

## How Solutions Provider MobiStream Uses BlackBerry Spark Communications Services To Open the Door To Entirely New Markets



### At a Glance

A close associate of BlackBerry, MobiStream helps organizations modernize their employee experience and devise strategies to support digital transformation. Recently, BlackBerry approached the company to help it test **BlackBerry® Spark Communications Services**. Impressed with the platform's functionality, MobiStream implemented Spark Communications Services into its own offerings, providing secure connectivity along with real-time voice, chat, and video to its clients.

### MobiStream

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**Industry:**

IT

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**Location:**

Ontario, Canada

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**Product:**

BlackBerry® Spark  
Communications Services

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**Website:**

[www.mobistreamsolutions.com](http://www.mobistreamsolutions.com)

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## The Organization

Founded in 2015, MobiStream helps enterprise organizations address the challenges of mobilization, digital transformation, and employee experience modernization. It provides a wide range of services, including software strategy, software development, and software security. It also maintains a product portfolio designed to assist with everything from enterprise productivity to communications, HR, and IT Self-Service.

MobiStream has two primary strategic prongs. On one side, it's heavily involved in the designing and engineering new software for its clients. It also acts as an implementation expert, assisting clients in devising strategies and processes for digital transformation and modernization plans.

"The genesis of MobiStream is based largely on my research and development while at BlackBerry," explains Nick Scozzaro, Founder of MobiStream. "Essentially, what we do is help organizations modernize their user experience by building modern interfaces and behaviors on top of their legacy systems to improve employee engagement and productivity. A single, cost-effective codebase supports all web, tablet, and mobile devices, and allows organizations to transform the digital experience of their users."

## The Challenge

Given that its founder is himself a BlackBerry alumnus, MobiStream has close ties to BlackBerry. BlackBerry regularly works with the company to help test software and tools, assisting in its research and development, and providing proofs of concept for new products. It was one such test that brought BlackBerry Spark Communications Services to the company's attention.

With BlackBerry Spark Communications Services, developers can easily snap rich chat, voice, video, and data transfers into mobile and web apps and smart devices. Through flexible APIs, they can integrate a strong, secure backend into the core functionality of their applications. This also enables secure data transfer and data streams between smart devices.

Scozzaro and his colleagues recognized an opportunity when they saw it. The uncompromised security offered by BlackBerry Spark Communications Services is a valuable asset in today's security-conscious enterprise. The ability to offer seamless connectivity and collaboration was also highly beneficial.

"We believe a modern workforce is a more collaborative one," Scozzaro explains. "Implementing secure, flexible communication, connectivity, and collaboration was a major value add."

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"In today's world, security is an increasingly important element of digital environments. Being a valuable technical or software solutions provider means offering clients a trusted and strong security posture. BlackBerry has long been an industry leader for secure solutions, and so BlackBerry Spark Communications Services helps to ensure your portfolio remains protected at all times."

- Nick Scozzaro,  
Founder & CEO, MobiStream

## The Solution

“What ultimately drove us to implement BlackBerry Spark Communications Services was being able to address new markets,” says Scozzaro. “Being able to add secure collaboration to what we already have presented several new business opportunities. It meant we’d be better equipped to securely connect users with their organizations, their peers, and so on.”

Collaborating with BlackBerry support, MobiStream was able to quickly begin working with BlackBerry Spark Communications Services. In addition to offering clients a branded, secure chat solution, the organization’s developers are able to bake secure messaging, voice, and video directly into any purpose-built solutions they design. For example, MobiStream has integrated BlackBerry Spark Communications Services into MobiStream Cue, its enterprise productivity, workflow automation, self-service, document management, and collaboration platform.

“We really appreciate the time BlackBerry put into their solution, and their ongoing support as an integrator,” explains Scozzaro. “Working with them helped us realize success very quickly.”

## The Results

**BlackBerry Secure:** With Spark Communications Services, MobiStream taps into more than a decade and a half of experience in secure messaging. This allows it to provide unmatched security without sacrificing functionality. More importantly, it provides peace of mind for the organization’s customers, who remain fully in control of their information.

“For us, there really aren’t any alternatives to Spark Communications Services,” explains Scozzaro. “BlackBerry created a real business opportunity for us, because no other platform was secure enough that I’d entrust client data to it. To know that our clients have access to and control of their encryption keys made it a no-brainer to leverage the platform.”

“Ultimately, Spark Communications Services allows me to offer backend, secure, reliable connectivity to clients, with the knowledge that it’s among the things BlackBerry does best,” he adds.

**A Flexible, Versatile Platform:** “We don’t look at Spark Communications Services solely as a messaging tool,” explains Scozzaro. “Instead, we look at it as more of a transport utility. How can we send data outside the firewall to clients and end devices without compromising the content, the client, or the business? It’s flexible enough that we can use it for multiple applications, whether that’s chat, voice, video, cloud transfer, IoT, or something else altogether.”

“We do some smart city connectivity, and work with sensor technology in agriculture,” he continues. “We’re able to protect and see to the management of smart devices like parking meters, lights, sensors, water, and irrigation. You wouldn’t think agriculture would be a target, but if something goes wrong with a sensor, you could lose millions of dollars of crops; it’s a very vulnerable type of product.”

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“BlackBerry Spark Communications Services is about ease of connection and use. Connecting your workforce helps to enhance productivity, while fostering confidence and peace of mind.”

- Nick Scozzaro,  
Founder & CEO, MobiStream

**A Doorway into New Markets:** The connectivity and infrastructure offered by BlackBerry Spark Communications Services has created a number of significant opportunities for MobiStream to expand its market reach. Though these new opportunities largely include branded secure messaging for large organizations, MobiStream uses BlackBerry Spark Communications Services to better enable the Internet of Things.

“There are a lot of environments and industries where the most commonly used collaboration tools aren’t satisfactory,” says Scozzaro. “Spark Communications Services allows us to offer an enterprise collaboration and chat solution that’s certifiably secure, and one where clients can control their own encryption keys.”

**Internal Collaboration:** “We use Spark Communications Services within our own business because we believe in practicing what we preach,” explains Scozzaro. “We believe in championing our own products.”

Many of MobiStream’s employees and development staff work remotely. Ensuring they’re able to reliably and securely connect with colleagues while protecting customer data is incredibly important. BlackBerry Spark Communications Services enables them to do so, empowering their communication and collaboration efforts in the process.

**Reliability and Usability:** “Our customers are satisfied,” says Scozzaro. “The platform does what it’s designed to do quite well. We haven’t had any issues with anything that’s in production, and the fact that it’s flexible enough to be used in multiple applications is a huge value add for us. I don’t think end-users really even notice any difference – but it provides peace of mind for the clients themselves.”

## 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 150M 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).*

