



With BlackBerry's Help, This **Product Management Specialist** Sparked Better, More Secure Collaboration

At a Glance



Industry IT

Location Taiwan

Products BlackBerry® Spark
Communications Services

<https://www.kaneoh.com/>

A secure product management specialist, Kaneoh was founded with the goal of helping organizations more efficiently and effectively bring new products to market. It is building a suite of standalone tools that will eventually be integrated into a full-stack product management platform. It was in the construction of this platform that founder and CEO Momday Dok and his team sought a means of both improving scalability and enabling secure collaboration between users.

This ultimately led Kaneoh to BlackBerry® Spark Communications Services.



The Organization

Founded in 2015 and headquartered in Taipei, Taiwan, Kaneoh was born out of founder and CEO Momday Dok's experience as a PM for IBM. During his time in the ICT industry, he found that the vast majority of organizations shared a common problem. Where product management and new product introductions were concerned, their processes were often both inefficient and unsecured.

"There's so much manual work to do, so much information to share across both internal and external stakeholders," Dok explains. "No one was sure how to efficiently bring their products to market while also enabling secure collaboration and communication. There was something missing – that's how the idea of Kaneoh was born."

Kaneoh is building a full-stack product management platform which will allow organizations to more efficiently and effectively handle everything from feature and lifecycle management to quality control. Kaneoh's platform has gone through several iterations since its initial release. Originally an on-premises solution, Dok and his team recently migrated it to a single-tenant cloud deployment.

Currently, they are rolling out individual features of their latest release as stand-alone applications before integrating them into a seamless, unified multi-tenant cloud platform.

“We describe Kaneoh as a full-stack product management platform – and communication is a key layer of the stack, the glue that keeps everything together. That’s what Spark Communications Services is allowing us to do. It plays into our vision of secure business being for everyone.”

Alex Trup,
*Co-founder & Marketing
Director,
Kaneoh*

The Challenge

Initially, Kaneoh developed and provided all the communication features on its platform internally. While it was able to offer clients the functionality they needed, these features were not readily scalable for a multi-tenant solution. At most, they may have been able to support ten or twenty thousand users – and not easily.

There was also the matter of security, a major requirement of any product management system. From concept to market, proprietary product details are extremely valuable, especially to unscrupulous competitors. Kaneoh, though secure, could not offer the level of assurance many businesses sought.

“People were asking us about security all the time,” says Dok. “They wanted more than just product management. They wanted to be able to use our platform for secure business collaboration and communication. At the time, it was something we were not able to do – not in the manner they were requesting.”

Kaneoh found a solution to its problems from a rather unexpected source. One of its developers was originally hired from a security company, where they’d worked with BlackBerry’s portfolio in the past. A long-time fan of the company, they’d downloaded the recently-released BlackBerry Spark Communications Services to experiment with.

“One of my team members saw the Spark Communications Services release and downloaded it online,” Dok recalls. “Two weeks later, I got a phone call from BlackBerry.”

It was then that he realized his company was faced with a genuine opportunity – Kaneoh could offer the secure collaboration and communication features its customers were asking for by partnering with BlackBerry.



The Solution

BlackBerry Spark Communications Services is an EoT development platform built for secure connectivity from the kernel to the edge. Through Spark Communications Services, developers are able to bake rich chat, voice, video, and data transfer into mobile, web apps, and smart devices. Flexible APIs further allow developers to improve interactions between business processes, users, machines, and devices.

In Kaneoh's case, Spark Communications Services allowed the company to greatly improve its existing communications architecture.

"Before BlackBerry contacted me, we were working with a very diverse solution, integrating with several different products," says Dok. "We had not yet opened the API. Once we'd prepared our platform, we integrated it with Spark Communications Services over the course of two and a half weeks, thanks to BlackBerry's support."

Kaneoh ultimately chose BlackBerry because of its strong reputation. As a brand, BlackBerry is known for working with governments, banks, and other high-security industries and organizations. Dok and his colleagues realized they could leverage that reputation by using Spark Communications Services.

"A lot of smaller companies think security is expensive and difficult," explains Dok. "We saw that we could leverage both Spark Communications Services and the BlackBerry brand to show them that this is not the case. Security is accessible to everyone."

"When people hear BlackBerry, they often think about enterprise and governments, and the pricing that goes with such verticals," adds Alex Trup, Kaneoh's Marketing Director and Co-founder. "We're working to spread the message that they can have this level of security – that they **should** have this level of security – at differently-structured pricing that's more suitable for SMEs."

“One of the things we educate our customers about is that BlackBerry is no longer a hardware company. They’re one of the strongest software security companies in the world – and collaboration with them is very beneficial for everyone involved.”

Momday Dok,
Founder & CEO,
Kaneoh

The Results

Scalability: BlackBerry is known for its infrastructure as much as its security. Not surprisingly, this was one of the key selling points of the platform for Kaneoh. The ability to expand its offerings to as many users as possible meant that it could both open the door to new clients and offer better service to existing customers.

“We don’t have the scale of BlackBerry,” says Dok. “We can’t scale to 1 million users without a huge effort on the engineering side. With Spark Communications Services, Kaneoh’s platform can be scaled as much as necessary.”

Functionality: In addition to scaling, Spark Communications Services has allowed Kaneoh to add new features to its platform.

“When we first started working with BlackBerry, we only had a messaging platform,” says Trup. “Using Spark Communications Services, we were able to add voice and video calling – neither of which we had, and neither of which were necessarily on our product roadmap before. We’re now offering an even better experience to our users. What they don’t see is that the communication side of that experience is all handled by BlackBerry.”

BlackBerry Secure: Working with BlackBerry has allowed Kaneoh to offer its clients the utmost assurance that their data will be kept safe. Moreover, it’s helping them spread the message that secure collaboration can be made accessible to everyone.

“It’s definitely strengthened our marketing message,” explains Trup. “Being BlackBerry Certified adds a level of trust to our brand that wouldn’t have been as immediately possible otherwise. One of the taglines we’re using is ‘Secure business starts with Kaneoh’ – and it’s powered by BlackBerry.”

“We were already able to help customers accelerate their new product introductions and help them collaborate across multiple stakeholders,” adds Dok. “But we did not have the security branding necessary for businesses. That’s one of the key things BlackBerry brings to the table for us – security expertise and secure communication.”

Future Plans: Kaneoh has been so impressed with Spark Communications Services and the functionality it offered that Dok and his colleagues are currently looking at implementing additional BlackBerry software. Most immediately, they are evaluating a deployment of BlackBerry® Workspaces. A secure content collaboration tool, Workspaces will add an extra layer of security with granular file controls, auditing, and access control.

About BlackBerry Limited

BlackBerry Limited is an enterprise software and services company focused on securing and managing IoT endpoints. The company does this with BlackBerry® Secure™, an end-to-end Enterprise of Things platform, comprised of its enterprise communication and collaboration software and safety-certified embedded solutions.

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