

# Ready

to enjoy an optimized mobile experience?

## Program Description



Proactive BlackBerry Services

 **BlackBerry**  
Professional Services

# Ready



## Proactive BlackBerry Services

Your mobile infrastructure has expanded beyond the executive suite and is quickly becoming mission-critical. Proactive BlackBerry® Services help you anticipate those increasing demands. Delivered by a dedicated BlackBerry® Professional Services consultant, these bundled suites of services are designed for the unique phase of your BlackBerry® Enterprise Solution implementation. They proactively identify and address needs to help your users receive a sound mobile experience. Proactive BlackBerry Services prepares you to be ready for the future.

## for peace of mind

Over the course of one year, your business will leverage the expertise of a dedicated Proactive BlackBerry Services consultant to optimize your BlackBerry Enterprise Solution implementation for a more secure, reliable, and scalable IT infrastructure. Your consultant is committed to helping your organization use the BlackBerry Enterprise Solution in the most efficient, cost-effective, scalable, and relevant way.

- **Efficient** – a consistent BlackBerry Professional Services consultant provides in-depth experience and knowledge specific to your IT environment, and engages other BlackBerry Solution experts as needed.
- **Cost Effective** – each of the offerings within Proactive BlackBerry Services is pre-defined in scope and price, maximizing both simplicity and value.
- **Scalable** – Proactive BlackBerry Services easily scale to meet the specific needs of your enterprise as you grow.
- **Relevant** – you receive a package of structured and repeatable deliverables, based on what stage you are in with your BlackBerry Enterprise Solution implementation. You also receive information about your IT environment that details the findings and recommendations of your appointed consultant.

## Choose the Proactive BlackBerry Services offering that is right for you

The BlackBerry Professional Services team helps identify which offerings are most relevant to your current and future BlackBerry Enterprise Solution requirements, with all services easily scaling to meet your enterprise needs. Depending on the current state of your implementation, you can choose from five distinct offerings, each providing a suite of services.



# Ready

## for unique sets of services

### 1 Foundational

Foundational customers are at the beginning stages of their BlackBerry Enterprise Solution implementation. These customers primarily use the BlackBerry Enterprise Solution for email, calendar, contacts, and other organizer data. In most cases, BlackBerry smartphone usage is limited to IT or the executive level of the organization. Common challenges facing Foundational customers include having the time and resources to identify whether the BlackBerry Enterprise Solution is performing optimally and being ready for the next service pack, upgrade, or change.

At the beginning of the year-long engagement, the BlackBerry consultant works with the customer to plan the activities for the months ahead. The BlackBerry consultant provides regular status reporting, working with other BlackBerry services and development teams, as required, to deliver the most current and complete information. Over the course of the engagement, the assigned consultant works closely with the customer to provide a strategic mix of services, one or more times.

### 2 Group

Group customers use BlackBerry smartphones within an individual business unit and also within the executive and IT levels of the organization. These customers primarily use the BlackBerry Enterprise Solution for organizer data, although they may also use customized applications or instant messaging.

Group customers consider the BlackBerry smartphone a powerful communication tool that keeps a team of people connected and informed. However, these customers may not be leveraging back end corporate information or collaborating with other units within their organization. Group customers may be looking at the BlackBerry Enterprise Solution in a more mission critical way, requiring greater availability.

At the beginning of the year-long engagement the BlackBerry consultant works with the customer to plan the activities for the months ahead. The BlackBerry consultant provides regular status reporting, working with other BlackBerry services and development teams, as required, to deliver the most current and complete information. Over the course of the engagement, the assigned consultant works closely with the customer to provide a strategic mix of services, one or more times.

### 3 Collaborative

Collaborative customers use the BlackBerry Enterprise Solution across multiple business units, but not pervasively across the entire organization. These customers may use multiple collaborative applications on the BlackBerry smartphone, such as instant messaging. They are beginning to leverage the BlackBerry Enterprise Solution to exchange information with back-end systems.

At the beginning of the year-long engagement the BlackBerry consultant works with the customer to plan the activities for the months ahead. The BlackBerry consultant provides regular status reporting, working with other BlackBerry services and development teams, as required, to deliver the most current and complete information. Over the course of the engagement, the assigned consultant works closely with the customer to provide a strategic mix of services, one or more times.

