

# Engage

BlackBerry® Solution Training



## Course Sequence and Topic Learning Objectives

### Module 1: Artificial Intelligence and Machine Learning

- Explain machine learning in the context of artificial intelligence
- Explain the difference between supervised and unsupervised ML
- Describe how BlackBerry uses ML as a solution that provides prevention to endpoints
- Explain how BlackBerry Protect identifies malware to those not familiar with AI and ML using analogies

### Module 2: CylanceINFINITY™ Cloud

- Define CylanceINFINITY and how it fits into the BlackBerry prevention-based ecosystem
- Describe the cloud-based infrastructure that supports BlackBerry Protect

## Target Audience

- BlackBerry Customers / System Engineers
- Solution Providers, Consulting Partners, and System Integrators

## Overall Course Objective

Partners and systems engineers will be able to explain BlackBerry technology in detail, navigate the interface, demonstrate the solution, and perform a proof of concept evaluation with customers.

## Course Level: Introductory

The instructor-led live session is two, eight-hour days and combines lecture, interactive exercises, group discussion, and hands-on labs.

### **Module 3: Venue**

- Define Venue and describe how to administer the BlackBerry Protect solution using the web-based console

### **Module 4: BlackBerry Protect**

- Describe the prevention capabilities of BlackBerry Protect and the supporting features in the solution
- Explain the cybersecurity kill-chain and how BlackBerry Protect differentiates itself within that context as compared to other AV solutions
- Describe the operational efficiencies to be gained by the implementation of BlackBerry Protect
- Explain the installation process and the best practices that support an optimal deployment

### **Module 5: ThreatZero™**

- Define ThreatZERO and the services BlackBerry offers to support deployment and customer business objectives

### **Module 6: CylanceV™**

- Explain the capabilities and associated use cases of CylanceV

### **Module 7: BlackBerry Optics**

- Describe how BlackBerry Optics augments the prevention-based approach of BlackBerry Protect
- Define InstaQuery and how it is used in incident response activities
- Describe System Lockdown and the use cases where it would be used
- Describe the endpoint-focused approach of BlackBerry Optics and how it fits into an overall prevention-based BlackBerry architecture

### **Module 8: Threat Landscape**

- Describe the trends in targeted attacks and the proliferation of malware
- Explain the common vectors of attacks on organizations and in particular, endpoints

### **Module 9: Technical Sales Overview**

- Formulate and deliver a technical sales pitch based on BlackBerry messaging

## Module 10: Demo Methodology

- Describe the BlackBerry recommended demo setup
- Explain how to obtain, safely handle, and mutate malware in the context of a BlackBerry demo
- Explain the different types of demos that can be performed with BlackBerry solutions

## Module 11: Proof of Concept - Process and Guidance

- Explain the recommended BlackBerry POC process and how to interpret findings and convictions to customers

## Additional Content

- **Class Exercises and Small Group Discussion:** There are activities throughout the course that require the student to demonstrate their mastery of topics covered in groups of two or three or in front of the class
- **Labs:** Throughout the course, hands-on exercises familiarize the student with the admin and client interface

## About BlackBerry

BlackBerry (NYSE: BB; TSX: BB) provides intelligent security software and services to enterprises and governments around the world. The company secures more than 500M endpoints including 175M cars on the road today. Based in Waterloo, Ontario, the company leverages AI and machine learning to deliver innovative solutions in the areas of cybersecurity, safety and data privacy solutions, and is a leader in the areas of endpoint security management, encryption, and embedded systems. BlackBerry's vision is clear — to secure a connected future you can trust.

For more information, visit [BlackBerry.com](https://BlackBerry.com) and follow [@BlackBerry](https://twitter.com/BlackBerry).

