

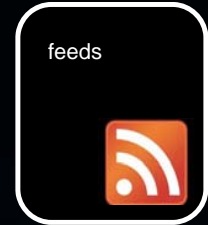
Akash Mainra

Enterprise Sales Manager,
Research In Motion®

Mobilution – Support for Fast moving Business

Components of Effective Enterprise Social Collaboration

- Identifying those people with the relevant knowledge to connect with each other faster and while on the move, all the time
- Centralizing company documents/information such that they can be viewable, editable by the people who require them where ever they are
- Removing time barrier's to communication – being able to connect with each others in “real time” enabling faster, more immediate decision making
- Encourage information learning and sharing thus reducing the need for formal training



Social Collaboration has gone Mobile !!

- “Real time” usage of Social collaboration (Enterprise & Personal) is accelerating very fast as work force has become extremely mobile now
- More Smartphone’s sold now then desktops/laptops combined
- SmartPhone’s are now becoming the preferred platform to enable collaboration on the move and to enable employee’s to do every aspect of there business as well

facebook

200MM mobile active users vs.
50M in 9/09
2x more active than desktop-only users

twitter

Mobile = 50% of total active users,
vs. 25% Y/Y
Mobile = 40% of all tweets

Spotify

Introduction of mobile product drove 2x conversion
ratio from free to paying subscribers
Mobile users = 25-30% total users in mature markets

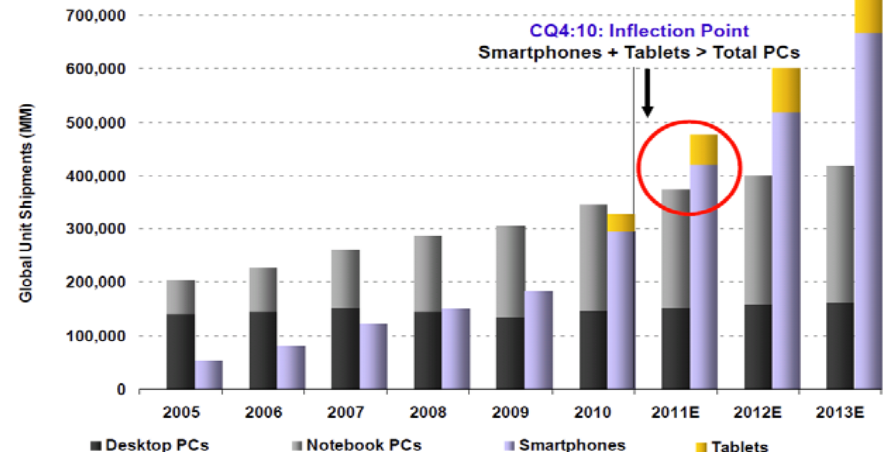
shazam

100MM mobile users vs.
50MM Y/Y

P
PANDORA

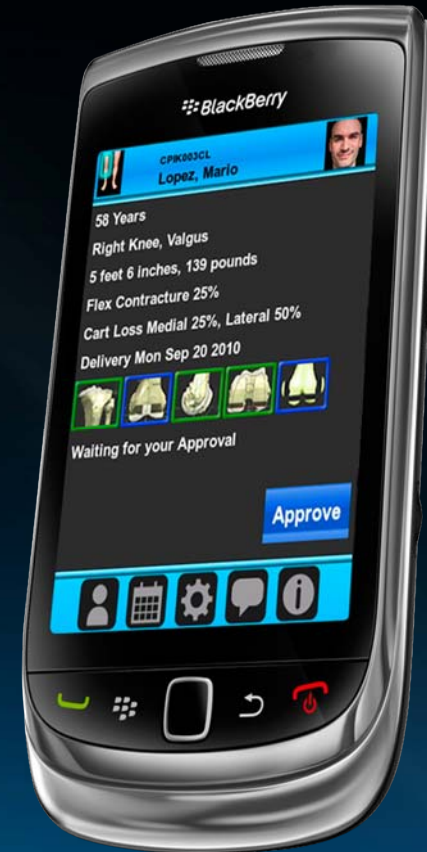
Adding 3MM users per month
50% of all users subscribe on mobile

Global Unit Shipments of Desktop PCs + Notebook PCs vs. Smartphones + Tablets, 2005-2013E



