



*Re-designed. Re-engineered. Re-invented.*  
**BLACKBERRY 10  
AND BLACKBERRY  
ENTERPRISE SERVICE 10**



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# BLACKBERRY 10: A REVOLUTION IN ADVANCED COMMUNICATION AND CONNECTIVITY

BlackBerry® 10 introduces a bold and compelling new way to harness the power of secure mobile connectivity for companies who recognize that the future of business is now in the palms of their hands.

Enterprises are realizing a new vision where secure, high-speed, real-time connectivity and communication play a major role in every aspect of daily business. Ranging from managing user and security demands to developing business apps and empowering employee productivity, BlackBerry's revolutionary, redesigned BlackBerry 10 platform, devices and infrastructure are designed for

the future of mobile connectivity—to answer the current and future needs of businesses of all sizes. Together, they keep corporate data secure, and drive business performance, user productivity and customer service. Therefore, businesses and business decision makers in roles across the organization meet their unique goals by transforming challenges into bottom-line success.

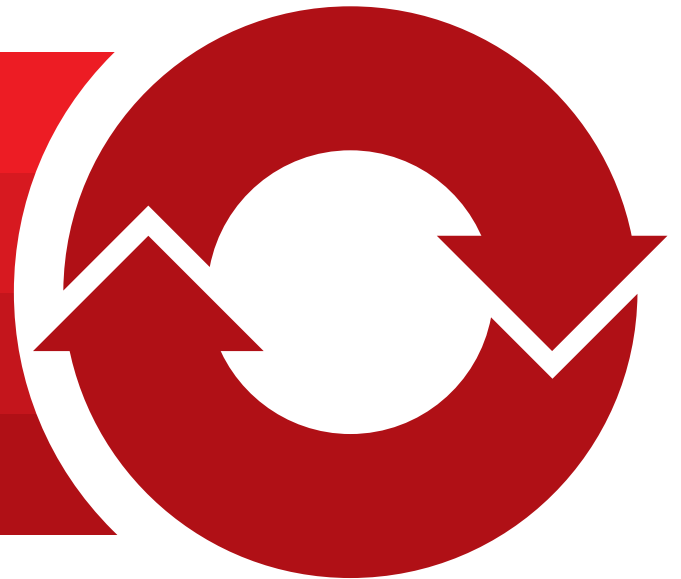


# THE REINVENTED BLACKBERRY 10 AND BLACKBERRY ENTERPRISE SERVICE 10

Because companies poised on the edge of the mobile technology revolution need advanced mobile solutions, BlackBerry 10 and BlackBerry Enterprise Service 10 were designed to satisfy a full range of productivity, device management and security needs—through an improved mobile environment.

## BlackBerry 10 Platform and BlackBerry Enterprise Service 10 were designed because:

- 1** | Employees expect company support for mobility.
- 2** | Knowledge workers require tools that adapt to help them work more effectively, whenever they need them.
- 3** | IT departments need easy and cost-effective ways to deploy and manage mobile solutions.
- 4** | Companies poised on the edge of the mobile technology revolution are looking for advanced mobile solutions to achieve business goals.



### The Infrastructure

BlackBerry Enterprise Service 10 is designed with a commitment to remain the secure, manageable and controllable mobile platform businesses rely on. The realigned services model and matured technologies mean a rededication to helping customers manage user and security demands; building cross-platform mobile device management (MDM) and security solutions; and providing the development tools, support and ecosystem businesses need.



### The Platform

The BlackBerry 10 Platform was developed to help users stay productive and make the most of every business opportunity, with a smarter, smoother user experience. BlackBerry 10 eliminates the need to go in and out of numerous apps in order to accomplish a single task. With seamless integration into business workflows, BlackBerry 10 can help boost efficiency—and even the bottom line—by making mobile computing tasks easier and faster.

# EXPERIENCE BLACKBERRY 10 ON AMERICA'S LARGEST 4G LTE NETWORK.

See the infrastructure and device both achieve their full potential when they tap into the power of the Verizon 4G LTE network.

The Verizon 4G LTE network is 100% Long Term Evolution (LTE)—the gold standard of wireless technology. With more 4G LTE coverage than all other networks combined, mobile users can experience the speed and power of Verizon in more places. Verizon 4G LTE is available in more than 500 markets, covering nearly 95% of the U.S. population.

BlackBerry 10 with the Verizon 4G LTE network incorporates secure storage, mutual authentication, 128-bit encryption and airlink ciphering to protect data transmissions. It offers speeds that empower near-immediate delivery of time-sensitive data, simultaneous voice and data services, seamless video conferencing and faster Internet browsing. So employees stay connected, productive and in charge of business communication in real time.

And with the best-in-class Verizon 4G LTE network, BlackBerry 10 users and administrators can harness the power of:

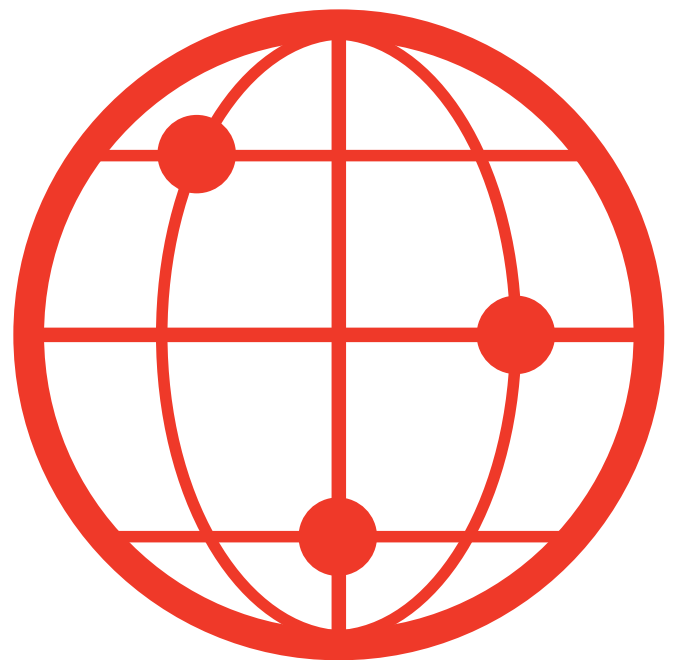
## Mobile Hotspots

Users can securely and reliably connect eight other Wi-Fi-capable devices without the use of public networks or complex authentication procedures. Employees can connect tablets and notebooks to utilize larger screen sizes, access corporate network files and complete business tasks as efficiently as they do in the office.

