



*Robust software that allows organizations to mobilize enterprise applications to workers that do not have or do not require wireless email.*

# BlackBerry Enterprise Server for MDS Applications

*Mobilize Your Enterprise Applications And Back-end Systems Independent of Email*

## Mobilize Your Enterprise



# BlackBerry Enterprise Server for MDS Applications is robust software that allows your organization to mobilize enterprise applications to workers that do not have email accounts or do not require wireless email.

Wireless access to communications and information is a business necessity for mobile workers throughout your organization—though not everyone requires wireless access to email. Some of your workers require mobile access to applications only. BlackBerry® Enterprise Server for MDS Applications allows you to deploy wireless applications without deploying wireless email.\*

## More Flexible Deployments

With BlackBerry Enterprise Server for MDS Applications, you can make the most efficient and effective use of your resources by choosing to deploy only the wireless applications that are most relevant to your mobile employees.

BlackBerry Enterprise Server for MDS Applications also allows you to provide business partners and customers with mobile access to your extranet or ASP applications by deploying BlackBerry smartphones that are not tied into your corporate email services.

## Increased Scalability and Enhanced Manageability

BlackBerry Enterprise Server for MDS Applications focuses on delivering rich, business critical application content to users, eliminating competition for finite bandwidth in your BlackBerry Infrastructure. Separating application-specific traffic from your core BlackBerry user traffic enhances scalability and manageability across all of your infrastructure.

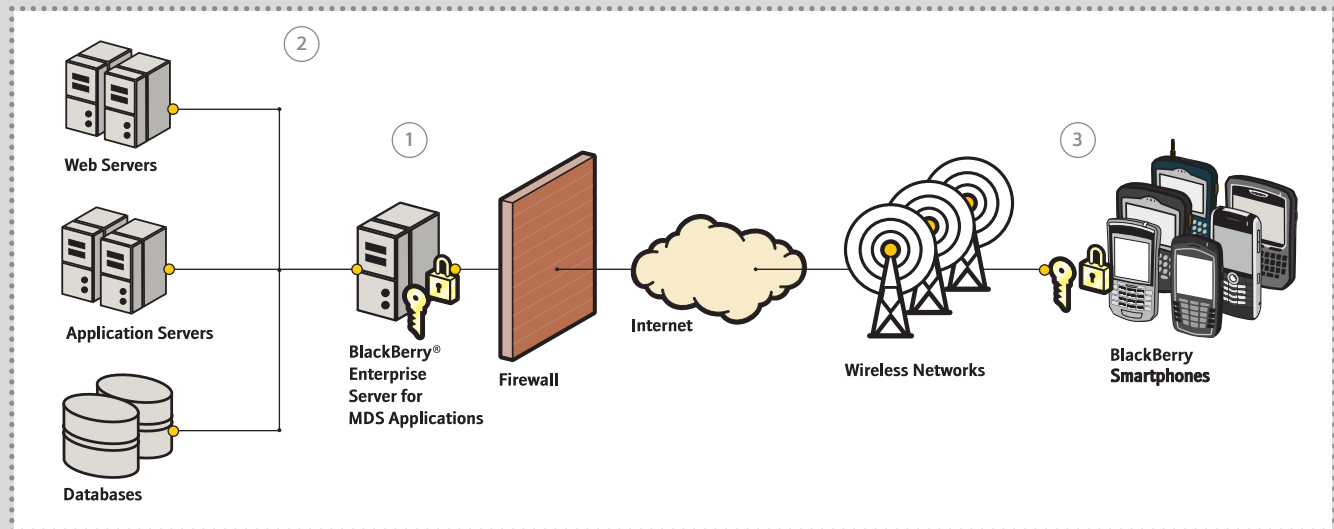
## Reduce Costs

In some cases, BlackBerry Enterprise Server for MDS Applications makes purchasing incremental licenses unnecessary for users whose job functions do not require email. Now you can save money by providing those users with access to BlackBerry® MDS Applications without having to acquire additional email licenses.

## How It Works

# BlackBerry Enterprise Server for MDS Applications Architecture

BlackBerry Enterprise Server for MDS Applications acts as the centralized link between wireless BlackBerry smartphones, wireless networks and enterprise applications, such as customer relationship management (CRM), sales force automation (SFA), field service automation (FSA) and business intelligence systems. All data between applications and BlackBerry smartphones flows centrally through the server, which also provides advanced security features and offers administrative tools that simplify management and centralize control.



**1. BlackBerry Enterprise Server for MDS Applications** is robust software that acts as a gateway for application data and as the administrative control point behind the corporate firewall. It leverages the strengths of the BlackBerry platform—including the same independently accredited security model as BlackBerry Enterprise Server—to provide the following:

- a. Wireless transport and data synchronization
- b. IT policies that enable IT departments to control security, manageability and what applications users access
- c. Advanced security features, including end-to-end data encryption and outbound initiated connections
- d. Push services that enable you to proactively send data to users and increase the usability of your enterprise applications by providing real-time data
- e. Centralized management and administration consoles for managing all aspects of the BlackBerry Enterprise Server for MDS Applications including server components, users and application settings
- f. Over-the-air application deployments that do not require users to tether to a desktop

**2. Web servers, application servers or databases.** Using standard protocols, BlackBerry Enterprise Server for MDS Applications provides mobile access to web servers, application servers or databases. Your users can access virtually any type of enterprise application from their BlackBerry smartphones, including CRM, SFA, ERP, business intelligence and more.

**3. BlackBerry smartphones** are integrated wireless voice and data devices that are optimized to work with the BlackBerry Enterprise Server for MDS Applications. BlackBerry smartphones are designed to work globally, including Australia, Asia-Pacific, Europe, North America and South America on a variety of different network technologies including CDMA, EvDO, iDEN™, GSM™, GPRS, EDGE and UMTS.



## For More Information

Obtain additional information about BlackBerry Enterprise Server for MDS Applications, including technical resources that will help with your decision-making process, by visiting: [www.blackberry.com/go/serverformds](http://www.blackberry.com/go/serverformds)

## Purchase BlackBerry Enterprise Server for MDS Applications

Find out how to purchase BlackBerry Enterprise Server for MDS Applications:

By telephone: 1-877-255-2377

Online: [www.blackberry.com/go/purchase](http://www.blackberry.com/go/purchase)

Or by contacting your wireless service provider

### Supporting the Hosted Applications Business Model

With BlackBerry Enterprise Server for MDS Applications, hosted application providers now have an opportunity to support mobile users without having to host an email environment for those users as well. If you are a hosted application provider and want more information, please visit: [www.blackberry.com/go/hostedapplications](http://www.blackberry.com/go/hostedapplications)

\* Certain features outlined in this document require a minimum version of BlackBerry Enterprise Server Software, BlackBerry Desktop Software and/or BlackBerry device software and may require additional development or third party products and/or services for access to corporate applications and use of certain models of BlackBerry devices. Prior to subscribing to or implementing any third party products and services, it is your responsibility to ensure that the airtime 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 or 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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