Challenges for Enterprises in Mobilizing SmartPhone's

- Enterprises need to implement a Strategic Enterprise Platform providing end to end mobility solution
- Need to Provide Similar experience on SmartPhone to what one gets on there Desktop
- Need to enable Collaboration in "real time" while users on the move
- SmartPhone's to provide Superior battery life
- Enable applications created for desktops to work on SmartPhone's as well
- Enable End to End Security of Wireless data
- Being able to manage large no of mobile users in the field effectively
- Cost effective and lower cost of ownership



BlackBerry community

Over 53+ million
sold in the last
12 months

5th biggest "Mobile"
Phone companies in the
World

Growth of
250,000%+
since IPO

Strategic relationship with
IBM for over 11 Years now

Fastest growing
Smartphone
vendor In India
300% Growth rate
in CY 2010

300,000+
registered developers
11,000+ registered
developers in India

35 million+
App World
users and
3 million
downloaded
every day

Over 40,000
BlackBerry's deployed
worldwide internally at
IBM

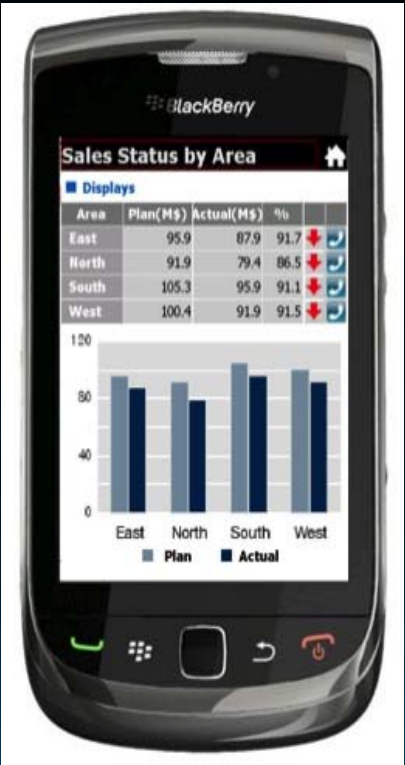
BlackBerry® Enterprise Server Platform

Strategic Mobility Platform Vs a Point solution – BES Mobilizes Desktop Email, Real Time Collaboration, Desktop Business Applications and Office deskphones

Desktop (email/PIM)



IBM® Lotus® Notes



Real Time Collaboration



IBM® Lotus®
Sametime®



IBM® Lotus®
Connections



Quickr

Intranet/Web Services

SAP



Microsoft
.net
Framework

WebSphere software

ORACLE

Voice Systems

CISCO

SIEMENS

AVAYA

NEC

NORTEL

MITEL

ALCATEL

Mobilizing Lotus Domino

Similar experience on BlackBerry as on Desktop

- BlackBerry is always synchronized in Real time with the Domino server - Email, Address book and Calendar
- Allows viewing of email's on BlackBerry in HTML and Rich Text format
- Supports enhanced folder management capabilities
- Remote search of emails no longer stored on the device
- Set out of out of office response from BlackBerry
- Free/busy look up of colleagues calendar when creating meeting invitation
- Find co-workers contact information via Company address book look up
- Documents To Go : Create, Open and Edit Word, Excel and Powerpoint on the go
- Remotely being able to view, download and edit documents stored on the central servers network drive

Files

Find:

Go To:

All Documents

My Files

Network Favorites

* No Favorites *

Network History

* No History *

Do not receive responses from invitees

Prevent automatic

[Required:](#)

Optional:

FYI:

Location:

[Include conference call information in the Location](#)

Global Access Numbers: <http://www.btconferencing.com/glob>

[Rooms:](#)

[Resources:](#)

[Online Meeting:](#) There is no online meeting

and Available Times

New Appointment

Reminder: 10 Min. ▼

[View Availability](#)

[Conference Call](#)

