

BlackBerry Enterprise Server

BlackBerry Enterprise Solution



The leading wireless solution for connecting mobile users to the customers, colleagues and information that drive business. Mobilize your email, enterprise applications and voice communication systems.

 **BlackBerry**



The BlackBerry Enterprise Solution is the leading wireless platform for connecting mobile professionals to customers, colleagues and information.

Wireless access to communications and information is no longer a luxury reserved for top executives – it is a business necessity for mobile workers and corridor warriors throughout your organization. The BlackBerry® Enterprise Solution helps boost business performance by increasing overall productivity and allowing workers to make timely decisions based on the most accurate information available.

The BlackBerry Enterprise Solution allows mobile users to access communications and information wirelessly, including:*

Messaging and Collaboration Tools – Proven BlackBerry® technology makes it easy for mobile workers to stay connected with colleagues and information:

- Email – Wirelessly extends existing enterprise email using automatic BlackBerry push delivery.
- Instant Messaging – Increase communication and collaboration with mobile access to enterprise Instant Messaging systems.
- Personal Information Management – Complete wireless synchronization of calendar, address book, tasks and notes keeps mobile workers up-to-date.

Access Desktop Features – Gives mobile users improved remote control of desktop features through BlackBerry smartphones, including:

- Network drives – access using remote file explorer and view and attach files to emails.
- Email – Flag important email messages and add, rename, delete or move email folders.
- Attachments – Download and edit email attachments.
- Calendar – Mobile users can pull meetings together while on the go by being able to see their colleagues' calendars and by having the ability to forward appointments.
- Browser – Mobile access to the web.

Enterprise Data – Wirelessly enables applications, intranets, data stores and back-end systems including customer relationship management, sales force automation, field service automation, network and systems management, business intelligence and more.

Enterprise Voice – Help ensure mobile professionals never miss a call by extending office desk phone functionality to BlackBerry smartphones while enabling telecom administration for mobile calls. With advanced phone functionality and visual menus, BlackBerry smartphone users can now use productivity enhancing features, including:

- One phone number, one voicemail – A single business phone number rings up to four wireless devices simultaneously or sequentially. All unanswered calls go to a single corporate voice mail box, simplifying message management.
- Consistent caller identity – Mobile users can make enterprise voice calls with the same identity as their corporate desk phones using their BlackBerry smartphones.

The BlackBerry Enterprise Solution is a flexible, IT friendly solution with advanced security features that allow mobile users to access enterprise email voice systems and business critical applications wirelessly.



Key elements of the BlackBerry Enterprise Solution are:

The BlackBerry® Enterprise Server is enterprise-class server software that acts as the centralized link between BlackBerry smartphones, enterprise applications, PBX environments through the use of BlackBerry® Mobile Voice System (BlackBerry MVS), and wireless networks. BlackBerry Enterprise Server works seamlessly with enterprise messaging and collaboration systems to provide secure access to email, calendar, voice, instant messaging, browser, enterprise applications, and personal information management tools. It also provides advanced security features and access to administrative tools that simplify management and centralize control of the BlackBerry Enterprise Solution. All data between applications and BlackBerry smartphones flows through the BlackBerry Enterprise Server, which has achieved more independent security accreditations than any other product in the wireless market.

BlackBerry smartphones are integrated wireless voice and data devices that are optimized to work with the BlackBerry Enterprise Solution. They provide push-based access to email and data from enterprise applications and systems in addition to web, MMS, SMS and organizer applications. BlackBerry smartphones feature large, bright color screens, an easy to use navigation trackball and menu interface, QWERTY and touch screen keyboard layouts and a host of top of the line features, including Bluetooth® support and excellent battery life. BlackBerry enabled devices from leading manufacturers include BlackBerry® Connect™ software that allows them to connect to the BlackBerry Enterprise Server.

