

BBM Enterprise SDK

Powerful Communications and Data Sharing
for Your Apps and Services



BlackBerry Enterprise SDK

Innovation is paving the way for digital transformation. From live communications to AI to automation to predictive analytics, businesses are constantly using new technologies to build the next-generation app. But as businesses innovate, the gaps in security become larger—as well as the likelihood of being blindsided by an attack. How can businesses provide these new services while protecting a growing set of customer data?

Why BlackBerry?

- Decades grounded in securing communications
- 100% delivery guarantee
- 100 M + users supported globally
- Billions of chats and calls supported per day

Transform Your Apps With Real-Time Interactions

BBM®Enterprise SDK is the secure CPaaS (communications platform as a service) that enables easy integration of enterprise-grade communication and data sharing functionality directly into your Android®, iOS®, and web apps. A global, IP-based cloud communications platform, BBM Enterprise SDK enables you to easily create powerful new experiences between your users, machines, and IoT devices.

- Embedded chat, voice, video communications in your apps
- Peer to peer data sharing
- Publish/Subscribe messaging services

With complete end-to-end encryption, digitally signed messages, and guaranteed data delivery, BBM Enterprise SDK enables you to build powerful user and machine connections around the globe, while keeping everything safe and secure in a “private garden” communication system.

Grounded in Security

The BBM Enterprise SDK platform was built on security first. Others are still trying to catch up, but we keep moving further ahead.

BBM Enterprise SDK ensures the highest level of security with end-to-end encryption across all messages, media, and data with:

- Proprietary end-to-end government-grade protection across all communications, both in transit and at rest.
- FIPS 140-2 validated encryption
- 70+ security certifications





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.

Create Innovative App Experiences

Create powerful new experiences for both your internal and external users that go beyond basic chat.

Embedded Real Time Rich Chat, Voice, Video: Offer fully-featured instant messaging and calling experiences integrated into your user apps. Provide 1:1 and group chats—with “delivery” and “read” statuses for all messages and data. Create a more personal experience with voice and video, with “click to call” capabilities as well as thumbnail and full screen viewing of video chats.

Peer-To-Peer Data Streams: Create rich peer-to-peer sessions in which a variety of both low and high-bandwidth data can be streamed between multiple endpoints. This includes sharing of files, contact cards, media, location, whiteboarding, and other business data.

Publish/Subscribe Services: Create channels that enable you to broadcast to subscribing users. Users get real-time notifications when there is new activity in the collaboration space—whether it be from another users’ activity or from machine-readable information that your application consumes.

Chat Bots and Routing Services: Enable chat bot services to provide real-time support for your users. The chatbot can process the users’ data, activity, and messages, and uses this information to then route the user to the correct contact point.

AI Predictive Analytics: Enable behind-the-scene user empowerment with AI algorithms to deliver relevant information to users when they need it, such as location-based alerts or suggested user actions based on usual behavior.

Secure IoT Data Sharing: Support real-time data sharing across endpoints while eliminating the chance of any data being left behind. Eliminate the worry of cached copies or “fingerprints in the cloud” that could compromise privacy.

Proven Resiliency

Highly reliable, BBM Enterprise SDK makes sure all your banking communications are delivered globally.

- Uses our very own IP-based infrastructure that is reliable even in areas with low performing networks
- Safeguards against traditional network outages and spikes
- Ability to handle high-bandwidth data across all endpoints
- Built on the same infrastructure as BBM, which has scaled to 100 million users and billions of messages per day

Here's how we ensure resiliency:

- Guaranteed delivery with automatic reconciliation of any failed or offline delivery
 - Visible message status such as queued, sent, delivered
- Connection management that uses built-in redundancies to ensure uptime

Designed For Business Integration

BBM Enterprise SDK makes adding communications to your apps and services as seamless as possible. It simplifies and accelerates app development.

- 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
- Integrates communication capabilities into existing business processes. Examples: appending chat sessions to CRM records, integrating shared photos and videos into relevant ERP systems
- Improves customer satisfaction while lowering your support costs.

Focus on What Matters

BBM Enterprise SDK lets developers do what they do best: create compelling app features and enhancements for users. Sizing and provisioning back-end infrastructure for a full communications stack can be complex and costly. Leveraging our powerful, secure communications framework for your apps frees up valuable development time and resources.





About BlackBerry

BlackBerry is securing a connected world, delivering innovative solutions across the entire mobile ecosystem and beyond. We secure the world's most sensitive data across all end points – from cars to smartphones – making the mobile-first enterprise vision a reality. BlackBerry is a GDPR compliant, ISO22301 & ISO27001 certified company.

Learn more at: www.blackberry.com

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