## Global Services

Global connectivity is in the palm of your hand with Verizon Global Services on a BlackBerry 10 device.

- + **A reliable network.** Voice, data and high-speed Internet service on reliable Verizon and partner networks worldwide.
- + **One phone and one number.** A single phone and phone number at home and abroad, with no need for temporary numbers.
- + **Flexible travel.** A flexible Global Travel Program gives workers who travel occasionally an easy way to stay connected.
- + **One bill.** A single bill for both global and domestic charges.
- + **Global technical support.** 24/7 Global Support Team for those who travel in the United States or abroad.



# THE I.T. DECISION MAKER: SEIZING THE FUTURE OF TECHNOLOGY

New devices and new advances in wireless technology mean that IT administrators are now tackling the challenge (and opportunity) of breakthroughs in workplace mobility.



New mobility solutions offer an increased range of possibilities for empowering productivity and improving collaboration. With the explosion of requests for network access outside the workplace walls come profound security and privacy challenges. IT administrators must find a completely secure, cost-effective way to manage new mobility solutions and employee-owned devices (EODs). And they need to give employees access to the corporate network, personal emails, apps and essential enterprise data, while keeping that data protected. In addition, they want to help end users save time, achieve peak performance and get the most out of their day, every day.

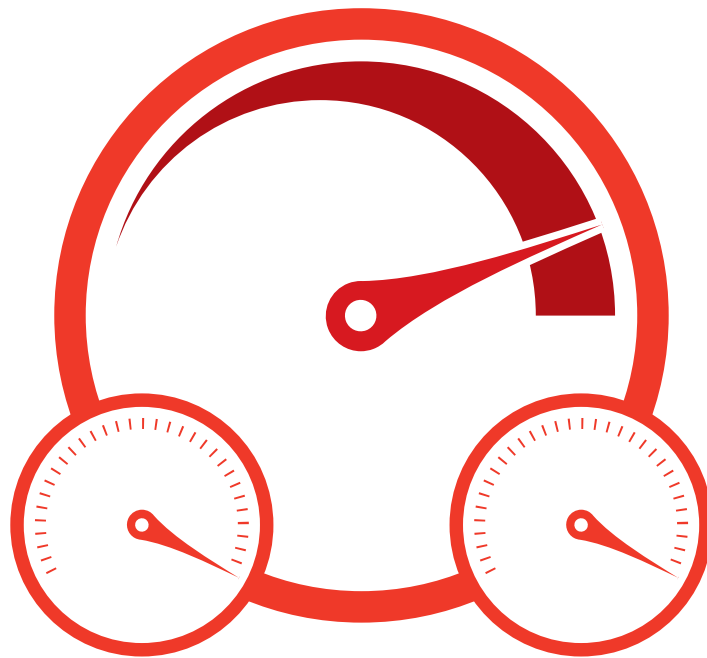
With its straightforward and highly flexible device management policies, plus the familiar reliability of BlackBerry security, IT decision makers trust the end-to-end BlackBerry mobile environment. The platform satisfies the full range of enterprise security needs, from basic password policies to the strict requirements of government and regulated industries. BlackBerry Enterprise Service 10 offers proven AES 256-bit encryption and

a secure, behind-the-firewall path for all enterprise data, work applications and browser traffic. It provides support for enterprise configurations such as proxy settings, seamless sign-on and enterprise authentication, as well as enterprise notifications. Plus, the BlackBerry Enterprise Service 10 infrastructure offers simplified management of BlackBerry, Apple® iOS and Google® Android™ devices.

BlackBerry Balance,™ a built-in feature that separates work and personal data, offers a seamless and user-friendly way to satisfy both employee and corporate needs without compromising either. Corporate data is segregated within an encrypted work space, and users can easily navigate between the work and personal spaces with a simple gesture. With BlackBerry Balance, IT administrators get the management and security they need and employees get the mobile experience they want. All seamlessly built into every BlackBerry 10 smartphone and managed through BlackBerry Enterprise Service 10.

# THE BUSINESS DECISION MAKER: WHERE MOBILITY AND PERFORMANCE MEET

A business is only as good as the technology it leverages—so business decision makers are always working to transform IT infrastructure into a competitive advantage.



Business decision makers are passionate about driving business performance, employee productivity and customer service. They're looking for ways to enable employees to work more effectively on the go, moving with speed and ease to achieve results and drive success. They want apps and features that work seamlessly together; advanced ways to stay on top of communication and collaborate effortlessly; and access to the information users need to prioritize tasks and achieve goals.

That's why the revolutionary new BlackBerry 10 platform is designed with the features organizations need to increase productivity. The BlackBerry 10 platform can help employees

complete tasks efficiently, by staying on top of information, goals and business data that enables peak performance. With BlackBerry Flow, barriers between applications are broken down so that apps and features work seamlessly together, allowing users to navigate and multitask intuitively. BlackBerry Hub gives users a smart and socially integrated view of company email, instant messaging and social feeds in a central location for quick access. Productivity is transformed with BlackBerry Remember, which empowers users to capture information and turn it into actionable items. With seamless integration into business workflows, BlackBerry 10 can help boost efficiency—and the bottom line—by making mobile computing tasks easier and faster to complete.

# THE SMALL BUSINESS OWNER: MAXIMIZING TIME AND BOOSTING PRODUCTIVITY

Best-in-class mobility solutions mean that small business owners can focus on their businesses, on the go.