BlackBerry Application Platform

Developing new BlackBerry smartphone applications is seamless and easy with the BlackBerry solution's flexible, easy-to-use development environments, designed for developers of all skill levels. Leveraging some of the most widely used technologies and development methodologies, applications can be developed using a variety of methods and development tools, including Java, web or a mix of both, with a variety of environments supported. The BlackBerry Application Platform conforms to industry standards, and augments these standards by providing more

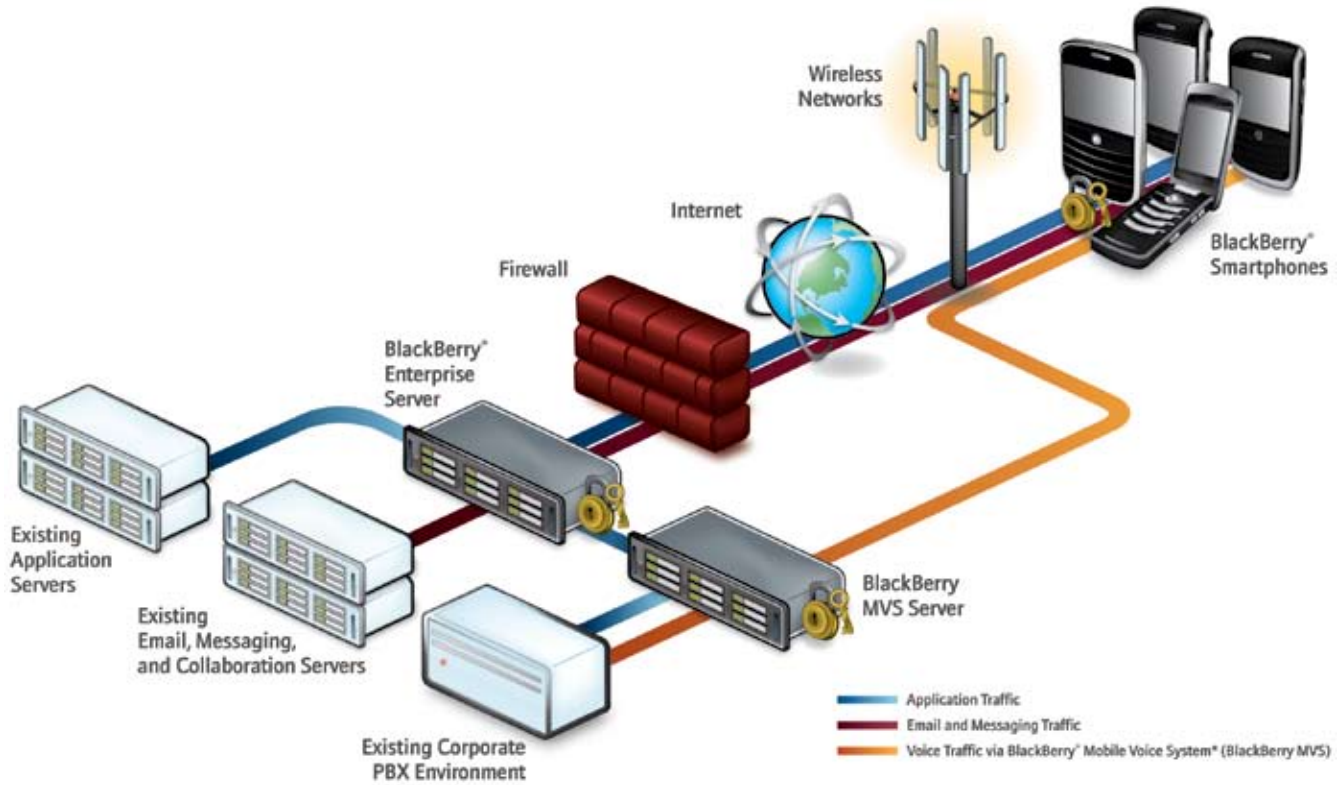
functionality and capabilities. Introduction of cameras, GPS functionality and widespread adoption of Bluetooth technology to BlackBerry smartphones is opening the door to more dynamic applications than ever before. The development environments leverage the BlackBerry Solution's internationally certified enhanced security features, seamless wireless connectivity and enhanced manageability, creating a comfortable work environment for developing innovative applications.

