



# CPaaS

Communications Platform as a Service

Build Powerful Communications Experiences,  
Safely and Securely



CPaaS

## Integrate Powerful Communications into Your Apps and Services

BlackBerry's secure CPaaS (communications platform as a service) enables easy integration of enterprise-grade communication and data sharing directly into your Android®, iOS®, and web apps .

A global, IP-based cloud communications platform, built on the battle-tested BlackBerry Network Operations Center, this CPaaS solution enables you to easily create new experiences between your users, machines, and IoT devices.

### Why BlackBerry?

**15+ years of experience securing communications**

For over 100 million global users and billions of messages every day on the proven BBM infrastructure

**Industry-leading security** with over 80 certifications to meet your security and compliance needs

**15 of the G20 governments** trust BlackBerry

**5 of the largest oil and gas** businesses rely on BlackBerry

# Build Better Communication Experiences for Your Users

Get all the features you need to build interactive communications and services into your custom apps. Introduce innovative experiences for both your internal and external users that go beyond basic chat.

## What Experiences Can You Enable?

### Embedded Real-Time Chat, Voice, Video:

- Provide 1:1 and group chats
- Create a more personal experience with voice and video

### Peer-To-Peer Data Streams:

- Create rich sessions that support streaming of low and high-bandwidth data
- Enable sharing of files, contact cards, media, location, and other business data

### Publish/Subscribe Services:

- Create channels that broadcast to subscribing users with real-time notifications
- Power alerts from another users' activity or from machine-readable information





#### **Chat Bots and Routing Services:**

- Enable chat bot services to provide real-time support for your users
- Streamline user data processing, and provide automated routing

#### **AI Predictive Analytics:**

- Enable behind-the-scenes user empowerment with AI algorithms
- Automate location-based alerts or suggested actions based on user behavior

#### **Secure IoT Data Sharing:**

- Support real-time data sharing between apps and IoT devices
- Eliminate the worry of “fingerprints in the cloud” while sharing data

## **New Digital Opportunities**

BlackBerry's CPaaS solution provides powerful secure communications that enable businesses to enhance and create competitive apps to grow their user base and increase ROI.

**Increase App Engagement:** Keep your users inside your app environment by providing them with a full set of compelling capabilities.

**Stay Competitive:** Introduce new real-time services and capabilities that set you apart in the market.

**Increase Revenue:** Offer premium offerings that create new revenue streams for your business.

**Enhance Business Operations:** Seamlessly integrate communications and data sharing into your existing business processes without much effort.

