

BlackBerry Dynamics



The Challenge



How do you build the right foundation to more rapidly mobilize your business while ensuring security, flexibility and enterprise readiness across a wide range of devices and apps?

The Solution

Organizations need to mobilize all their core business apps including collaboration, ISV, and custom-developed apps. However, the conflicting needs of IT, developers and business owners often slow mobile initiatives. A common app platform can speed mobilization by enabling each stakeholder to focus on what they do best.

Empower Diverse Stakeholders

IT, developers and business owners each have diverse needs and requirements when it comes to mobility. BlackBerry Dynamics enables each to focus on their own domain without interfering with other stakeholders. With BlackBerry Dynamics:

- IT can define a baseline to ensure security, reliability and scalability across mobile apps
- Developers can more quickly build apps using their preferred development tools and methodologies while maximizing code reuse and conforming to organizational security policies
- Business leaders can adopt a wide range of apps
- without requiring new IT investment or violating established IT policies

The enterprise can accelerate mobilization and increase business agility

BlackBerry Dynamics Components



Mobile Applications

Supports any app type including collaboration, business, off-the-shelf ISV and custom-built.



APIs and Shared Services

Isolates core services from business logic and maximizes component reuse through reusable APIs.



Mobile Infrastructure Services

Delivers consistent security, management, availability and reliability across apps and devices for all business scenarios.

Secured by BlackBerry Dynamics



Maintain the security of documents and data shared between apps via encrypted app-to-app tunneling technology

BlackBerry Analytics: Insights into Enterprise App Activity

BlackBerry® Analytics is now a part of BlackBerry® Dynamics enabling organizations and developers to monitor BlackBerry Dynamics app activity for deployed apps. With event-based app analytics such as the ability to track daily and monthly usage, duration of use, device type usage, and daily active users, IT and developers can gain key insight into enterprise activity to make more informed business decisions and increase ROI.

Secure the Mobile Enterprise

BlackBerry Dynamics utilizes next-gen containerization to protect all corporate data. With FIPS-validated cryptography, Common Criteria EAL 4+ certification and years of usage in the most demanding environments (including government, defense, intelligence and finance), BlackBerry Dynamics is the gold standard for securing mobile enterprise apps. Organizations can layer BlackBerry Dynamics with additional device controls (MDM) and content controls from the BlackBerry Unified Endpoint Management console or use any of these controls on their own with no requirement for an MDM profile. BlackBerry Dynamics enables organizations to:

- Protect corporate applications from leaking enterprise data outside of IT control, with policy-based app controls
- Secure enterprise data in use, at rest and in transit between backend servers and apps
- Maintain the security of documents and data shared between apps via encrypted app-to-app tunneling technology
- Preserve end user privacy without need for intrusive geo- location or whole device wipe techniques

Respond to the Changing Mobile Landscape

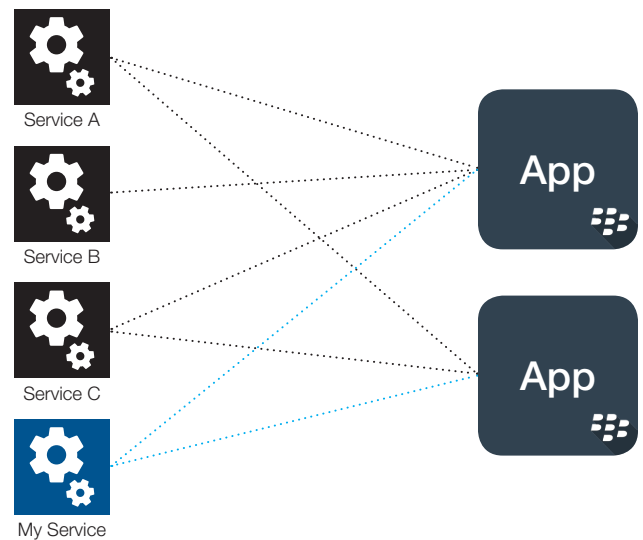
Mobility is in a constant state of change. New endpoints, new apps and new business demands emerge on an almost daily basis. While leading organizations are using mobility as a competitive edge, IT is challenged to enable services to meet these ever-changing requirements. By quickly enabling new applications while maximizing reuse, BlackBerry Dynamics delivers true mobile agility. BlackBerry Dynamics empowers IT to:

- Quickly choose the best app to meet new business demands from the most comprehensive ecosystem of enterprise apps
- Simplify management via a common solution for all scenarios including business-to-employee, business-to-partner, business-to-customer and other key scenarios, including those where IT does not control the device
- Use shared services to develop and deploy new apps more quickly using unique SOA design patterns optimized for mobility
- Enable app-to-app workflows to maximize business productivity while maintaining security

Deliver True Enterprise Readiness

As users and their apps increase exponentially, mobility becomes a tier-one IT service. BlackBerry Dynamics ensures that as businesses mobilize their mobile service is always there when they need it. With BlackBerry Dynamics IT can:

- Scale to meet an ever-growing demand for mobile apps and services
- Build their environment with pervasive high availability and disaster recovery to ensure datacenter issues do not impact mobile users
- Avoid the brittle components of other solutions such as VDI and per-app VPN that lead to service interruption and user dissatisfaction
- Manage their full mobile estate simply, through a web-based console
- Deploy on-premises or in the cloud



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. Founded in 1984 and based in Waterloo, Ontario, BlackBerry operates offices in North America, Europe, Middle East and Africa, Asia Pacific and Latin America. The Company trades under the ticker symbols "BB" on the Toronto Stock Exchange and "BBRY" on the NASDAQ. For more information, visit www.blackberry.com