BlackBerry Mobile Voice System (BlackBerry MVS) converges office desk phones and BlackBerry smartphones, unifying fixed and mobile voice communications so users can be reached at a single business phone number and access enterprise voice features whether they're at their desks or on the go. BlackBerry MVS offers advanced security features and system management functionality, such as enabling administrators to route mobile calls through the PBX, automatically authenticating BlackBerry smartphone users to the PBX and logging or recording BlackBerry smartphones calls for regulatory compliance.

BlackBerry Solution Services helps customers maximize the capabilities of the BlackBerry solution and achieve strategic business goals through mobility. BlackBerry® Solution Services – BlackBerry® Professional Services, BlackBerry® Technical Support Services, BlackBerry® Training and BlackBerry® Certification Program – are essential services designed to help you extract more value from the BlackBerry Enterprise Solution. Together they form a complete and integrated offering that protects and optimizes your BlackBerry solution investment and the resulting productivity. By leveraging a collaborative and results oriented approach, our enterprise-class services are designed to help you throughout every stage of your BlackBerry deployment lifecycle. This encompasses pre-deployment planning and analysis, installation support, on-going technical support and software maintenance, administrator and end-user training, plus extensibility planning and support as you deploy more BlackBerry smartphones, utilize more advanced features and mobilize business critical applications in addition to email.

Visit www.blackberry.com/go/solutionservices for more information.

BlackBerry Enterprise Solution Architecture



* Applicable to BlackBerry MVS for Cisco Unified Communications Manager. BlackBerry MVS requires a media gateway, where voice traffic routes through the BlackBerry MVS server during every inbound and outbound BlackBerry MVS call.

Integration with application servers and databases using standards-based methodologies so organizations can leverage existing investment in technologies such as:

- Microsoft® SQL Server® and MSDE 2000
- XML Web Services
- And more.

Integration with messaging and collaboration servers for email, personal information management (PIM) data and enterprise Instant Messaging, including:

- IBM® Lotus® Domino®, IBM® Lotus® Sametime® and IBM Lotus Connections
- Microsoft® Exchange and Microsoft® Office Communications Server™
- Novell® GroupWise® and Novell GroupWise Messenger

Support for global carrier networks is based on the following standard network technologies:

- cdmaOne®, CDMA2000® 1X and Ev-DO
- GSM™/GPRS and EDGE
- HSDPA
- iDEN™
- UMTS
- 802.11a/b/g Wi-Fi®.



The Clear Choice for the Enterprise

Top Reasons to Deploy the BlackBerry Enterprise Solution:

Flexible Wireless Solution

- **Comprehensive** – Manage multiple wireless network technologies, devices, messaging servers and enterprise systems with a single BlackBerry Enterprise Server.
- **Versatile** – Supports leading enterprise email platforms, back-end systems and applications from a wide range of vendors. Select the wireless devices that best suit your needs from award-winning BlackBerry smartphones to a wide variety of BlackBerry enabled devices from leading manufacturers.
- **Leverages existing investments** – Standards-based protocols and development tools help ensure that practically any existing enterprise application, infrastructure or system can be wirelessly enabled without being rebuilt or replaced.
- **The standard for end-to-end compatibility and functionality** – Help eliminate compatibility issues and support concerns when you choose the BlackBerry Enterprise Solution. It is the most cohesive, wireless platform available.

Offers Peace of Mind

- **High availability** – provides built-in high availability architecture which enables fast recovery from unplanned downtime, providing organizations with added confidence in their wireless infrastructure.
- **Enhanced monitoring capabilities** – keep BlackBerry smartphones operating at an optimized level and downtime to a minimum by assessing the health of the BlackBerry Enterprise Solution, using the BlackBerry Administration Service.