Small business owners are always on the clock, working night and day to run their businesses efficiently and profitably. They're smart, adaptable, tech-savvy and on the lookout for the mobile solutions that will help them keep track of all aspects of their lives. So as on-the-go connectivity becomes even more critical to business success, they need a platform that helps them seamlessly manage their emails, organize their meetings and glide through an endless to-do list. They need the power of low-cost, easy-to-implement efficiency apps. And above all, they need to maintain security and control.

BlackBerry offers the mobile communication tools business owners need. It's the advanced productivity experience and secure solution users know and trust. With BlackBerry 10, small business owners can access key features and apps that work seamlessly together to keep moving with speed and ease, empowering them to do more, faster. Exchange ActiveSync® gets users up and running right out of the box, without the need for additional software, hardware or resources, minimizing administration and cost. Plus with Exchange ActiveSync, BlackBerry 10 enables users to connect to leading cloud offerings like Microsoft® Office 365. Microsoft Office 365 provides access to familiar Office applications, email, calendar and the most up-to-date documents, providing on-the-go connectivity that helps streamline processes and increase productivity.

## INTRODUCING THE NEW BLACKBERRY 10 PLATFORM

BlackBerry 10 Platform introduces a new, fluid and effortless experience that delivers ease and speed by removing productivity roadblocks. With barriers between applications gone, users can quickly, easily and effortlessly complete the task at hand, practically at the speed of thought.

1

### BLACKBERRY 10 UNDERSTANDS AND ADAPTS.

The BlackBerry 10 platform gets to know the user and what is important to them, so it can filter, prioritize, organize and predict.



2

### BLACKBERRY 10 SPREADS THE WORD ON THE GO.

Whether it's between people, communities or devices, BlackBerry 10 helps users get experiences, ideas and information out there in an instant.



3

### BLACKBERRY 10 PROTECTS WHAT'S IMPORTANT.

The BlackBerry 10 platform, in conjunction with BlackBerry Enterprise Service 10, employs government-grade security protocols. It's designed to respect private information and keep it in a safe, easy-to-reach place.





# KEY FEATURES THAT MATTER MOST TO BUSINESS: PRODUCTIVITY

## BlackBerry Flow

With BlackBerry Flow, the barriers that exist between applications are eliminated, so apps work together and share information with each other, creating an intuitive, flexible interface that boosts productivity and efficiency. Flow gives users greater control over their experience, through gestures and interactions that reflect how they interact with objects in the real world.

FLOW IN ACTION

At a business conference, you're exchanging a number of emails with colleagues who are also attending. You need to regroup for a lunch meeting before the next session starts. Launching the BlackBerry Calendar, you start to fill in the meeting details with a few quick taps on the keyboard. After typing the subject "Lunch Meeting," you begin to add colleagues—and the names of other colleagues you've been speaking with about the meeting are automatically suggested. You simply tap on the suggested names to add them to the invite, hit **Send** and you're done. As you head to your hotel room for a conference call with colleagues back in the office, you pull up the calendar and use People View to quickly scan the attendees. Tapping on a colleague's name brings up their related communications, and you see a social update that they just returned from a Napa vacation. Settling into the meeting, you snap back to the calendar, which has the email with the presentation you need and quickly open it up; off you go while the person on the other line is still fumbling through their in-box. As your colleague calls in and the presentation is about to get started, you greet her by saying, "Hi, Alex! How was Napa?"



*BlackBerry Flow eliminates the barriers that exist between applications.*

## Hub

BlackBerry Hub is designed to help users stay responsive and in control. It's a unified in-box for email, BlackBerry Messenger (BBM), social feeds and more, speeding up response time by allowing users to respond directly from BlackBerry Hub without signing into specific apps. BlackBerry Hub empowers users to:

- + Seize opportunities.
- + Better manage conversations as they unfold in real time, with tools to help sort, prioritize and action all conversations, from emails to social networks.
- + Stay on top of conversations with the "Peek" gesture, which lets users look in at conversations while on the go, from any app.

### HUB AND PEEK IN ACTION

You're on a video conference when your notification LED flashes to let you know you've got a message. Rather than interrupt the conference to check, you **Peek** back to your in-box. You can see what type of message it is, who it's from and the start of the subject line. All the while, the video conference carries on in the background uninterrupted. The message isn't that important, so you just let the in-box snap back into place. When a name you don't immediately recognize comes up on the call, you move into the **Hub** to search and pull up their contact card, social network updates and emails. When the LED flashes again, you **Peek** in and see you need to answer it immediately. So you go straight into your in-box to reply. Once you're done, you return to your conference with just a swipe.

## Peek

The Peek gesture allows users to peek into the message center from any application at any time, to see new messages. A simple gesture brings the in-box in from the left to display the latest messages. Move it all the way across to go to the in-box, or let it snap back if messages can wait.



*Stay close to what's important—keep everything that matters in one place. Simply peek into the BlackBerry Hub from any app with just a swipe, and flow effortlessly in and out of messages and conversations.*

## Calendar

The calendar has been designed to make meeting scheduling a breeze. It remembers the participants of previous meetings, subject lines and email addressees, so that when a new meeting is created, it suggests attendees based on those previous meetings. Relevant documents are easy to find from a tab in the event listing. Touching on a meeting participant accesses their latest social updates, company information and more. And when it's time for the meeting, join the conference call with a single click, with simplified conference call setup integrated into calendar appointments—so there's no more memorizing conference codes.



### CALENDAR IN ACTION

You're setting up an earnings conference call in the BlackBerry Calendar. After typing the subject and adding the first attendee, the names of the other people you may need are automatically suggested from emails you've already exchanged on the subject, ensuring vital personnel will be included. In a few taps, all your essential attendees have received an invite. Tapping on your next scheduled meeting that day lets you ensure that attendees for that meeting have received the PowerPoint® document you've sent. And tapping on meeting attendees' names lets you check out everyone's latest social network updates and messages so you can skip the small talk and get right down to business.

## BlackBerry Remember

BlackBerry Remember is the project app users need to stay organized and on top of their resources. With a tap, users can compile project photos, Web pages, emails and Web sites into workbooks for easy access. BlackBerry Remember for a particular interest or project lets users gather messages, images or lists in one place and tag them, to make finding important information fast. Plus, all tasks and actions can be synced with Evernote and Outlook® to-do lists.



