



BlackBerry 10: Setting New Standards in Mobile Security

What's Happening in Enterprise Mobility

The key trend affecting enterprise mobility today can be summarized in four letters: BYOD – Bring Your Own Device. One of the obvious questions BYOD raises is how to effectively manage the security of consumer devices within the enterprise, when many of the applications on those devices are third-party, or contain personal data. Adding to the complexity for IT is the sheer variety of mobile devices on the market: BlackBerry® devices, iPhones, iPads, a range of Android™ devices and more.

How BlackBerry 10 Responds

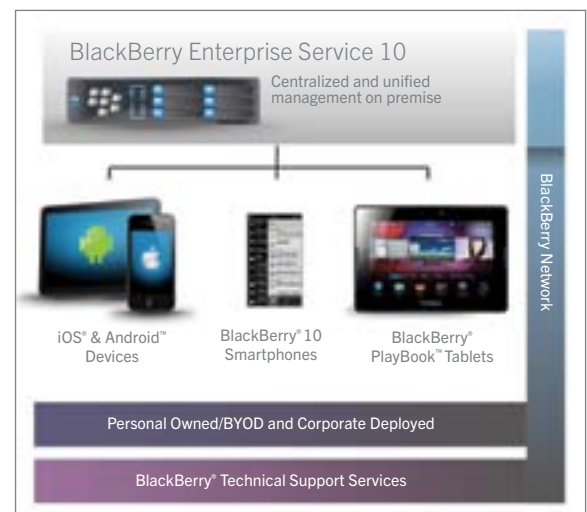
Based on overwhelming demand from our enterprise customers, RIM® is building a class-leading solution to meet the needs of organizations managing multiplatform and BYOD environments.

BlackBerry® 10 will be the most manageable, secure, and controllable platform on the market. We're combining our strong heritage in security and mobile device management (MDM) with an exciting new OS, hardware, management console, services, support and apps, to deliver the unlimited experience end-users want – plus the advanced management and security capabilities our enterprise customers need.

We're bringing the separate components of BlackBerry® Enterprise Server, BlackBerry® Infrastructure, and BlackBerry® Mobile Fusion together to create BlackBerry® Enterprise Service 10 – a single Enterprise Mobility Management (EMM) solution supporting multiple OS and device types.

A Simple Migration Path

How can you get from where you are today with your current BlackBerry Enterprise Server to BlackBerry Enterprise Service 10? The answer is simple: Install BlackBerry Mobile Fusion on your existing BlackBerry Enterprise Server and you'll have the ability to manage iOS and Android devices. Once that's done, you can easily upgrade to BlackBerry Enterprise Service 10. Then, not only will you be able to manage the new BlackBerry 10 devices, you'll have all of your Enterprise Mobility Management consolidated on one piece of hardware, with advanced device management capabilities.



Industry-leading BlackBerry Security – Enhanced

BlackBerry is the market leader in security and has been for the last decade. The powerful security features you may rely on today, such as Application Permissions and Device Encryption, aren't going away in BlackBerry 10.

Secure connectivity remains essentially the same, too – you'll still be able to connect through the trusted BlackBerry network, and you'll still have AES Encryption end-to-end from your BlackBerry device to your BlackBerry Enterprise Server.

