

# Take the Lead.

## BlackBerry Wireless Solution For the Enterprise

### The Complete Wireless Enterprise Solution For Mobile Professionals

BlackBerry® is the leading wireless solution that keeps mobile professionals connected to their important information and communications while on the go. It is an award-winning platform that provides users around the world with secure, wireless access to a full suite of business applications, including email, phone, enterprise applications, Internet, SMS and organizer information.\*

BlackBerry incorporates the industry's best software, services and hardware, providing the most comprehensive wireless solution for corporate environments. It has become the corporate standard for wireless connectivity by properly addressing the needs of both mobile professionals and IT departments. With BlackBerry, mobile professionals stay connected and productive and IT departments get security features, centralized administration and impressive ROI potential in a proven wireless platform.

#### Email

The BlackBerry enterprise solution provides a secure, wireless extension to corporate email, allowing users to easily manage their email communications on the go. The BlackBerry "push" architecture means email is automatically delivered to the handheld so users receive information with no effort required.

#### Phone

BlackBerry Wireless Handhelds™ also include an integrated phone that supports voice services, with features such as call waiting, conference calling and call forwarding\*, allowing mobile professionals to easily place and receive phone calls.

#### Enterprise Applications

BlackBerry enables always-on, push-based access to an organization's existing data‡, providing users with a secure, wireless connection to valuable enterprise information while on the go.

#### Internet

A variety of optional Internet services\* are available that allow for wireless access to information on the web.

#### SMS

BlackBerry supports SMS (Short Messaging Service) enabling users to send short text messages that can be quickly exchanged between SMS-enabled wireless devices without adding email messages to an inbox.

#### Connected Organizer

BlackBerry provides mobile professionals with a personal organizer so users can access their calendar, address book and task list while on the go.

#### And More

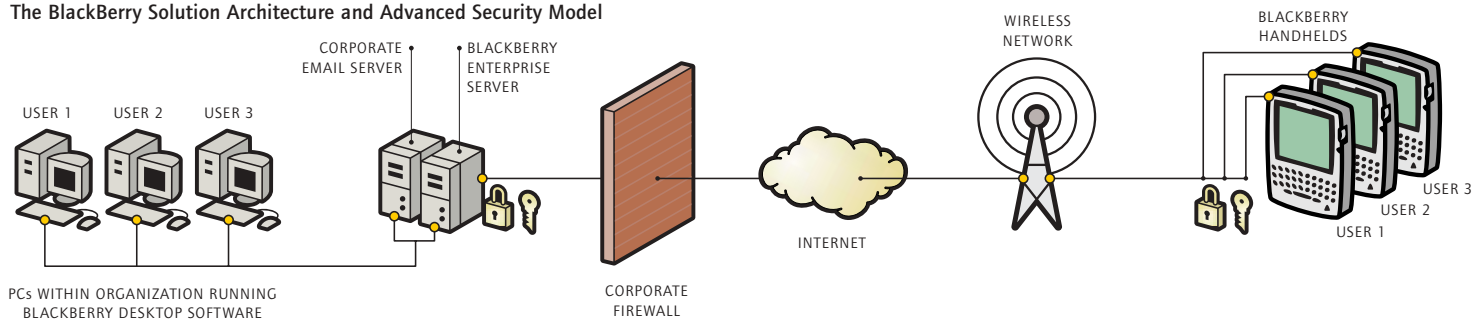
BlackBerry is built on a powerful and expandable Java™ platform providing an industry-standard programming environment. This allows for easy application development, giving mobile professionals a broad range of third party applications‡ and offering IT departments a solution that can grow to meet their evolving requirements.

### Increase Productivity and Workgroup Collaboration:

- Send an email while waiting in an airport
- Place a call while updating your address book
- Access CRM application information at a client site‡
- Coordinate a meeting from a tradeshow floor
- Take advantage of downtime throughout the day
- Stay connected while on the go



## The BlackBerry Solution Architecture and Advanced Security Model



## End-to-End Wireless Enterprise Solution

BlackBerry is a totally integrated package that includes innovative software, advanced handhelds and wireless network service, providing a seamless, enterprise solution.