### 4 Integrated

Integrated customers use the BlackBerry Enterprise Solution extensively throughout the entire organization and have mobilized business processes, along with applications that have either been developed internally or purchased from a third party. Integrated customers are more advanced with respect to support and integration of the BlackBerry® Enterprise Server within the IT organization. Customers at this level are starting to explore mobility strategy and are looking to improve overall management of the BlackBerry Enterprise Solution.

At the beginning of the year-long engagement the BlackBerry consultant works with the customer to plan the activities for the months ahead. The BlackBerry consultant provides regular status reporting, working with other BlackBerry services and development teams, as required, to deliver the most current and complete information. Over the course of the engagement, the assigned consultant works closely with the customer to provide a strategic mix of services, one or more times.

### 5 International

International customers are very similar to Integrated customers, but with a set of unique characteristics such as multi-lingual employees and multiple BlackBerry Enterprise Servers in varying locations. The management of enterprise service also scales differently, as supporting and managing functions are spread across multiple groups and possibly, large geographic areas.

At the beginning of the year-long engagement, the BlackBerry consultant works with the customer to plan the activities for the months ahead. The BlackBerry consultant provides regular status reporting, working with other BlackBerry services and development teams, as required, to deliver the most current and complete information. Over the course of the engagement, the assigned consultant works closely with the customer to provide a strategic mix of services, one or more times.

## Consulting offerings within Proactive BlackBerry Services

Depending on the Proactive BlackBerry Services offering you select, you will receive a combination of the following services.

### Infrastructure Assessments

Infrastructure Assessments provide the customer with a complete review of the BlackBerry Enterprise Solution implementation, including locations, number of servers, IT policies, and more. This service provides detailed reporting on what falls within accepted guidelines, what could, and should, be changed, and what can be done to improve the BlackBerry Enterprise solution.

An integral part of this service involves the BlackBerry consultant reviewing the customer's current implementation and interviewing multiple team members, from the BlackBerry administrator and networking teams, to the business owners and security teams. These interviews and discussions facilitate a thorough review, providing a broad set of recommendations around the BlackBerry infrastructure.

Deliverables:

- BlackBerry Enterprise Server Infrastructure Assessment and Analysis document outlining findings and recommendations
- Assessment project plan

### Migration & Upgrade Planning

Migration and Upgrade Planning provides best practices when designing and implementing a switch-over to a new platform, or upgrading to the latest BlackBerry smartphone or BlackBerry Enterprise Server software. This service provides proven methods and tools to accelerate the migration and upgrade process, while minimizing the possibility of errors. By the end of the initial Migration and Upgrade Planning session, the customer will have comprehensive methods for meeting their current needs, while being fully prepared to address future upgrade needs, as they arise.

Deliverables:

- Migration and/or upgrade project plan
- Analysis data collection document
- Design review document
- An Upgrade and Design and/or Migration document

- Migration and/or Upgrade services checklist
- Prototyping in customer lab
- Piloting in customer lab
- Service Pack maintenance implementation guide

### Performance Reviews

Performance Reviews are ongoing services that measure, evaluate, and ultimately summarize a baseline of performance for the BlackBerry Enterprise Solution. Reports are used to evaluate growth patterns, enabling effective planning for future needs. For example, a Performance Review can determine the size and number of BlackBerry Enterprise Servers needed to maintain optimal BlackBerry Enterprise Solution performance. BlackBerry consultants assist in helping interpret the data collected and in analyzing the potential impacts on the BlackBerry implementation.

Deliverables:

- Data collection checklist
- Performance review document

### Service Availability Planning

Service Availability Planning provides detailed design and implementation reviews, as well as guidelines and suggestions for maintaining a BlackBerry Enterprise Solution that facilitates business continuity. Customers receive assistance to effectively understand and evaluate available options for maintaining service availability, and to select the best choice for their enterprise. Customers who view the BlackBerry Enterprise Solution as mission critical will want to implement both the appropriate tools, and the supporting processes.

Deliverables:

- Service Availability project plan
- Analysis data collection document
- Design review document
- Service Availability document
- Prototyping in customer lab
- Piloting in a customer lab
- Service Pack maintenance implementation guide

### Infrastructure Design and Planning

For customers who are experiencing growth in BlackBerry smartphone adoption, and who are looking to implement and integrate the BlackBerry Enterprise Solution into their applications, proper planning and design are critical. Whether the design includes services such as BlackBerry® Mobile Data System (MDS), BlackBerry Attachment Service, multiple data centers, or even the integration of other business units, the Infrastructure Design and Planning service provides the guidance and planning required to meet these enhanced needs.