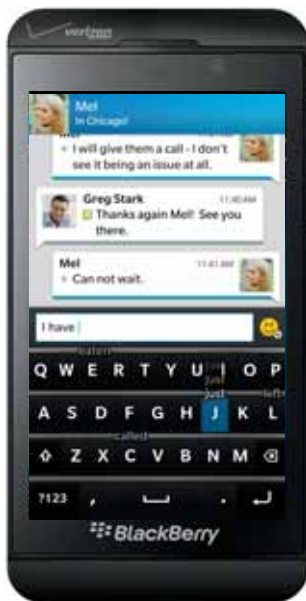
### BLACKBERRY REMEMBER IN ACTION

You're redesigning your store's merchandise display, using BlackBerry Remember to help you organize and manage all of the details, information and ideas you have. You receive quotes on the new shelving via email, which you add to a new Remember folder titled Shelving, then create a task to remind you to review them and decide on Monday. Later, while you're out, a display in another store catches your eye—so you snap a photo and add it to the Remember folder called Display Ideas. Tagging this new photo with the keywords "display," "merchandise" and "ideas" means it'll be easy to find with Universal Search when you meet with your contractor and store executives tomorrow. With the help of Remember, you can be confident your redesign and relaunch will come in on time and on budget.

*Stay organized and on top of resources.*

## BlackBerry Messenger

The BlackBerry Messenger customers know and love is now enhanced with new ways to share experiences as they happen. The new Screen Share feature on BBM enhances the sharing experience with the added ability to share photos, videos, the view from the camera, a browser page or a business document with a BBM contact. And the new BBM Groups allows group sharing of photos; the creation of group lists and group calendars; and live group chats. It's a new BBM experience for a new generation of BlackBerry smartphones.



### BBM IN ACTION

In a hotel room just an hour away from a sales meeting, you need to quickly review the presentation with a colleague back at the office. You check to make sure they're available with BBM chat, and then with a push of the button, share the screen with the PowerPoint presentation. Together, you review it slide by slide to ensure that all bases are covered and updates are made, all in real time.

## BBM Video

With just a tap, switch your BBM chat to a BBM Video conversation and meet face-to-face. Video conversations offer the same real-time sharing features as chat does, so you can share photos, browser pages, documents and more as you continue to chat. It's a new BBM experience for a new generation of BlackBerry smartphones.



### BBM VIDEO IN ACTION

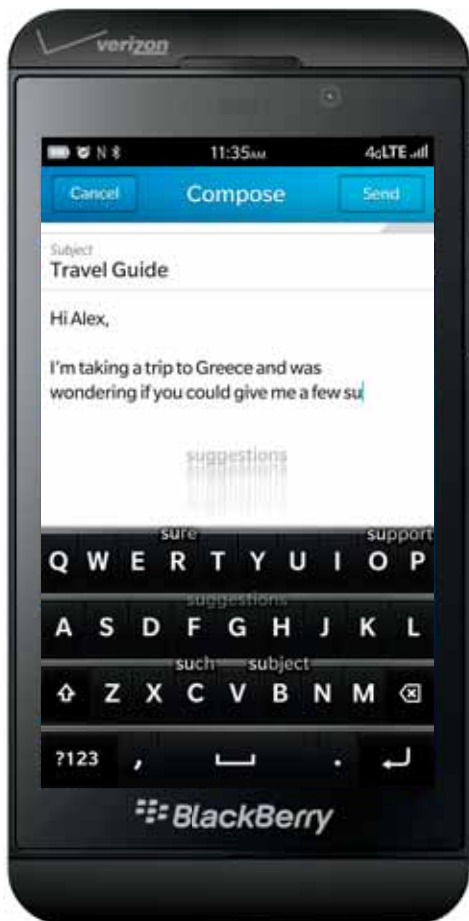
You and a colleague need to discuss a complex model you designed for a client, so you need the ability to meet face to face. By simply tapping the **Video Chat** button in BBM, you instantly turn your BBM chat into a live video chat. So that you can both review the vital information you need to make decisions, you tap the **Camera Share** button and your colleague now sees the view from your camera. While you continue to chat, you direct your camera at the items your teammate needs to see. This real-time collaboration allows you and your colleague to ensure things get done right the first time.

## Typing Experience

BlackBerry 10 offers an intuitive, fluid typing experience that speeds up communication and increases accuracy. It learns from past messages to understand how a user writes, and then accurately tailors next-word predictions. The keyboard will even suggest the next word before the another letter is typed—and then that word can be simply flicked onto the message. When a user adds multilanguage predictive text, they receive suggested words in the languages they've selected.

TYPING IN ACTION

As you tap the **H** key with your thumb, the word “**hey**” appears over the letter **E**, where your thumb and your eyes are already headed. Flick that word up onto the page, and the keyboard has already guessed your next word: “**how**” is now hovering above the **H**. With a series of subsequent flicks, you complete your sentence: “**was**” “**your**” “**day**” “**?**”. BlackBerry 10 knows you type differently in emails and BlackBerry Messenger—so it knows what words to suggest when you're messaging. All that's left for you to do is send.



## Contacts

Users can remember prior interactions and be better prepared for the next meeting with the BlackBerry 10 contacts experience. It aggregates information from social-media Web sites, prior and upcoming meetings and phone calls for each contact in the phonebook. And it pulls company information into the contact record based on the corporation those contacts are affiliated with, providing the in-depth information workers need to stay on top of business interactions.

## Updated Browser UI

The updated BlackBerry 10 browser interface lets users quickly access and share the best of the Web—safely and securely, with built-in personal information protection. Web pages load quickly, with all advanced elements supported. A press of the Share button enables sharing with any service—and BlackBerry 10 remembers preferred sharing methods.

