

BlackBerry Connect



The Challenge



Decision-making speed can be the difference between winning and losing a deal, executing a trade at a profit or loss, and delighting or infuriating a customer. Competitors' instant messaging apps for business were designed for the desktop, and where mobile clients do exist, the messages are unencrypted and vulnerable to potential data loss. Enterprises need a secure solution that enables employees to communicate in real-time.

The Solution

Provide Secure Instant Messaging and File Share

BlackBerry® Connect provides an easy to use, secure instant messaging app for iOS and Android platforms that fully interoperates with desktop clients while maintaining the highest levels of security. It integrates with your existing Enterprise Instant Messaging (EIM) investments such as Microsoft Lync, Skype for Business, IBM Sametime and Cisco Jabber to extend secure instant communication to mobile devices.

With BlackBerry Connect you can easily communicate in real-time just like on the desktop:

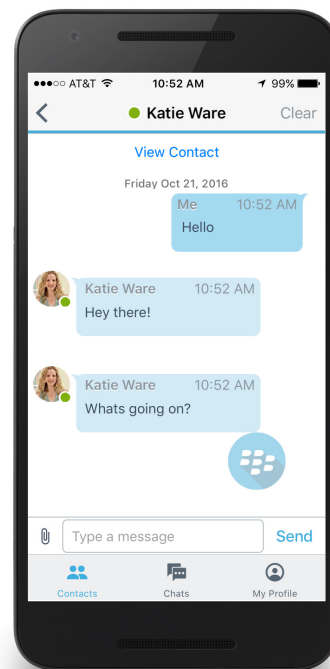
- Set presence status, track your colleagues' availability and initiate or receive an instant message or file
- Manage contact lists and groups and find co-workers via Global Address List (GAL) look-up
- Receive alerts for new instant messages
- Initiate a phone call to contacts to escalate key issues.

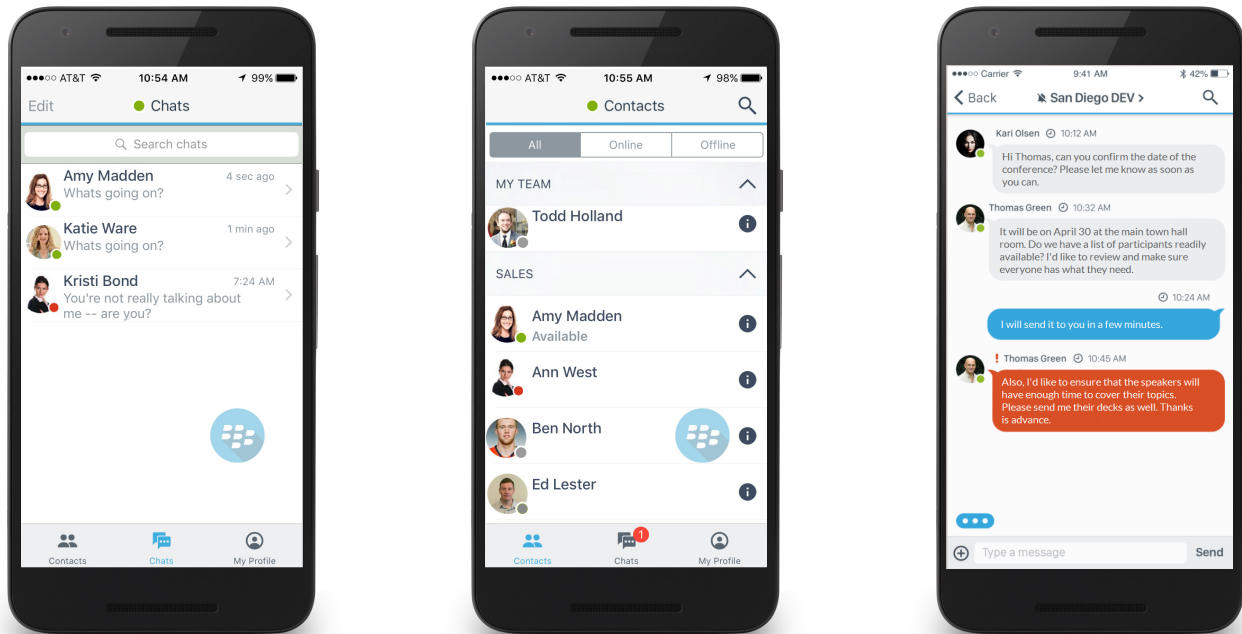
Improve Time to Decision and Collaboration

BlackBerry Connect goes beyond just instant messaging to enable users to be fully productive on the go. With its extensive capabilities and tight integration with other collaboration tools built on BlackBerry Dynamics, it enables users to complete business workflows in real-time from common mobile devices.

With BlackBerry Connect, users can:

- Share, open, and edit files directly within the app and send back to colleagues via IM for faster collaboration
- Access email, calendar, contacts, browser and more during a chat from the integrated BlackBerry Dynamics Launcher
- Collaborate with teams via intuitive group chat capabilities, and save time relaying messages to different individuals
- View and manage instant message history, even in offline mode





Provide Unparalleled Security

Many enterprise instant messaging apps are unencrypted and vulnerable to potential data loss. BlackBerry Connect is part of BlackBerry Secure, a comprehensive endpoint-to-endpoint approach to security. Built on BlackBerry Dynamics, the best-in-class mobile container, BlackBerry Connect eliminates the threat of data leakage and provides an additional layer of defense against malware infected applications. With BlackBerry Connect you can effectively embrace BYOD programs without compromising corporate security or employee privacy.

BlackBerry Connect ensures that valuable data being relayed across instant messaging stays within the organization by:

- Protecting data both in transit and at rest with FIPS-certified AES encryption libraries
- Routing instant messages safely from behind the firewall to mobile devices, without compromising your business information or network.
- Safeguarding corporate contact and message data using application policies such as password requirements, remote lock and wipe, and disabling of copy/cut/paste.

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.

