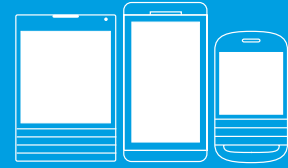


WHY THE WORLD'S LEADING BUSINESSES **TRUST** BLACKBERRY

There are dozens of enterprise mobility solutions on the market. So why should your organization choose BlackBerry? What sets us apart? There's a long list of reasons, from the lowest TCO to the most security certificates. In this brief document, we've highlighted just a few key points – the ones our customers tell us matter most to them.

We create solutions to help enterprises drive productivity and improve communication – always underpinned by the best security in the industry.



1. The only complete enterprise mobility solution is also the most secure.

BlackBerry has:

- › 70+ security certificates – more than any other mobile vendor.¹
- › “Authority to Operate” from the U.S. Department of Defense. No other MDM/EMM provider has it.²

Why having the best security matters

The only way to wring full value from your mobility strategy is to extend data from behind your firewall out to mobile devices. But the more you do that, the greater your risk of exposure. At a time when major brands in multiple industries are falling victim to costly breaches, the need for complete security control has never been greater.

We help you stay compliant and manage risk, keeping sensitive data secure.

- › The BlackBerry® platform is purpose-built for security, to deliver the best protection for work content, on-device and in-transit.
- › Work email, content and apps are seamlessly separated from personal content and apps, with no compromise to the user experience.
- › The BlackBerry security model delivers fast, integrated multi-platform app deployment and fully encrypted behind-the-firewall content access without the need for third-party VPNs or add-on security.

2. BlackBerry is ready for tomorrow. We can help ensure you are too.

Enterprises and governments worldwide are moving forward with BlackBerry. They understand that we’re focused on continuing to meet their needs, and that now more than ever, we’re positioned to exceed their expectations. We’re ready to make mobility deliver on all its potential.

- › We have more global EMM customers than our competitors combined.³
- › We serve all 5 of the world’s largest global oil and gas businesses;⁴ all of the top 10 pharmaceutical, automotive and law firms;⁴ all 7 of the G7 governments,⁴ and 16 of the G20 governments.⁴
- › We’re in 175+ countries, working with 665 carriers.⁵
- › We have the largest R&D staff of any EMM vendor.⁵
- › Scalable up to 25K devices per server and 150K devices per domain, BES12 can be deployed on-premise as well as through private, and soon, hybrid or public clouds.
- › We have 44,000 patents.⁴
- › We support the devices in your organization: iOS, Android™, Windows® Phone and BlackBerry.

Why does all this matter to CIOs and CFOs? Because it confirms to them that we’re leading the way in secure, end-to-end enterprise mobility; that we’re here for the long haul; and that we’re trusted by serious organizations that are determined to extract full value from mobility.

3. Your money goes further with BlackBerry.

By staying with BlackBerry, you're choosing the only complete enterprise mobility solution. That means you can take full advantage of our multi-platform Enterprise Mobility Management server software, the BlackBerry Infrastructure, and BlackBerry smartphones designed for security at a platform level. The consolidation BlackBerry enables translates into heavy savings in operational costs.

- › One vendor means one phone call for support, services, hardware, software, and device management.
- › As low as \$23 per year per license, BlackBerry EMM solutions are highly cost effective.
- › BlackBerry makes Mobile Application Management (MAM) simple and consistent, which frees up IT for other tasks.
- › Self-service tools further lighten the burden on IT and save you money.
- › BlackBerry provides the only end-to-end solution including an infrastructure that doesn't require VPN. That means no additional VPN costs, alongside a number of security and efficiency advantages.
- › According to the Strategy Analytics EMM Total Cost of Ownership (TCO) report, which compared BlackBerry against 5 other vendors, BES10 was found to be the most cost-effective multi-platform EMM solution on the market, and BES12 follows the same commercial model.

4. Upgrading to BES12 gives you one platform to support the full spectrum of EMM needs.

BES12 is a unified, multi-OS, device, application and content management platform with integrated security and connectivity. With BES12, you can simply manage all the complexities of large-scale mobility.

- › **Choose ultimate mobile security**
We've already talked security. The BlackBerry platform is built to deliver the best protection for work content, on-device and in-transit.
- › **Add in the best devices, for serious organizations**
We offer a full range of BlackBerry smartphones, designed for maximum enterprise user productivity.
- › **Get comprehensive management and security controls for corporate and BYOD devices**
Gain the control you need while giving users the experience they want.
- › **The easiest way to distribute the apps that employees want and need**
Deploy, manage and secure apps across device types and operating systems directly from the BES12 console.
- › **Choose additional leading edge value added services**
Boost user experience and productivity, and improve security and management controls with optional services, including:

Enterprise Identity by BlackBerry®
Centralize identity and access management

VPN Authentication by BlackBerry®
Phone-as-a-token authentication

BBM™ Meetings
Mobile-first conferencing

BBM™ Protected
Accelerating productivity with secure mobile IM

Blend by BlackBerry®
Core BlackBerry experiences now on your PC, Mac and tablet

See for yourself why leaders in enterprise
and government choose BlackBerry.

To find out more and to sign up for a free 60 day BES12 trial,
head to blackberry.com/enterprise⁶

¹ As of October 2014.

² As of August 2013.

³ As of January 2014.

⁴ As of February 2014.

⁵ As of November 2013.

⁶ 60-day Free Trial Offer: Limited time offer; subject to change. Limit 1 per customer. Trial starts upon activation and is limited to 50 Gold BlackBerry subscriptions and 50 Secure Work Space for iOS and Android subscriptions. Following trial, customer must purchase subscriptions to continue use of product. Not available in all countries. Subscriptions can be purchased direct or from authorized resellers. When a system is upgraded to production, the trial subscriptions will no longer be available. This Offer is void where prohibited and is subject to modification, extension or early termination at BlackBerry's sole discretion.