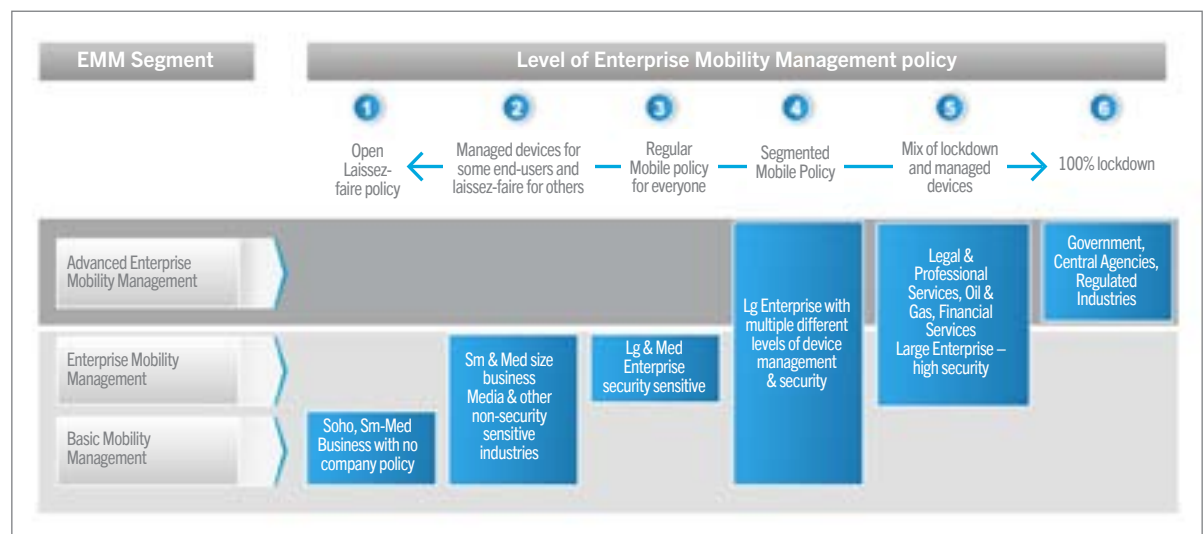
What we are adding in BlackBerry 10 is the ability to connect through a third-party VPN, and to your Microsoft ActiveSync servers as well.

And where you'll really see innovation in BlackBerry 10 security is in the options you have for control and in BlackBerry® Balance™ technology. Factors like these are the reasons we're not only keeping our security lead, but widening it.

Control for Every Environment

BlackBerry Enterprise Service 10 offers a variety of solutions to allow you to control devices in a way that makes the most sense for your organization.

- Many small and medium-sized businesses approach device security through Microsoft ActiveSync, which provides a basic level of security and control. For the first time, you're going to be able to use ActiveSync to manage your BlackBerry smartphones as well.
- If, however, you're looking for enterprise-grade security, especially in the personal-liable space, we're introducing the BlackBerry Enterprise Service 10 Enterprise Mobility Management (EMM) solution. This will allow you to manage your BlackBerry devices in a way that ensures the safety and security of your company data, while at the same time letting employees use their devices in a way that makes sense to them.
- Perhaps you're in a regulated environment such as a government agency, and you need full access to and control over mobile devices. For your organization, we're offering the BlackBerry Enterprise Service 10 Advanced Enterprise Mobility Management suite, which provides a whole host of policies to give you full control over the device.