BROWSER IN ACTION

You're reading an article on a Web page that you want to share. When you hit the **Share** button, you see a short menu of sharing options—and **Send as Email** is already highlighted because BlackBerry 10 knows that you usually share Web pages via email. With the link in the body of the email, you type in the name of the group you want to share to and quickly add a few comments. Once you send, you're returned back to the Web page. As you continue reading, you see a quote that you want to add to something you're working on, so you highlight the text and hit **Share** again, bringing up the menu. This time, you select **Send to BlackBerry Remember**, select your project and save. And then you're sent back to the Web page where you started—all without losing your place.

*BlackBerry 10 offers an intuitive, fluid typing experience that speeds up communication and increases accuracy.*

# BLACKBERRY WORLD AND BUILT-IN APPLICATIONS

## BlackBerry World

The new BlackBerry World™ lets users share and discover a world of music, movies, TV shows and more with the people they know and trust. They can share apps in person by tapping devices together (Near Field Communication, or NFC), and see which apps others are downloading.

## Built-in Business Applications

### Documents to Go

Documents to Go is Microsoft Office-compatible and comes standard, letting users work on documents anywhere. Users can create, view, edit and present Word, Excel® and PowerPoint documents, and view and annotate Adobe® PDFs.

### Print to Go

Print to Go lets users easily transfer documents from the office to the smartphone. Files are converted, encrypted and wirelessly pushed to the smartphone over Wi-Fi.

### BlackBerry and NFC Tags

Users can share content and information through BlackBerry Tag. It enables the BlackBerry smartphone to act like a contactless card, and facilitates the replacement of plastic cards for payment, ticketing, access control and loyalty. Plus, with NFC tags, users can invite a contact to BBM, exchange information and share files, videos, pictures and music.

### BlackBerry File Manager

Users have their office in the palms of their hands with BlackBerry File Manager, the app that lets them work with files and folders the way they're used to. Zip, unzip, copy, paste, move, rename, sort, search, share and manage files with ease.

### Built-in Mapping and Navigation

Now advanced mapping and turn-by-turn, voice-guided navigation is built in, so users are always where they need to be and when. Plus, easy location sharing makes it simple to notify contacts of arrivals and departures.



# SECURITY

BlackBerry 10 devices deliver secure mobile computing and are backed by FIPS 140-2 cryptography certification plus AES 256-bit encryption.



## Balance\*

What happens in Balance stays in Balance. BlackBerry Balance offers a seamless dual persona that provides a true separation of work and personal device use. It's like having two BlackBerry devices in one, keeping costs down for IT and ensuring that employees have the device they want to use. No client download is required and the user setup experience is easy; it's employee-owned device (EOD)-ready with built-in separation. Data is secured and protected at the platform and file level, making BlackBerry Balance an advanced perimeter technology.

The end-user experience is seamless and intuitive, designed with elegant flow and powerful control. With a simple tap and swipe, the user can select between the Personal and Work perimeter. Hybrid apps ensure the user

experience is made simple, while IT security and control are not compromised.

Balance Mode offers automatically enabled security features:

- + Separate work and personal email accounts
- + Creation of an encrypted Corporate File System (encrypted using 256-bit AES)
- + Creation of a Corporate Tab within the Navigator (for pushed corporate applications)
- + Creation of a Corporate Channel within BlackBerry World (for optional corporate applications)
- + Definition of a password (with password complexity) to gain access to the corporate file system, apps and data

\*Balance requires BlackBerry Enterprise Service 10.

## **BlackBerry World for Work\***

Applications drive value, and BlackBerry World for Work provides a simple, manageable and scalable tool for secure deployment of enterprise apps. In addition to the vast range of off-the-shelf business, productivity and collaboration apps available in BlackBerry World, businesses can mobilize and deploy their own business apps directly and easily with the open development platform, tools and APIs. Because enterprise apps are only deployable within the work perimeter, BlackBerry Balance protects against any data leaks, or any malicious attempts to access enterprise data or connectivity associated with enterprise apps. And administrators can automatically deliver updates to keep apps secure and upgraded.

## **Authentication**

BlackBerry Enterprise Service 10 gives administrators advanced and granular control over device authentication, with two options: passwords and certificates. Mandate a user password to access the Work perimeter, or require a password to gain access to the BlackBerry 10 device itself. Password policy can be enforced with rules like length, timeout before device lock, complexity and more, while all certificates are encrypted and protected within

the BlackBerry 10 KeyStore. And with the industry-standard Simple Certificate Enrollment Protocol (SCEP), BlackBerry 10 also makes it easy for an administrator to issue or renew certificates for authentication to corporate Wi-Fi, VPN, intranet and servers.

## **QNX MicroKernel**

The BlackBerry 10 platform, a hardened version of QNX, offers a number of major security benefits. Vulnerabilities are avoided right out of the gate with the platform's limited code base. And because less code means a fixed amount of resources, security verification and testing is more thorough and robust. Overall, the platform is designed for resiliency, with processes carefully supervised, minimized and isolated outside the kernel—meaning the highest level of security is always efficiently maintained.

## **S/MIME Support**

BlackBerry 10 offers the security of native, industry-standard, end-to-end encrypted and signed email. With the ease of seamless integration into the Unified Inbox, S/MIME support satisfies the security and productivity needs of both administrators and users.

\*BlackBerry World for Work requires Balance.



# EXCHANGE ACTIVESYNC

## BlackBerry 10 and Exchange ActiveSync

BlackBerry 10 empowers users to get up and running right out of the box with Exchange ActiveSync. Full wireless email and PIM sync, with ActiveSync security, are immediately available, without the need for additional software, hardware or resources. With Internet access, the user can simply configure their account by adding the email address and password from their BlackBerry 10 device. This provides full email and PIM connectivity with Microsoft Exchange ActiveSync configuration, security and encryption.

## Account Access

BlackBerry 10 devices come with full Exchange ActiveSync support. Users can instantly connect to onsite server systems or even those in the cloud simply and with minimum administration and cost. They just enter the appropriate user and server details in the setup menu to start receiving email and syncing calendar and contacts.