Moderator

Phone: +18667425608

Access Code: 41073517#

Participant

Phone: +18667425608

Access Code: 13967957#

Recurrence: None ▼

RIM & IBM Social Collaboration Solutions

Enterprise Instant Messaging via BlackBerry® Client for IBM Lotus® Sametime®

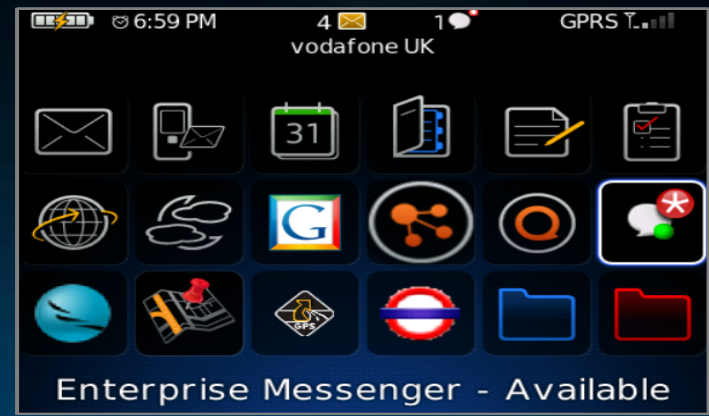
- Experience is seem less between desktop and on BlackBerry
- Group Chat “Conversation List”
- Check who is on line
- Alert Me
- Launch the browser by clicking on the URL in the message
- Ensuring the sender knows whether IM has been received by the recipient or not if they are not in coverage



Valerie Wang
RIM Operating Canada
Product Manager IBM Technologies

Email: CN=Valerie Wang/O=RIM
Work: 3485
Mobile: +15195722305

Enterprise IM:
 ● Valerie Wang
I am available
Valerie Wang



6:59 PM 4 1 GPRS T...

vodafone UK

Enterprise Messenger - Available

FREE BlackBerry Client for Lotus Sametime – Download from RIM's web site

BlackBerry® Client for IBM Lotus® Connections®

Home Screen

- Access all the available Connections Components via icons
- Search within the components

Profiles

- View colleagues details
 - Name, title, Local Time, Contact information, Tags, “About Me” & “Background”
- View Reporting Chain

Communities

- View Community details
 - Description, Member list, Member Profiles, Tags, Bookmarks
- Email entire Community
- Search Communities by Tag or Keyword

Blogs

- View and Add Blog Entries
- Search Blog Entries by Tag or Keyword
- View Profile of Blog Entry Author

Bookmarks

- Add Bookmarks
- View Bookmark details
 - All, My, Most Popular Bookmarks, Author profile, descriptions, Tags

Lotus. Connections Profiles

Neil Saungikar
Product Manager,
Enterprise Social
Networking Solutions
2:34:10 PM

Tags More...

Office Email: nsaungikar@rim.com
Office #: (810) 12011

Lotus. Connections Profiles

View
About Me
Background
Activities
Address Book Entry
Blog Entries
Bookmarks
Communities
Direct Reports
Reports To

kar
ger,
cial
olutions

Tags

Office Email: .com
Office #: (810) 12011
Mobile #:

Deployment of Lotus Connections at RIM Globally

Files

- Connections deployed to 12,000 employee's globally
- Both - Desktop & Mobile version's
- 1,500+ Blogs
- 1,700+ Communities
- 6,000+ Wiki Pages
- 2,600+ Bookmarks



RIM Home Profiles Communities Blogs Bookmarks Activities Files Wikis

Home Profiles Communities Blogs Bookmarks Activities Files Wikis

Profiles Home My Profile Edit My Profile Profiles by Name Search

Rex Lee Director, e-Collaboration & Content Mgmt
RIM Operating Canada
Mississauga,
(811) 15305
relee@rim.com
Assistant

Local Time: 4:01 PM

Report to chain
Rex Lee
Rex Lee
Rex Lee

Full report to chain
Same manager
People managed

Network
Show all (112)

My Links
e-Collaboration Blog

Contact information

About Me

Rex is the Director of e-Collaboration at Research In Motion (RIM) responsible for strategic direction and architecture of the RIM internal e-Collaboration environment.

The technology components of e-Collaboration consists of content management (document management, knowledge management, content based workflow, enterprise search, etc.) and social computing (blogs, wikis, social networking, forums, jams, expertise location, etc.)

By bringing these two core technologies together in an enterprise architecture, RIM will better harness the expertise and potential of it's employees to drive innovation, agility and holistic decision making through collaboration.

RIM Home Profiles Communities Blogs Bookmarks Activities Files Wikis

Home Profiles Communities Blogs Bookmarks Activities Files Wikis

My Files

Name	Size	Date
...