Advanced Security Features

- **End-to-end AES or Triple DES** encryption** – FIPS 140-2 validated encryption technology helps ensure the confidentiality and integrity of wirelessly transmitted information from behind the firewall to wireless devices in the field.
- **Supports more than 450 over the air wireless IT policies and commands** – Impose device lock-down, wipe data from lost or stolen devices and define and wirelessly enforce security settings such as Bluetooth lockout and required/disallowed applications on BlackBerry smartphones.
- **Optional S/MIME[†], IBM Lotus Domino encrypted mail and PGP support** – Wirelessly sign and encrypt messages between senders and recipients, providing writer to reader security functionality, plus support for S/MIME and PGP encrypted email attachments.
- **Available BlackBerry® Smart Card Reader** – Create a secure, two factor authenticated environment for granting access to BlackBerry smartphones and PKI applications.
- **Independent Security Certifications** – The BlackBerry Enterprise Solution has received more security accreditations globally than any other wireless solution, including CESG approval. It is the first mobile solution to receive Common Criteria certification and FIPS 140-2 validation of its cryptography.

Lowest Total Cost of Ownership (TCO)

- **Ready for the enterprise** – Enterprise-grade security and management capabilities come included with the BlackBerry Enterprise Solution – no add-on purchases are needed.
- **Efficient use of bandwidth** – Data compression and transcoding reduce the amount of data transmitted over wireless networks resulting in lower cost for organizations.
- **Effective use of resources** – Best in class manageability of the BlackBerry Enterprise Solution translates into less overhead costs spent on time and resources.

Easy to Deploy, Easy to Manage

- **Centralized, web-based administrative console** – The BlackBerry Administration Service provides the most complete and efficient way to manage the BlackBerry Enterprise Solution.
- **Role and group-based administration capabilities** – Administrators can assign BlackBerry smartphone functionality according to employees roles within the company. Features can be enabled for individual users or for groups of users at a time, offering efficient and flexible management of BlackBerry smartphones.
- **Wireless application deployments** – Provides fast, cost-effective method for remotely supporting users and managing application lifecycles.
- **Track key device statistics** – Easily review and monitor third party applications, IT policies, device models, PINs, software versions and serial numbers.
- **Improved application management** – Maximize uptime by scheduling maintenance tasks around peak business hours to avoid interference with day-to-day business continuity.

Market Leader

- **Millions of users** – Trust the leading wireless platform for the enterprise used by millions of users worldwide.
- **Global availability** – Access communications and information virtually anywhere with availability and support on hundreds of networks in hundreds of countries.
- **Extensive ISV network** – Get the most from your BlackBerry Enterprise Solution with help from a growing community of BlackBerry Alliance Members that offer many unique solutions and services.



For More Information

Obtain additional information on how the BlackBerry Enterprise Solution can empower your mobile professionals and provide competitive advantages for your organization:

Web: www.blackberry.com/go/solution

Email: tech-inquiry@blackberry.com

To find out more about third-party solutions, visit www.blackberrysolutionscatalog.com

To Purchase

You can purchase the BlackBerry Enterprise Solution by:

Telephone: 1-800-327-9085

Online: www.blackberry.com/go/purchase

or by contacting your wireless service provider or your BlackBerry Technology Reseller



*Check with service provider for availability, roaming arrangements, service plans and features. 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. When you subscribe for, acquire, or use third party products and services with RIM products or services you accept that: 1. It is your sole responsibility to (a) ensure that your airtime service provider will support all of their features; (b) identify and acquire all required intellectual property and other licences prior to installation or use and to comply with the terms of such licences; 2. RIM provides such products and services on an "AS IS" basis with no express or implied conditions, endorsements, guarantees, representations or warranties of any kind, and assumes no liability whatsoever with respect to them.

**Available for BlackBerry Enterprise Server for Microsoft Exchange and BlackBerry Enterprise Server for IBM Lotus Domino.

*** Applicable to BlackBerry MVS for Cisco® Unified Communications Manager; BlackBerry MVS requires a media gateway, where voice traffic routes through the BlackBerry MVS server during every inbound and outbound BlackBerry MVS call.

†Support for S/MIME available for BlackBerry Enterprise Server for Microsoft Exchange only and BlackBerry Enterprise Server for IBM Lotus Domino. ‡Features and functionality of BlackBerry® Connect™ may vary from device to device.

§Requires BlackBerry Device Software v4.5 and supports Microsoft Word and Microsoft PowerPoint.

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