## Simple Device Management

BlackBerry 10 devices come with support for Exchange ActiveSync policies out of the box. Features include:

- + Direct push
- + Email, calendar, contacts, tasks sync
- + Remote wipe, cancel wipe and wipe confirmation
- + Multiple folders sync
- + Global Address List (GAL) lookup
- + SSL-encrypted transmission
- + Plus more, complying with Exchange ActiveSync 12.1

Security policies include:

- + Allow simple password.
- + Password expiration (days).
- + Encrypt storage card.
- + Enforce password history.
- + Require device encryption.
- + Minimum number of complex characters.
- + Include past email items (days).
- + Plus more, complying with Exchange ActiveSync 12.1.

## Safe Guard

Safe Guard was designed not just to be best-in-class security and encryption, but as a revolution in personal information security and safety. BlackBerry 10 is designed to protect what's important—a key differentiator not only in how the platform has been built, but in how BlackBerry elects to conduct business.

BlackBerry 10 protects the things that users value most, eliminating security worries.

- + BlackBerry ID enables simple, secure login and password for all BlackBerry services and settings.
- + BlackBerry Protect means that if a phone ever gets lost it can be located, locked and wiped from any computer, anywhere in the world.
- + BlackBerry Link allows quick syncing of music, videos and content with the music library.

## S/MIME Keys, Certificates and Encryption Algorithms



..... Inbound compressed and encrypted through Microsoft Exchange: No BlackBerry compression or encryption since BlackBerry Enterprise Service 10 is not required.

# BLACKBERRY ENTERPRISE SERVICE 10

## BlackBerry Enterprise Service 10 Overview

BlackBerry Enterprise Service 10 is the evolution of BlackBerry Enterprise Server, providing easy and powerful MDM for BlackBerry, iOS and Android devices with a single admin console. BlackBerry Enterprise Service 10 makes life easier for administrators, with activation, policy setting, monitoring, management and troubleshooting controlled through a user-friendly admin console. BlackBerry Enterprise Service 10 includes:

- + Enterprise-level management and security
- + Other iOS and Android enhancements, including:
  - Secure enterprise access (gatekeeping)
  - Highly available, highly scalable, unified cross-platform application deployment
  - User self-service portal
  - Reduced installation time
- + Proven BlackBerry end-to-end 256-bit encryption and a secure behind-the-firewall path for all work applications, browsing, email and PIM
- + Secure connectivity to back-end services and corporate applications without the requirement and associated expenses of separate VPN service, through secure, end-to-end encryption, and with only one outbound initiated connection through the firewall

## Security Model

### BlackBerry Infrastructure

- + Secure connectivity to back-end services and corporate applications without the requirements and associated costs of separate VPN service
- + Security that does not require deployment into a DMZ, requiring less security infrastructure and incurring less risk
- + Rich mobile access to cloud services, corporate applications, systems and data
- + Secure end-to-end encryption and only one outbound initiated connection through the firewall
- + FIPS 140-2 validated, government and enterprise trusted