My Communities

- ...

My Blogs

- ...

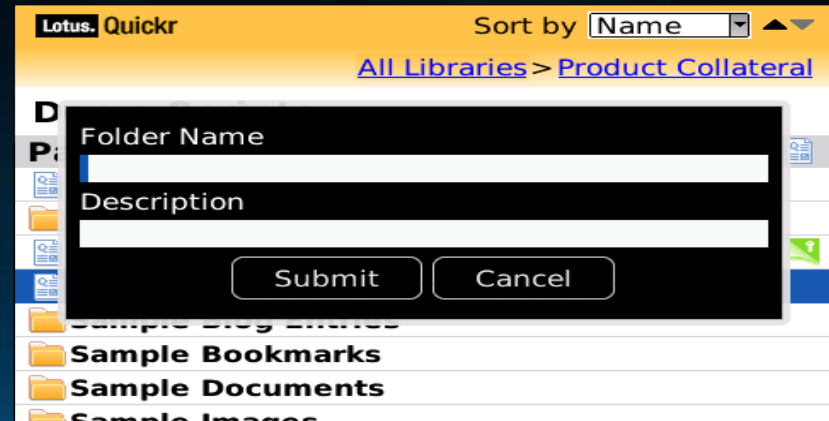
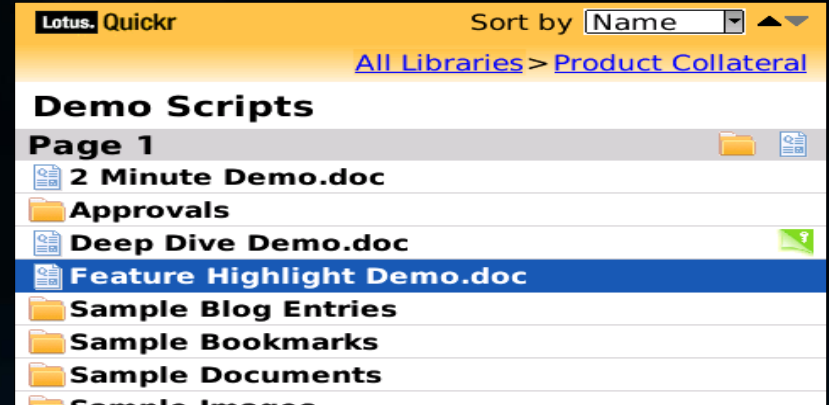
BlackBerry® Client for IBM Lotus® Quickr®

Libraries

- View Favorite, Recent, All Libraries
- Add / Remove Libraries from Favorites
- Sort Libraries by Name or When Added
- Email Library Author

Folders

- View Favorite Folders
- Add / Remove Folders from Favorites
- Sort Folders by Name or When Added or Modified
- Filter out files or folders
- Email Folder Author
- Add Folders
- Use Breadcrumbs to navigate Folder hierarchy

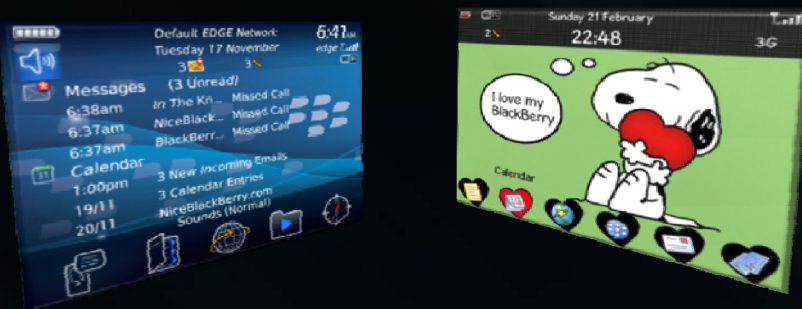


Fixed Mobile Convergence - BlackBerry Mobile Voice System (MVS)

