. This includes BlackBerry Dynamics apps, third-party ISV apps, custom developed apps, and even HTML5 web apps. IT has the power to roll out and set different apps and app policies for individual profiles, so that every user sees only the apps and services they are entitled to. Users get a personalized launcher that consists of all the apps they need—no matter their role.

Keep Data Secure

IT can configure which apps go into the BlackBerry Dynamics Launcher, which means that only approved apps will be used by employees. These applications are built on BlackBerry® Dynamics, which delivers the best security for mobile enterprise apps in the market. With FIPS-validated cryptography, Common Criteria EAL 4+ certification and years of use in the most demanding industries (including government, defense, intelligence and finance), it is the gold standard for mobile security.



About BlackBerry

BlackBerry is securing a connected world, delivering innovative solutions across the entire mobile ecosystem and beyond. We secure the world's most sensitive data across all end points – from cars to smartphones – making the mobile-first enterprise vision a reality. Founded in 1984 and based in Waterloo,

Ontario, BlackBerry operates offices in North America, Europe, Middle East and Africa, Asia Pacific and Latin America. The Company trades under the ticker symbols "BB" on the Toronto Stock Exchange and "BBRY" on the NASDAQ. For more information, visit www.blackberry.com.

