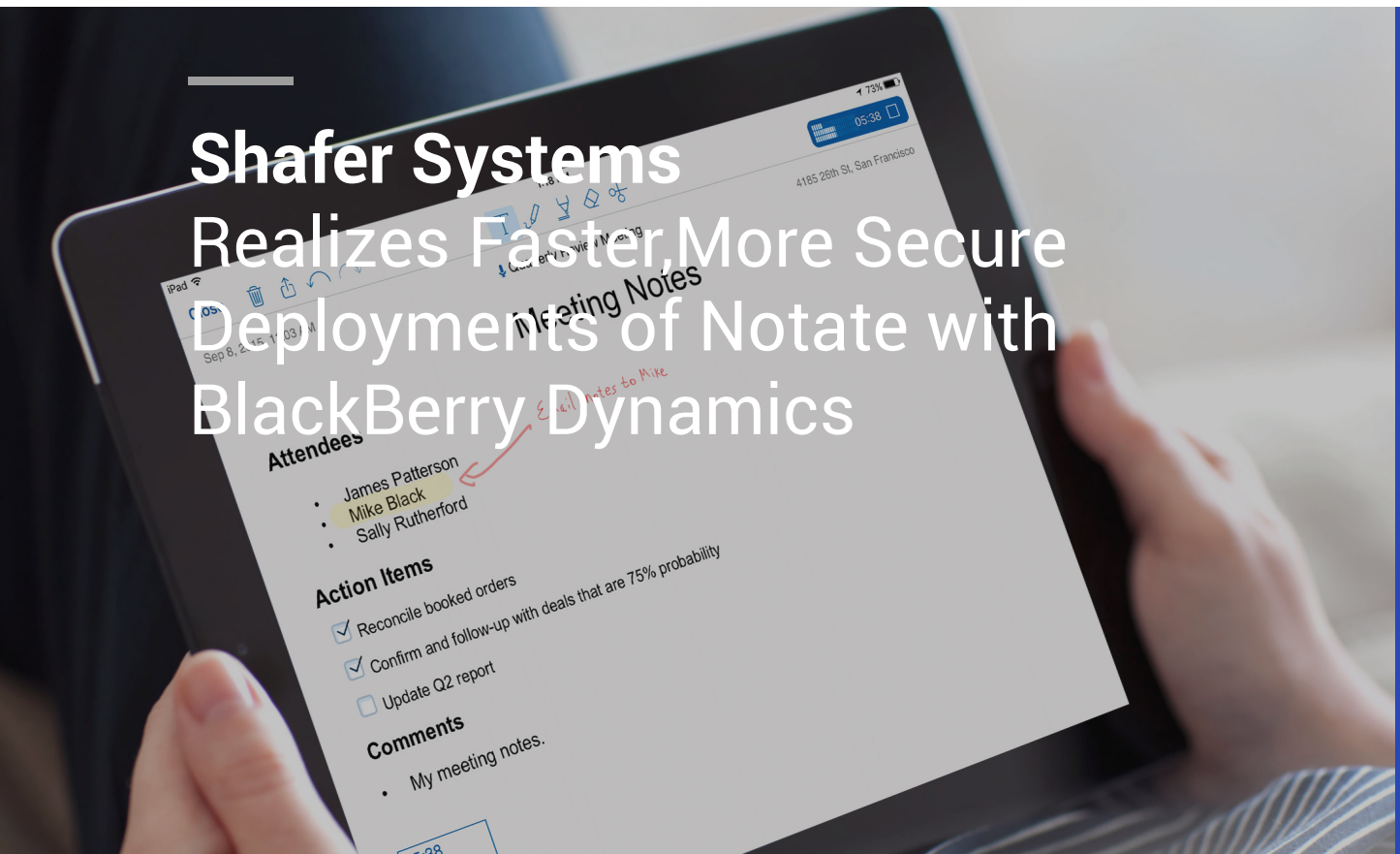


Shafer Systems Realizes Faster, More Secure Deployments of Notate with BlackBerry Dynamics



