

BlackBerry WorkLife Persona



The Challenge

An increasing number of employees today are using their own devices for work purposes, blurring the line between personal and business usage. This demand for anytime, anywhere productivity creates multiple challenges for organizations when it comes to maintaining security and privacy. Employees' personal profiles are being used to conduct work for voice and text. Enterprises want a secure and reliable way for employees to have a separate work profile on their personal device for work calls and text messages - without an additional SIM or multiple phones.

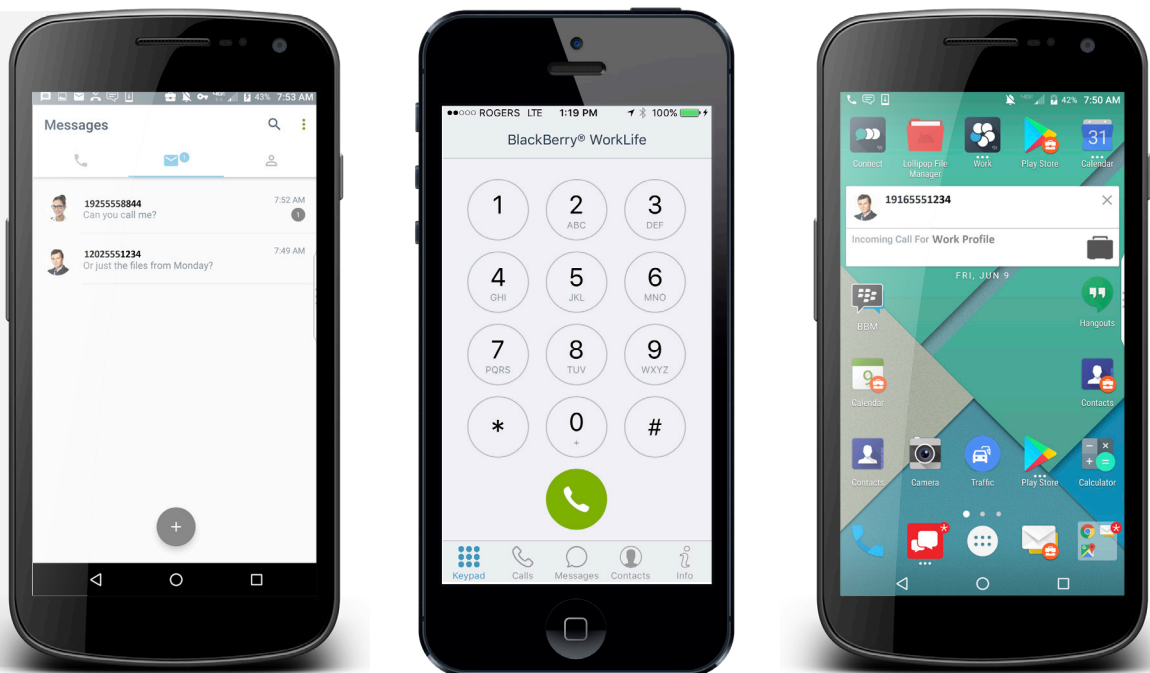
The Solution

BlackBerry® WorkLife Persona offers a separate corporate identity on employee devices for calling and text – without an additional SIM – while your organization gets 100% control over the number for cost management and regulatory compliance demands. This second work identity eliminates the need for employees to use their personal numbers for work, so their personal lines stay private, and also enables users to answer desk phone calls while on-the-go through their mobile device. With a separate corporate number, you can accurately manage corporate costs while ensuring the security of information relayed across voice and text. The solution leverages the carrier network, making it inherently secure and reliable, and ensuring it works with carriers worldwide. A work identity can easily be provided on any iOS or Android™ BYOD device – regardless of carrier.

Provide a Separate Corporate Identity

With BlackBerry WorkLife Persona, users receive a separate corporate identity on their devices for voice and text – without the need for an additional SIM – giving them the privacy they need. It also helps them maintain an efficient work-life balance by ensuring that personal and professional calls and text messages stay separate. While working, users can always use their assigned work line for business communication. This separation of profiles keeps users organized and productive, and eliminates any concerns about having to pay work-related device costs.

With BlackBerry WorkLife Persona, the native user experience is not limited. The WorkLife and PBX integration mobilizes the user's desk phone number, allowing users to call internal and external contacts from their mobile through their desk phone identity. With the integration of Microsoft® Active Directory®, users will always have access to their business contacts. Users can receive calls clearly directed to their work profile, while outgoing calls are easily initiated through the BlackBerry WorkLife app native dialer.