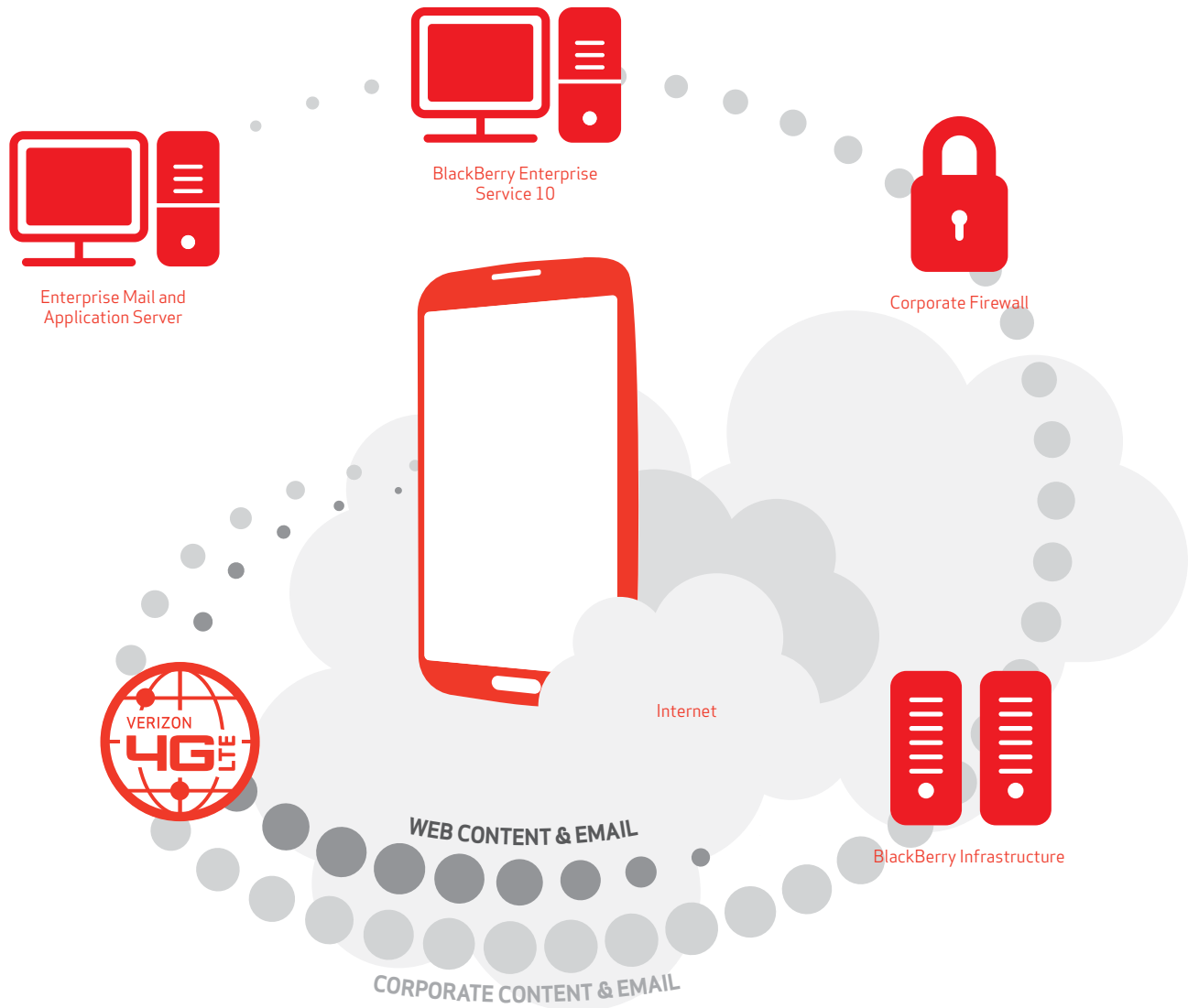
## Profile Management

- + BlackBerry 10 devices:
  - Profiles are pushed to the devices during initial activation or when applied to a user account or group.
  - Create a Wi-Fi and VPN profile to specify how BlackBerry users connect to an organization's network.
  - The Network Access Control for Work Applications IT policy rule means administrators can control how and whether personal applications can access the corporate network.
- + Android and iOS devices:
  - Profiles are pushed to the devices during initial activation or when applied to a user account or group.
  - Simple Certificate Enrollment Protocol (SCEP), Certification Authority (CA) and Shared Certificate profiles allow for automatic certificate delivery to activated devices.
  - Wi-Fi and VPN profiles can specify how BlackBerry, Android and iOS users connect to an organization's network.
  - Microsoft Exchange ActiveSync profiles can be created to automate Exchange ActiveSync registration on a user's device.
  - Compliance profiles help enforce corporate requirements for applications via a notification to users, through limitations on users' access to corporate resources and applications or by deleting data from the device.

## Balance Enrollment Process and User Setup

BlackBerry Balance provides unrestricted personal use without impacting corporate security, and a seamless end-user experience for employee-owned devices. Balance is created automatically during initial activation with BlackBerry Enterprise Service 10 to establish a secure work perimeter for business data and applications.

## Balance Data Flow



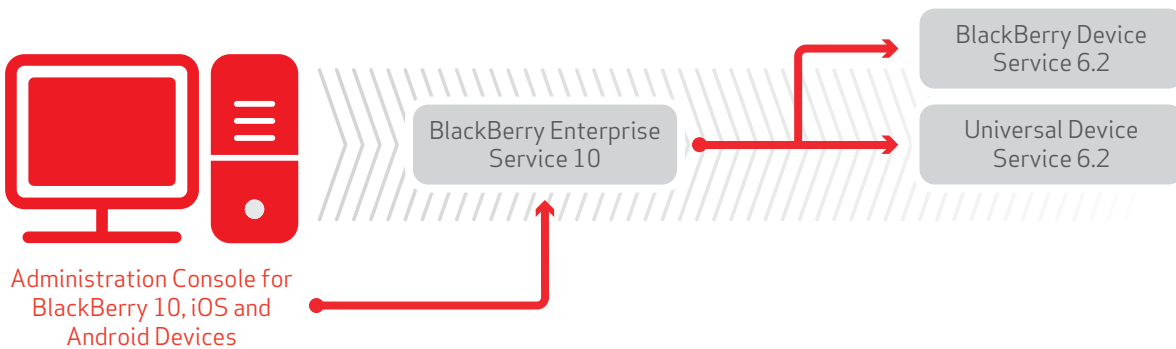
## Application Management and Delivery

- + Publish BlackBerry World applications directly to the BlackBerry World for Work catalog without acquiring application files.
- + BlackBerry World apps are managed via software configurations just like other internal applications.
- + BlackBerry World apps can be easily added to BlackBerry Device Service (BDS) using the BlackBerry World Portal.
- + The enterprise application catalog is accessible from the Work portion of Balance only.
- + Provides end-user access to optional applications configured by BlackBerry Enterprise Service administrator.
- + Once installed, applications will appear in the Work space and will be available in My World for application management.
- + BlackBerry World for Work can be branded by the admin via BlackBerry Enterprise Service 10.

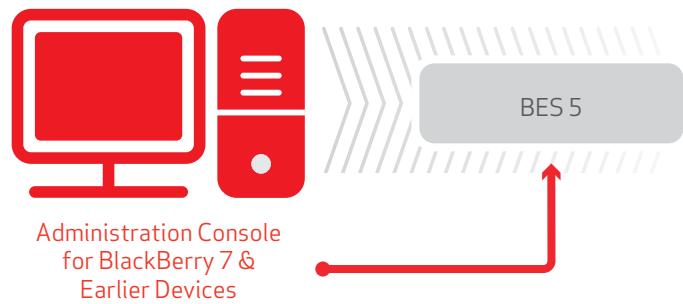
## Integration

BlackBerry Enterprise Service 10 represents both an evolution and consolidation of BlackBerry's enterprise mobility management (EMM) offer to make things simple, flexible and scalable for organizations. Choose a unified management solution to administer every device, or deploy BlackBerry Enterprise Service 10 without upgrading the existing BlackBerry Enterprise Server environment.

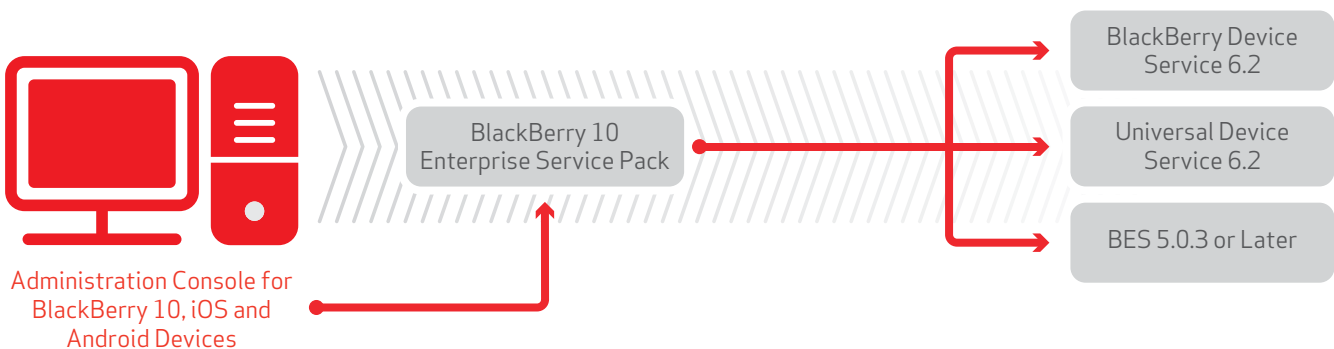
### BlackBerry Enterprise Service 10 Separate Management



You can integrate new BlackBerry 10 devices into your current environment without having to upgrade your existing BlackBerry Enterprise Server environment, allowing you to manage both BlackBerry 10 and BlackBerry 7 devices from separate consoles.