Deliverables:

- Infrastructure Design and Planning project plan
- Analysis data collection document
- Design review document
- Infrastructure Design and Planning document

### Change Management Planning

Change Management Planning focuses on the practices required to keep the customer's BlackBerry Enterprise Solution current. This planning works in conjunction with management guidelines to help the customer's BlackBerry smartphone solution implementation become an integrated and tested component of the enterprise environment.

Effective change management requires more than just tools: processes are critical in aligning the BlackBerry® Infrastructure with overall corporate change management principles. A BlackBerry consultant will work with all of the key stakeholders at the customer site who have responsibility for the various related systems, in order to facilitate seamless integration.

Deliverables:

- Change Management project plan
- Analysis data collection document
- Design review document
- Change Management Planning document

### Virtualization Planning

Virtualization Planning is important to those customers looking for an alternative to moving BlackBerry Enterprise Servers and performing multiple maintenance routines. This service helps to design, evaluate and plan for the virtualization of the BlackBerry Enterprise Solution and all of the accompanying performance and management requirements. In addition to the benefits of maximizing current server capacity, virtualization provides alternative operational methods to customers who wish to grow their BlackBerry deployment.

Deliverables:

- Virtualization project plan
- Analysis data collection document
- Design review document
- Prototyping in customer lab
- Virtualization deployment plan
- Virtualization Planning document

### Consolidation Planning

Consolidation Planning is for customers who have either gone through mergers and acquisitions, or who have multiple BlackBerry Enterprise Servers, managed and maintained separately within the enterprise, which now need to be consolidated and managed as a single solution. This service assists with evaluation and planning to ensure effective and efficient consolidation. Managing consolidation requires not only the proptertechnical solution, but also solid communication and change management principles.

Deliverables:

- Consolidation project plan
- Analysis data collection document
- Design review document
- Prototyping in customer lab
- Consolidation deployment plan
- Consolidation Planning document

### Operations Planning

Operations Planning is critical when an enterprise has grown to the point where the BlackBerry Enterprise Solution is a large part of the IT organization, while other organizations are implementing cross-technology solutions. Operations Planning assists the customer in understanding how to integrate the BlackBerry Enterprise Solution into operational procedures so that it functions properly with the various other solutions.

Deliverables:

- Operations project plan
- Analysis data collection document
- Design review document
- Operations Planning document

### Scalability Review and Planning

Scalability Review and Planning provides customers with the tools and techniques to determine the current and future needs of their BlackBerry Enterprise Solution. Based on these reviews, they can plan for increased BlackBerry Enterprise Server capacity and establish performance baselines that will help them understand how to monitor their BlackBerry Enterprise Solution.

Deliverables:

- Scalability Review and Planning project plan
- Lab server configuration checklist
- Analysis of requirements document
- Test plan
- Scalability Review and Planning document

### Architecture Design and Planning

There may be unique challenges facing those who deploy the BlackBerry smartphones to users located in very different locations with localized needs. Understanding what is required for BlackBerry Enterprise Server installations, the number of BlackBerry Enterprise Servers, management tools, monitoring solutions, and even how to recover from unforeseen events, are important when planning for either an existing or a future BlackBerry Enterprise Solution implementation. Architecture Design and Planning is ideal for international businesses and provides the necessary plans and knowledge to successfully implement the BlackBerry Enterprise Solution in various locations.

Deliverables:

- Architecture Design and Planning project plan
- Analysis data collection document
- Design review document
- An Architecture Design and Planning document

Proactive BlackBerry Services Summary					
Services Provided	Foundational	Group	Collaborative	Integrated	International
Infrastructure Assessments	•	•	•		
Migration & Upgrade Planning	•	•	•	•	
Performance Reviews	•	•	•		
Service Availability Planning		•	•	•	•
Infrastructure Design & Planning			•	•	
Change Management Planning			•	•	•
Virtualization Planning				•	•
Consolidation Planning				•	•
Operations Planning				•	•
Scalability Review & Planning					•
Architecture Design & Planning					•

# Ready

to get started?

email: [proserv@rim.com](mailto:proserv@rim.com)

**For sales contact**

email: [supportsales@blackberry.com](mailto:supportsales@blackberry.com)

telephone: 1.800.327.9085 (NA)

©2008 Research In Motion Limited. All rights reserved. BlackBerry®, RIM®, Research In Motion®, SureType® and related trademarks, names and logos are the property of Research In Motion Limited and are registered and/or used in the U.S. and countries around the world.

 **BlackBerry**  
Professional Services