Address HR, Legal, and Compliance Requirements with Ease

BlackBerry WorkLife Persona allows you to address legal and compliance requirements associated with the exchange of sensitive corporate information. The solution enables regulated enterprises to meet stringent compliance requirements related to legislation such as MiFID II and the Dodd Frank Act. BlackBerry WorkLife Persona provides accurate records of communication on the work identity for dispute resolution. It can record calls in real-time with out-of-the-box integration with leading voice recording solutions. BlackBerry WorkLife Persona also enables you to archive texts using an integration with existing enterprise e-Discovery solutions.

BlackBerry WorkLife Persona offers detailed usage reports and centralized access logs that can be configured for any time period and user, and can help answer HR, legal, and regulatory compliance questions with minimal effort.

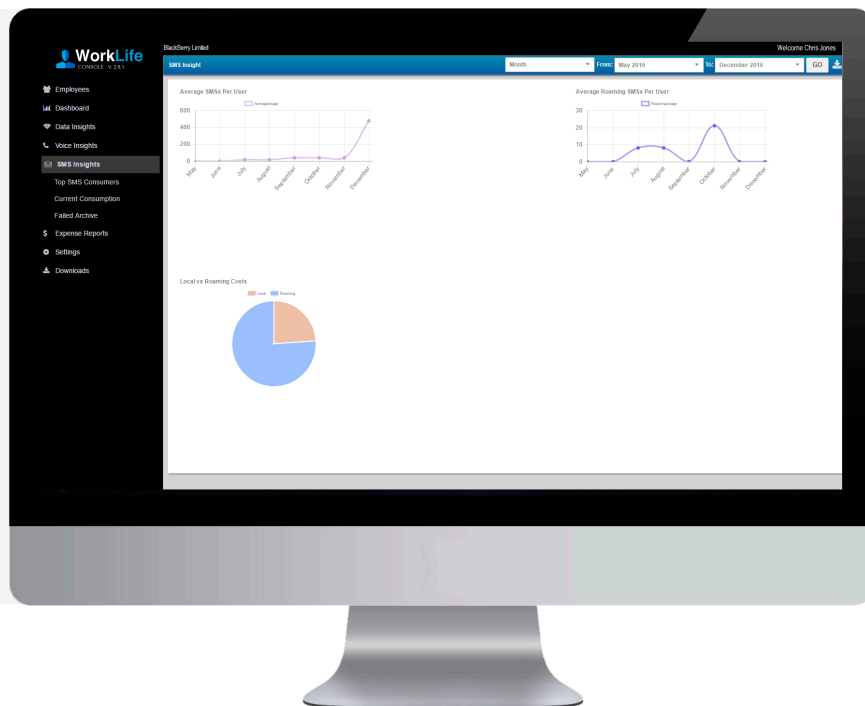
Maintain Full Control of the Corporate Line

With BlackBerry WorkLife Persona, you don't have to worry about security issues associated with corporate line use. IT has 100% control of an employee's work number. If the employee leaves, the number stays within the enterprise. This means that all texts on the corporate work line will be deleted as well. IT has the ability to re-assign the WorkLife number to another user.

The solution is integrated into existing enterprise infrastructure like Microsoft Active Directory, allowing IT to control the provisioning and de-provisioning processes.

Gain Insight into Employee Usage

With BlackBerry WorkLife Persona's advanced analytics feature, you can monitor employees' work-related voice and text usage— without any visibility into users' personal lives. Balancing visibility with privacy, and integrating with leading expense management solution Concur, this capability provides detailed reports on users' work-related calls and texts, monthly trends, usage over time, carrier network usage, and work-related call and text logs.





Save More on BYOD vs. COPE

BlackBerry WorkLife Persona helps enterprises save more by transitioning from a COPE (corporate owned, personally enabled) model to a BYOD model. Many enterprises turn to COPE to control for employee device usage and costs.

With BlackBerry WorkLife Persona, you get the same level of control on BYOD deployments as you do in COPE – but without the additional costs of paying for the device or personal usage, and addressing privacy concerns along with meeting compliance requirements. You only pay for the employees' corporate voice and text lines.

Experience Simple Deployment

BlackBerry WorkLife Persona is easy to deploy. The solution is cloud-based and carrier-independent, so setup is minimal. Deployment is fast and easy, with low IT TCO. BlackBerry WorkLife Persona is not a VoIP solution - calls are made from connectivity with the device's carrier network.

Deploying BlackBerry WorkLife Persona does not require any additional mobile device installations, so you can provide separate corporate numbers right away.



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.