BlackBerry Balance: A New Approach to Device Security

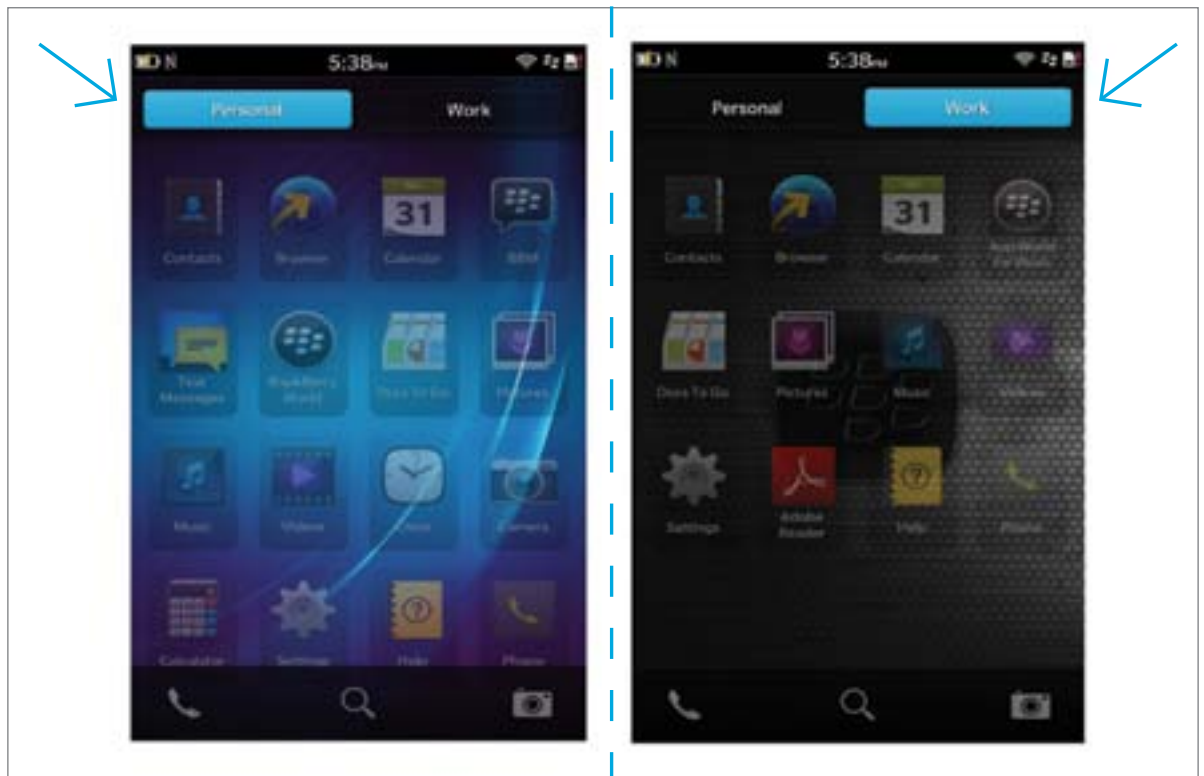
BlackBerry Balance secures corporate data without restricting the user's personal experience. It does this by automatically identifying enterprise data based on its source. For instance, download a PowerPoint presentation from your corporate email server and BlackBerry Balance will automatically categorize the file as Enterprise data. Download a third-party application through BlackBerry App World™ and BlackBerry Balance will define the app and all of the data associated with it as Personal data. Fundamentally, BlackBerry Balance isolates and prevents work data from leaking into personal channels.

The key to BlackBerry Balance – and what makes it unique in the market – is the user interface. It takes these fundamentally separated data structures and unites them in a single, cohesive user interface.

As with everything else on BlackBerry 10, BlackBerry Balance is extremely intuitive. The Personal space contains all of the user's personal applications, and the Work space contains the user's work applications. From the home screen, a simple swipe downwards will open a menu where they can choose the space they want to access.

BlackBerry Balance delivers the most seamless and user-friendly way to satisfy both user and corporate needs without compromising either.

And BlackBerry Balance is natively integrated into every BlackBerry 10 smartphone, as well as every single BlackBerry® PlayBook™ tablet. There's nothing to install, configure, or think about. It just works automatically.



FIPS Certified From Day One

FIPS (Federal Information Processing Standard) is a US certification that validates the cryptography of a mobile solution or a desktop solution. It means that data stored on BlackBerry 10 devices can be properly secured and encrypted. And BlackBerry 10 is the first-ever BlackBerry operating system to be FIPS certified before it's even launched – which means government agencies can use it right from day one. It's yet another great example of how BlackBerry is not only leading in mobile security, but continuing to widen the lead

What Sets BlackBerry Security Apart?

BlackBerry provides the most comprehensive mobile security solution anywhere. Regardless of the type of network, enterprise, deployment, or mobile devices you have, BlackBerry has a mobile security solution for you. And BlackBerry is the only mobile solution that integrates end-to-end security, and includes certified encryption algorithms for data at rest and in transit. No other mobile solution can claim this level of security today or in the near future.

Of course, security is only a small part of the reason BlackBerry has been, and continues to be, a leader in enterprise mobile computing. No matter what type of devices you're dealing with, no matter what your ownership model, and no matter what your operating environment, BlackBerry services are designed to keep your business moving.

To learn more about BlackBerry security:

- Visit blackberry.com/security
- Access our full, on-demand BlackBerry 10 security webcast and be sure to catch the rest of our [BlackBerry 10 webcast series](#)
- Learn more at blackberry.com/blackberry10ready

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