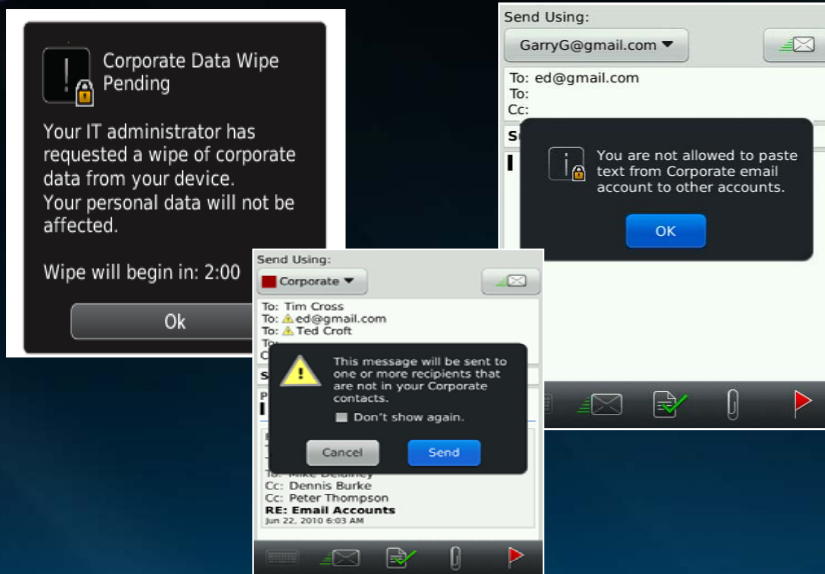
- Get office IP desk phone capabilities on your BlackBerry Smartphone
 - BlackBerry becomes your IP extension
 - Simultaneous ring, One Office Identity
 - All the desk phone features accessible from BlackBerry
 - Dial another internal user by dialing its extension only from your BlackBerry
- Lower Operational and Capital Costs:
 - All calls can be routed via IP PBX, save substantial costs as negotiated landline tariffs are cheaper than mobile tariffs
 - Voice over WiFi: Zero International roaming charges if logged onto a WiFi hotspot
 - To a true mobile worker, BlackBerry is their IP extension, no need to provide a IP desk phone as well



BlackBerry Balance - Bridging Enterprise and Consumers



- BlackBerry partitioned into two silos(Corporate/Personal)
- Keep personal and business data and applications separate and secure
- Enterprise wipe of Corporate Partition only when employee leaves:
 - Wipe off Corporate Email messages
 - Remove Enterprise Applications
 - Employee's personal data – Games, Music, personal apps to remain in tact



• Some Key Security Features :

- Block copy/paste from corporate to personal email account and applications
- Alerts when sending email or calendar invites outside corporate domain

IT will maintain corporate security requirements, while users enjoy the freedom they want !!

BlackBerry Application Platform

Leading ISV's have already ported their key apps to BlackBerry Platform

ERP – SCM, HR, Financials, CRM						
Business Intelligence						
Sales Force Automation						
Field Service Automation						
Fleet Management & Dispatch						
IT Systems Management						
Document Management & Printing						

Build Applications for BlackBerry Your self easily !!