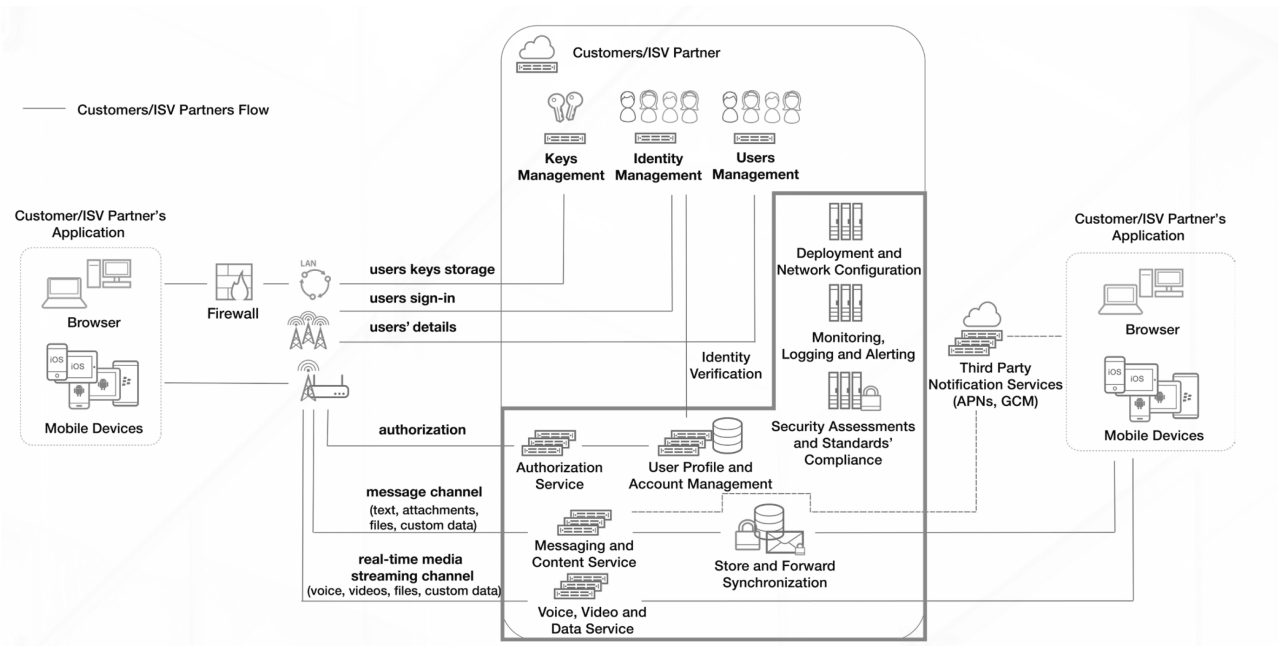
**Gain Insights:** Get analytics on app usage to make better investment decisions, including usage amounts, number of messages and calls, time spend on each feature, and more.

**Enable Next-Generation Digital Transformation:** Power next-generation business flows to create new transformative interactions between people, machines, and IoT sensors.

# Streamline App Development

There is no need to build complex and costly back-end infrastructure and interfaces that's traditionally required for development. BlackBerry provides a complete tool set with the necessary components so you can focus on what's important—your app features.

## Building Communication Applications and Services With Standalone Server



BlackBerry hosts the typical components required to run an IP-based communications solution.

## Why BlackBerry's CPaaS?

You can trust the proven BlackBerry foundation and reputation for secure communications. Because it uses its own IP-based BlackBerry NOC (network operations center), your organization gets reliable communications.

**Built on Security:** The platform was built on security first. Others are still trying to catch up, but we keep moving further ahead. The CPaaS solution ensures the highest level of security with end-to-end encryption across all messages, media, and data.

**Proven Resiliency:** All your messages and data are reliably delivered globally. We use our very own IP-based infrastructure that is reliable even in areas with low performing-networks. Our platform has the ability to handle high-bandwidth data across all endpoints.

**Designed for Business Integration:** Add communications to your apps and services as seamlessly as possible. Simplify and accelerate app development. The CPaaS solution works with industry standard user identity and management systems, such as Google® or Active Directory, to provide an easy, strong authentication and access control model. Easy integration means faster business transformation.



# The Security and Privacy You Need

Organizations seeking to empower their apps and services with built-in communications cannot afford to compromise on data security, particularly in regulated industries. When it comes to CPaaS, security should not be sacrificed for speed, ease and reduced cost of app development.

That is why BlackBerry provides proprietary end-to-end security, protecting communications data at rest and in transit, with FIPS 140-2 validated encryption. It's trusted by the most security-conscious governments and organizations worldwide to secure user data and protect user privacy.

Here's how communications stay secure:

- **Messages are digitally signed**, so you're assured of who sends each message in your application.
- **Messages are encrypted**, so you're assured that only the intended recipient can read the message.
- **Messages are subjected to integrity signature checks**, so you're assured the message isn't modified in transit.

"The BlackBerry CPaaS was a game-changer. The advantage was instantly apparent to our clients, and they are overjoyed with the solution. And the extensive documentation made it easy to use, and easy to integrate quickly and seamlessly."

Toby Clench  
Managing Director,  
Tundra Core Studios Limited

To learn more about BlackBerry CPaaS and try it for free, please visit:  
[www.blackberry.com/bbmesdk](http://www.blackberry.com/bbmesdk)