### BlackBerry Enterprise Service 10 Unified Management



BlackBerry Enterprise Service 10 is designed to integrate with your existing BlackBerry Enterprise Server deployment, allowing you to seamlessly manage not only your existing BlackBerry smartphones, but also upcoming BlackBerry 10 devices, as well as iOS and Android smartphones and tablets, from a single console.

## Ready, Set, Launch: Migration to BlackBerry 10

Migration to a new multiplatform EMM solution should be flexible, intuitive and seamless. That's why BlackBerry 10 migration allows BlackBerry customers to leverage existing investments, as they transform their environment to harness the power of BlackBerry 10 and BlackBerry Enterprise Service 10.



## BlackBerry Enterprise Service 10 Migration Overview

STARTING POINT	AVAILABLE END-STATE OPTIONS	REQUIREMENTS (JANUARY 2013)	WHY THIS PATH?
BES 5.0.2 or earlier	<ul style="list-style-type: none"> <li>+ Deploy BlackBerry 10</li> <li>+ Separate management                             <ul style="list-style-type: none"> <li>- One administration portal for BlackBerry OS</li> <li>- One administration portal for BlackBerry 10</li> </ul> </li> </ul>	<ol style="list-style-type: none"> <li>1. INSTALL BES 10.0 (Key component BDS 6.2)</li> </ol>	→ Avoid upgrade time of 5.0.2
	<ul style="list-style-type: none"> <li>+ Deploy BlackBerry 10</li> <li>+ Unified management                             <ul style="list-style-type: none"> <li>- Single administration portal</li> </ul> </li> </ul>	<ol style="list-style-type: none"> <li>1. UPGRADE BES 5.0.2 &amp; earlier to BES 5.0.4</li> <li>2. INSTALL BES 10.0 (Key component BDS 6.2)</li> </ol>	<ul style="list-style-type: none"> <li>→ Single console for all administration</li> <li>→ Dual-console scenario available</li> </ul>
BES 5.0.3 or later	<ul style="list-style-type: none"> <li>+ Deploy BlackBerry 10</li> <li>+ Separate management                             <ul style="list-style-type: none"> <li>- One administration portal for BlackBerry OS</li> <li>- One administration portal for BlackBerry 10</li> </ul> </li> </ul>	<ol style="list-style-type: none"> <li>1. INSTALL BES 10.0 (Key component BDS 6.2)</li> </ol>	→ Not recommended
	<ul style="list-style-type: none"> <li>+ Deploy BlackBerry 10</li> <li>+ Unified management                             <ul style="list-style-type: none"> <li>- Single administration portal</li> </ul> </li> </ul>	<ol style="list-style-type: none"> <li>1. INSTALL BES 10.0 (Key component BDS 6.2)</li> </ol>	<ul style="list-style-type: none"> <li>→ Single console for all administration</li> <li>→ Dual-console scenario available</li> </ul>
BES 5.0.3 with fusion	<ul style="list-style-type: none"> <li>+ Deploy BlackBerry 10</li> <li>+ Unified management                             <ul style="list-style-type: none"> <li>- Single administration portal</li> </ul> </li> </ul>	<ol style="list-style-type: none"> <li>1. UPGRADE BES 10.0 (Key component BDS 6.2)</li> </ol>	→ Simple upgrade path

# SUPPORT

Three distinct levels of support are available globally to provide a wide range of choices that align to the level of expertise, assistance and resolution time a business requires. One support contract covers the entire mobile environment, from server to device. And all levels provide easy, 24/7 access to support for the entire BlackBerry environment.

## Choose the Right Level of Support.

### Basic Support

When a quick response to support problems is important.

- + Technical issues can be called in by telephone, or submitted through the BlackBerry Expert Support Center, with a four-hour anticipated response time when submitted electronically.
- + BlackBerry Technical Support Services experts and self-service tools increase efficiency by helping to troubleshoot and resolve common problems.

### Advantage Support

An increased level of support for the BlackBerry environment, with all of the benefits of Basic Support, plus more.

- + Ninety-second anticipated response time for issues submitted by telephone and a two-hour anticipated response time for issues submitted electronically.
- + Access to full version software upgrades at no additional charge.
- + Training and certification discounts help businesses better manage the advanced features and capabilities of their BlackBerry solutions.

### Premium Support

When BlackBerry is mission critical, partner with the experts to support deployment and mobility management goals.

- + Includes a dedicated Support Account Manager (SAM) as an advisor who proactively provides notification of upcoming software releases, information or known issues that may be of interest.
- + Telephone access to the Direct Advanced Response Team (DART), BlackBerry's most experienced support team that helps resolve technical support issues.
- + Preventive services, such as Change Management and Planning Services, Health Check Services and customized onsite BlackBerry Training sessions are all included to help head off issues before they arise.

For complete details, please visit <http://us.blackberry.com/support/programs/technical/enterprise/overview.html>

### BlackBerry Technical Support Service Solution Chooser

The BlackBerry Technical Support Service Solution Chooser helps customers select the right support level. <http://ca.blackberry.com/support/programs/technical/solution-selector.html>

*To learn more about BlackBerry 10 and BlackBerry Enterprise Service 10, contact your Verizon Wireless business specialist, or visit us at [verizonwireless.com/contactrep](http://verizonwireless.com/contactrep)*