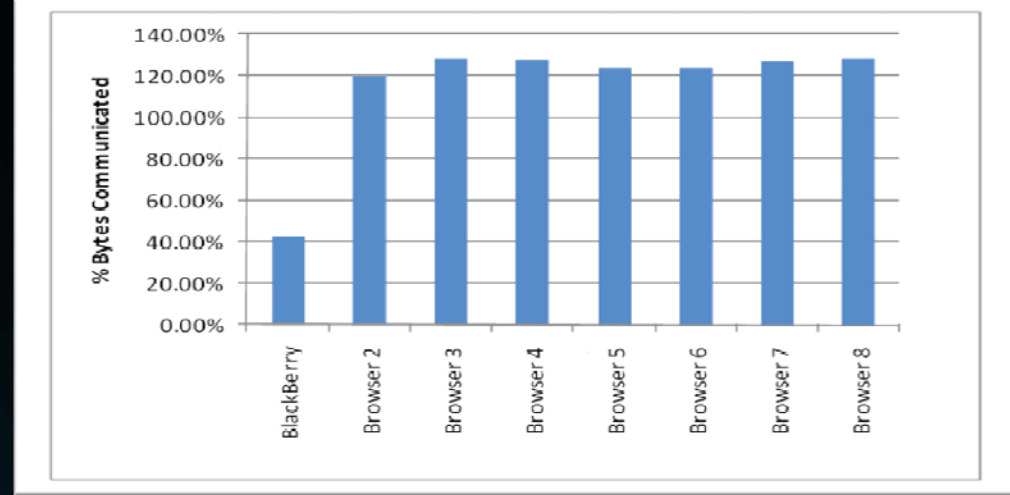
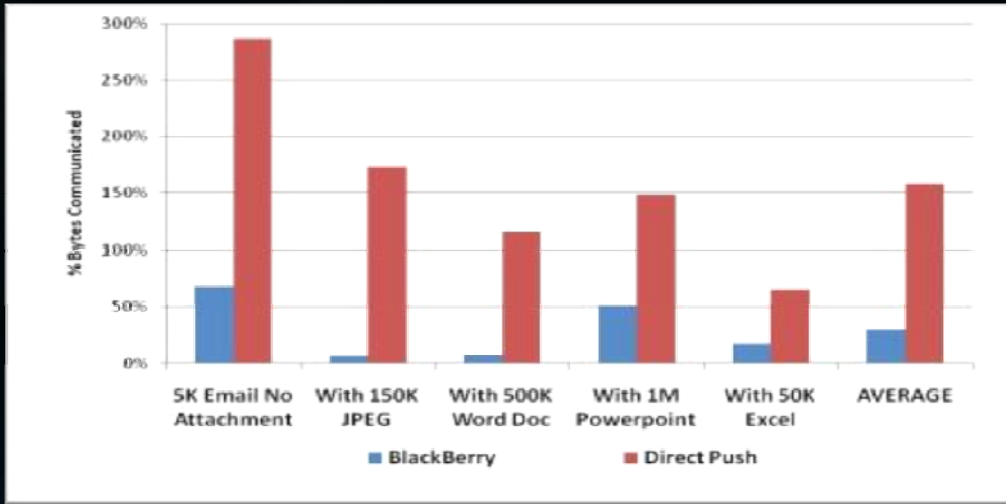
- Rich Browser based applications:
 - Access your office "Intranet" via your BlackBerry Browser
- BlackBerry WebWorks
 - Applications now can be created using existing web development skills
 - Full-Featured apps can be built entirely in HTML, JavaScript & CSS
 - Reuse existing web code, no need to rewrite all of it....
 - Makes it easier to write for multiple platforms as well
- Java Application Platform
 - Use Internal java development skills with vast set (over 20,000 API's) to create diverse, feature rich application



Mobilize Lotus Domino Workflows with WebWorks

Check out www.blackberry.com/developers on complete guide on how to build BlackBerry Applications yourself !!