At a Glance



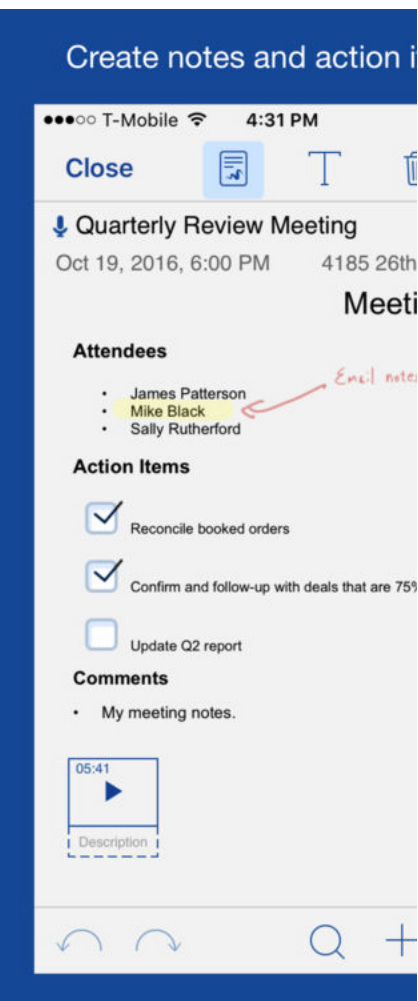
Customers of Partner ~200
enterprises globally

Location Dallas, Texas

Partner Product Notate

www.shafersystems.com

Founded in 2010 and situated in Dallas, Texas, Shafer Systems provides mobile application development services and products targeting the business productivity market. Their core product, Notate, is available globally, with a large customer base in both the US and the Netherlands. Notate is localized in English, French, Italian, German, Spanish, Russian, and Dutch.



The Partner

Through BlackBerry's acquisition of Good Technology, Shafer Systems has been a valued partner for a very long time. "In 2010, the mobile marketplace was flooded with applications," says Founder and CEO Joel Shafer. At the time, Good Technology was miles ahead of everyone else – and they were the company's best chance of monetizing Notate."

"Even early on, when the solution wasn't as far along as it is today, it was still a pretty good vision," Shafer explains. "And it's only gotten better since the acquisition."

"I'd worked with Good Technology when I was CTO of another company, Quick Office," he continues. "When I collaborated with them, I realized their product and vision were at the very top of the market. We did some really complex work with the file system, and they seemed like a natural fit when I left Quick Office to found Shafer Systems."

The Product

Notate is an industry-leading secure note taking app which allows users to securely capture information, organize notes in notebooks and synchronize with Exchange behind the firewall. It was designed specifically to enable teams to more effectively work together, increasing productivity, enabling frictionless workflows, and creating new ways for teams to interact both with one another and across the organization. From handwritten meeting notes, audio recordings, photos, web clippings, business cards, barcodes, and tasks, it's architected to let business professionals record everything they need to do their job outside the office.

And most importantly, it allows employees to access all the same data they'd have at their desk, no matter where they are.

"One of the things we try to do in Notate is provide the type of usability and flexibility you'd experience in an open-ended application like Evernote with the type of security you'd see in a government organization. A key way we do that is by offering not just individual productivity but team productivity."



Teams can easily share notebooks and workspaces with one another, uploading, editing, and annotating files as necessary. This allows staff to avoid duplication of efforts through better communication and collaboration with one another. It's a critical functionality, and one that's especially popular in regulated industries such as finance and healthcare. Not surprisingly, Notate has excelled in these industries as a result.

"We've done really well in several specific industries, and the number one industry is banking," says Shafer. "Really, any kind of industry that is regulated, where it's crucial that data is kept secure, are ones in which we flourish. That includes banking and finance, legal, and healthcare."

Shafer recalls one of Notate's clients, a large healthcare organization. Before implementing Notate, personnel had to travel onsite and speak directly with doctors in order to collect charts and patient data. Since many of these charts were not digital, this meant hauling in a laptop and scanner and slowly loading them into Microsoft® SharePoint®.

With Notate, however, they can simply go in with an iPad, scan the document – users can take a photo, then Notate edits and corrects it into black-and-white text – and instantly load it into SharePoint. Not only is it more secure, but it also means fewer hardware expenses, happier employees with less equipment, and fewer wasted hours. Especially in larger organizations, where any such a deployment can help implement streamlined workflows that have a significant impact on the bottom line.

"We have products on MobileIron, we have products on AirWatch and some other platforms, but our products on BlackBerry really do the best. Notate is better on BlackBerry. That's because of the time and attention we have with the organization, and because we've partnered with a company that truly believes in our products, a company that really puts our products in front of customers. My advice to other partners is to really invest in that relationship – it's where things happen."

Joel Shafer
Founder and CEO,
Shafer Systems

The Challenge

On its own, Notate offers secure productivity coupled with the flexibility of anytime, anywhere access to critical data. For customers in regulated industries, however, there is additional security that needs to be implemented before Notate can be deployed. To provide that security, Shafer Systems trusts – and has always trusted – BlackBerry.