### BlackBerry Enterprise Server

BlackBerry Enterprise Server™ software tightly integrates with Microsoft® Exchange and IBM® Lotus® Domino™ while working with other existing enterprise systems to enable push-based access to wireless email and data\*.

It allows mobile professionals to securely send and receive email and information from enterprise data stores and applications, such as CRM, ERP, business intelligence and document management systems†. BlackBerry Enterprise Server also enables several other productivity enhancements for mobile professionals, including attachment viewing for popular file formats, wireless calendar synchronization and remote address lookup.

For IT departments, BlackBerry Enterprise Server provides advanced security features to meet strict enterprise requirements for information integrity and confidentiality. Using an advanced end-to-end encryption standard called Triple DES, data remains encrypted at all points between the BlackBerry handheld and the BlackBerry server. BlackBerry Enterprise Server also gives IT simplified management and centralized control of the wireless environment with industry-standard performance monitoring capabilities, administrative tools and wirelessly-enabled IT policies. Using BlackBerry Enterprise Server, IT departments benefit from a scalable and flexible solution that meets their evolving wireless requirements.

With BlackBerry Enterprise Server, mobile professionals stay in touch with effortless access to enterprise information and applications and IT departments get advanced security features in a manageable solution that leverages their existing infrastructure and investment.

### BlackBerry Handhelds

BlackBerry provides a choice of advanced handhelds, all built on industry-leading wireless technology. With BlackBerry handhelds, mobile professionals receive email and information automatically with no need to request for delivery. Plus, users are notified when new information arrives, making it easier to stay in the loop.

BlackBerry handhelds also provide an intuitive user experience. Mobile professionals simply click on an email address, telephone number or URL inside a message to automatically begin composing the new email, make the call or link to the web page. BlackBerry handheld users can also easily navigate through icons, menus and options with the roll and click trackwheel and quickly compose messages or enter data using the familiar QWERTY keyboard.

### Wireless Service

BlackBerry operates on multiple high speed wireless networks. With wireless service available in North America, Europe, Asia and Australia, the BlackBerry solution supports organizations around the world while providing options for wireless network and service choice.

### Compelling Return On Investment:

"BlackBerry more than addresses the issues of immediacy (for time-sensitive information)."

"The typical BlackBerry user reports they recover 53 minutes in downtime each workday."

"When adding up the savings in reduced RAS, reduced wireless phone minutes, and discontinued usage of PDAs and pagers, implementing BlackBerry results in direct cost savings per user."

**BlackBerry ROI Research Study,**  
IPSOS-Reid Group Inc.

### About Research In Motion:

BlackBerry is an end-to-end solution developed by Research In Motion Limited. Founded in 1984, Research In Motion is a world leader in the mobile communications market.

### For more information:

Visit us at [www.blackberry.com](http://www.blackberry.com)



\*Check with service provider for availability, roaming arrangements and service plans. Certain features outlined in this document require a minimum version of BlackBerry Enterprise Server software, BlackBerry Desktop Software, and/or BlackBerry handheld software and may not be available from all service providers. †May require additional application development. Prior to subscribing to or implementing any third party products or services, it is your responsibility to ensure that the airline service provider you are working with has agreed to support all of the features of the third party products and services. Installation and use of third party products and services with RIM's products and services may require one or more patent, trademark or copyright licenses in order to avoid infringement of the intellectual property rights of others. You are solely responsible for determining whether such third party licenses are required and are responsible for acquiring any such licenses. To the extent that such intellectual property licenses may be required, RIM expressly recommends that you do not install or use these products and services until all such applicable licenses have been acquired by you or on your behalf. Your use of third party software shall be governed by and subject to you agreeing to the terms of separate software licenses, if any, for those products or services. Any third party products or services that are provided with RIM's products and services are provided "as is". RIM makes no representation, warranty or guarantee whatsoever in relation to the third party products and services and RIM assumes no liability whatsoever in relation to the third party products and services even if RIM has been advised of the possibility of such damages or can anticipate such damages.

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