BlackBerry Wireless Efficiency – Significant higher battery life



5X more efficient for email

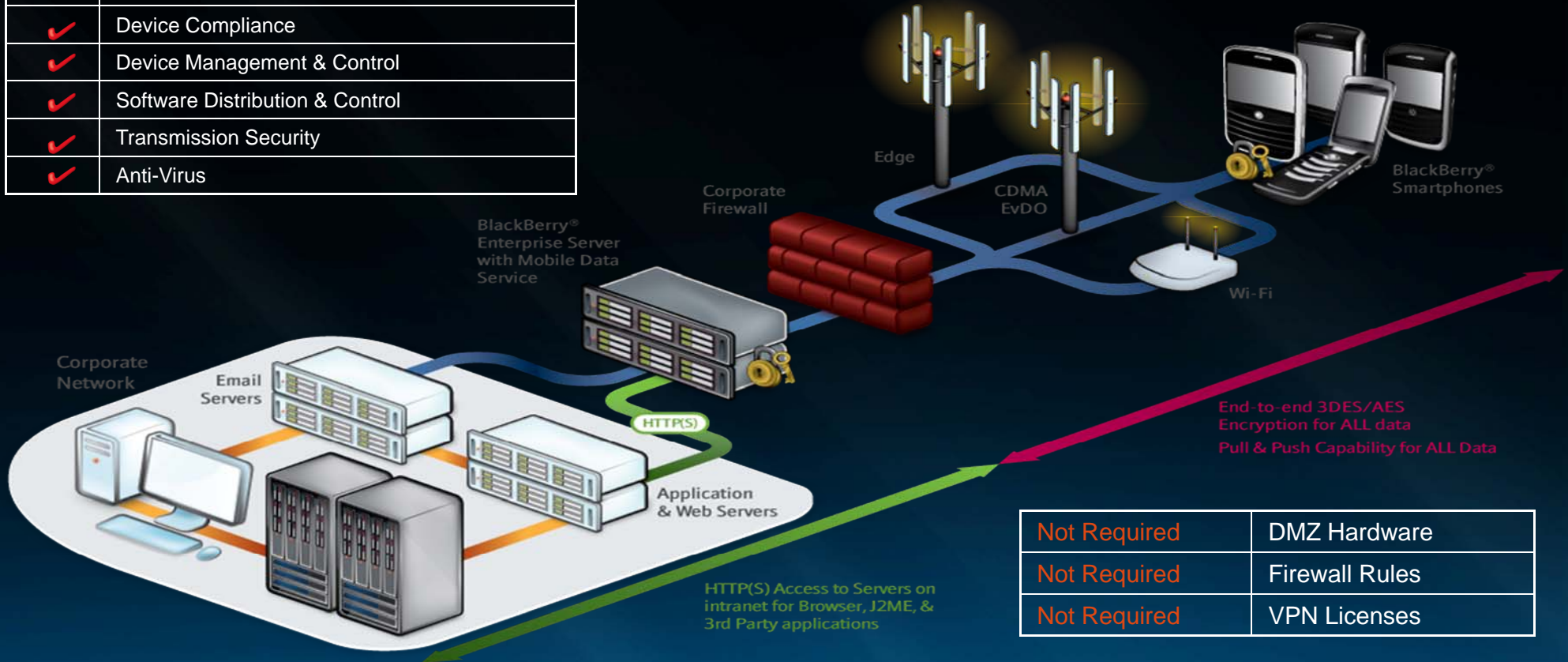
3X more efficient for browsing

BlackBerry wireless efficiency promotes a positive end user experience by:

- Delivering better battery life
- Better connection stability and reliability and faster download times
- High usage scenario – BlackBerry will consume 191 MB of data Vs 650MB of data by other Smartphones. Rysavy, 2010

BlackBerry Platform Architecture For Enterprise End to End Security

✓	Physical Protection
✓	Device Compliance
✓	Device Management & Control
✓	Software Distribution & Control
✓	Transmission Security
✓	Anti-Virus



Not Required	DMZ Hardware
Not Required	Firewall Rules
Not Required	VPN Licenses

Device Management - Manage Large No of SmartPhone users in Field effectively

- Over 450 IT policies to manage users remotely
 - Remote Lock and wipe devices
 - Automate backup data stored on users BlackBerry remotely based on scheduled time
 - Enable allowing access to certain web sites
 - Disable downloading of attachments, 3rd party applications
 - Disable downloading of data on to media card
 - Content protection on media card if media card taken out and placed in another device
 - Push critical data updates to users
 - Wirelessly deliver applications to users
 - All the Polices can be applied to individuals or to groups or globally
 - User cannot override policy enforcement by management



*Introducing the World's First
Professional-grade Tablet:*

The BlackBerry® PlayBook™ Tablet

Category-leading Hardware and Performance

A tablet that rivals even the most well-equipped desktop and laptop computers

- 1 GHz dual-core processor
- 7-inch high-resolution WSVGA touch screen
- Symmetric multiprocessing

True multitasking

- 1080p video output with mini-HDMI
- 3MP front- and 5MP rear-facing HD cameras



BlackBerry® Bridge™

BlackBerry Experience Amplified!



- Simple and secure Bluetooth pairing with a BlackBerry Smartphone
- Secure window into BlackBerry Smartphone data for Amplified experience on PlayBook:
 - send/receive Email and BBM messages
 - view and download attachments
 - manage personal information
- Data is never saved or synced to the PlayBook.
 - It is always encrypted with highest grade encryption standards
 - Automatically cleared when PlayBook and Smartphone are no longer connected

Perfect Portability

- Less than a pound
- Less than half an inch thick
- Ultra convenient
- A perfect fit



High-performance Video Conferencing



- Face-to-face communication on a new level
- High definition video conferencing
- Larger format to send/see/understand more with video conferencing, video capture and photos

Developing for PlayBook

- Browser

- Adobe Flash 10.1
- HTML5



- Rich Applications

- Adobe AIR
- BlackBerry Web Works



- Immersive Experiences

- Native SDK