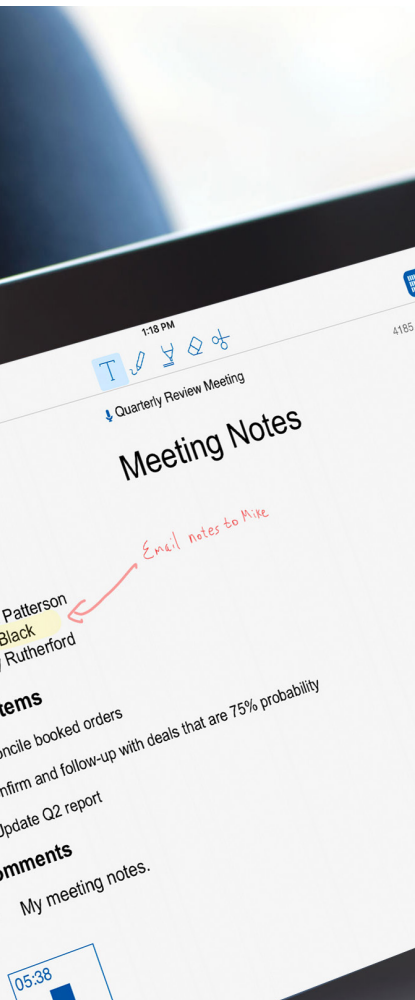
"We go through quite a bit of certification with our clients," says Shafer. "The first step is assuring them we're on the BlackBerry Dynamics platform. That gives people a lot of comfort, knowing the data is encrypted and remains within their own firewall. Beyond that, what I think really keeps the customer happy is knowing that every single application release that we put out is certified by Veracode and secured by BlackBerry – they know their data is protected."

Security is not the only way Shafer Systems has utilized BlackBerry's portfolio, however.

The Partnership

There are four primary ways that Notate leverages BlackBerry, says Shafer:

- **Authentication:** Through simple single sign-on across BlackBerry® Dynamics apps, Notate ensures that its users are who they say they are, and that they are authorized to access the software.
- **Secure data at rest, in use, and in motion:** With Notate, every piece of data that resides on the device, whether at rest or in use, is secured and encrypted. The BlackBerry Dynamics secure container protects the app, while data in-transit is protected by BlackBerry's leading network.
- **Secure connectivity:** Through the BlackBerry® Dynamics SDK, Notate is able to connect readily to a business's Exchange server behind the firewall – data that isn't stored on the device is never stored on the cloud.
- **Best in class app interoperability:** Notate is able to work seamlessly with the other business applications in BlackBerry's portfolio. This enables smooth, uninterrupted workflows by bringing different applications closely together, and integrating their functionality with Notate's.



Together, these give BlackBerry several advantages over its competitors.

Advanced Security: If someone loses a device or a device is stolen, none of the data stored in Notate is put at risk, says Shafer. It can be easily wiped from the device, and access can be revoked. More importantly, data is never stored on another company's cloud or public cloud – it's all within the client's own organization.

This is especially important given that many of Notate's clients work in such high-security industries that he cannot even mention their *names*.

"We need consistent workflows, and we especially need to keep files secure when transitioning from one application to another," explains Shafer. "BlackBerry's seamless, end-to-end encryption enables precisely that."

Streamlined Mobile Workflows: According to Shafer, the thing that really sets BlackBerry apart is the workflows it enables. Working with the BlackBerry Dynamics SDK, his team has designed Notate to integrate closely with several of BlackBerry's core business apps. These include BlackBerry® Work, BlackBerry® Share, and BlackBerry® Access.

"Let's say, for example, you're in BlackBerry Access looking at a business report in your SharePoint," says Shafer. "You realize you need to make some annotations to that, so you send it directly from Access to Notate. Even though you're using three different apps, you don't have to interrupt your workflow at all – it's one of the things we like best about BlackBerry Dynamics, and something that no other MDM or MAM partner currently supports."

A Strong Partnership: Shafer Systems has been with BlackBerry and Good Technology since it was founded. Throughout that time, one thing has remained constant. BlackBerry has remained dedicated both to making its SDK more intuitive to use and promoting its partners' products.

"I think the thing that's really helped Notate, besides the technology being really great, is that we've got a great partnership with BlackBerry," says Shafer. "You guys really promote our products and take them in front of customers, and that's fantastic. In enterprise, it's all about productivity – and BlackBerry helps us offer secure productivity with ease."



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.

Based in Waterloo, Ontario, BlackBerry Limited was founded in 1984 and operates in North America, Europe, Asia, Australia, Middle East, Latin America and Africa. The Company trades under the ticker symbol “BB” on the Toronto Stock Exchange and the New York Stock Exchange. For more information visit BlackBerry.com, and follow the company on [LinkedIn](#), [Twitter](#) and [Facebook](#).