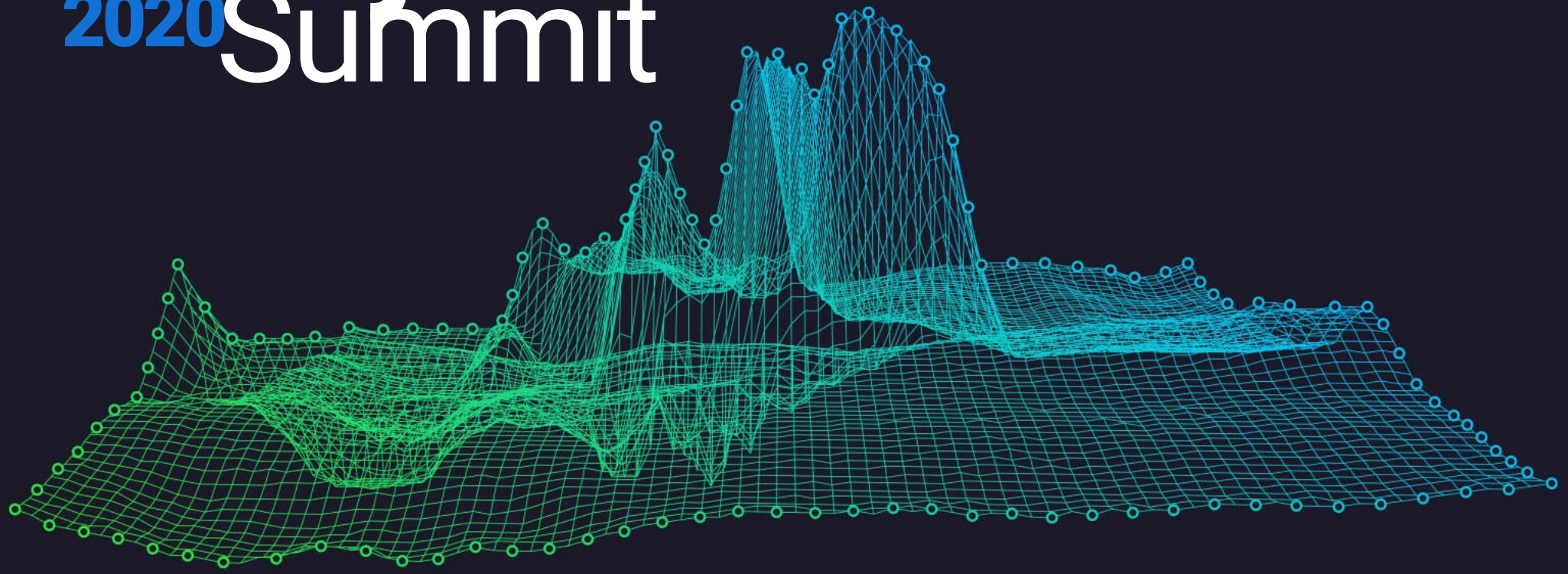
Analyst Summit 2020



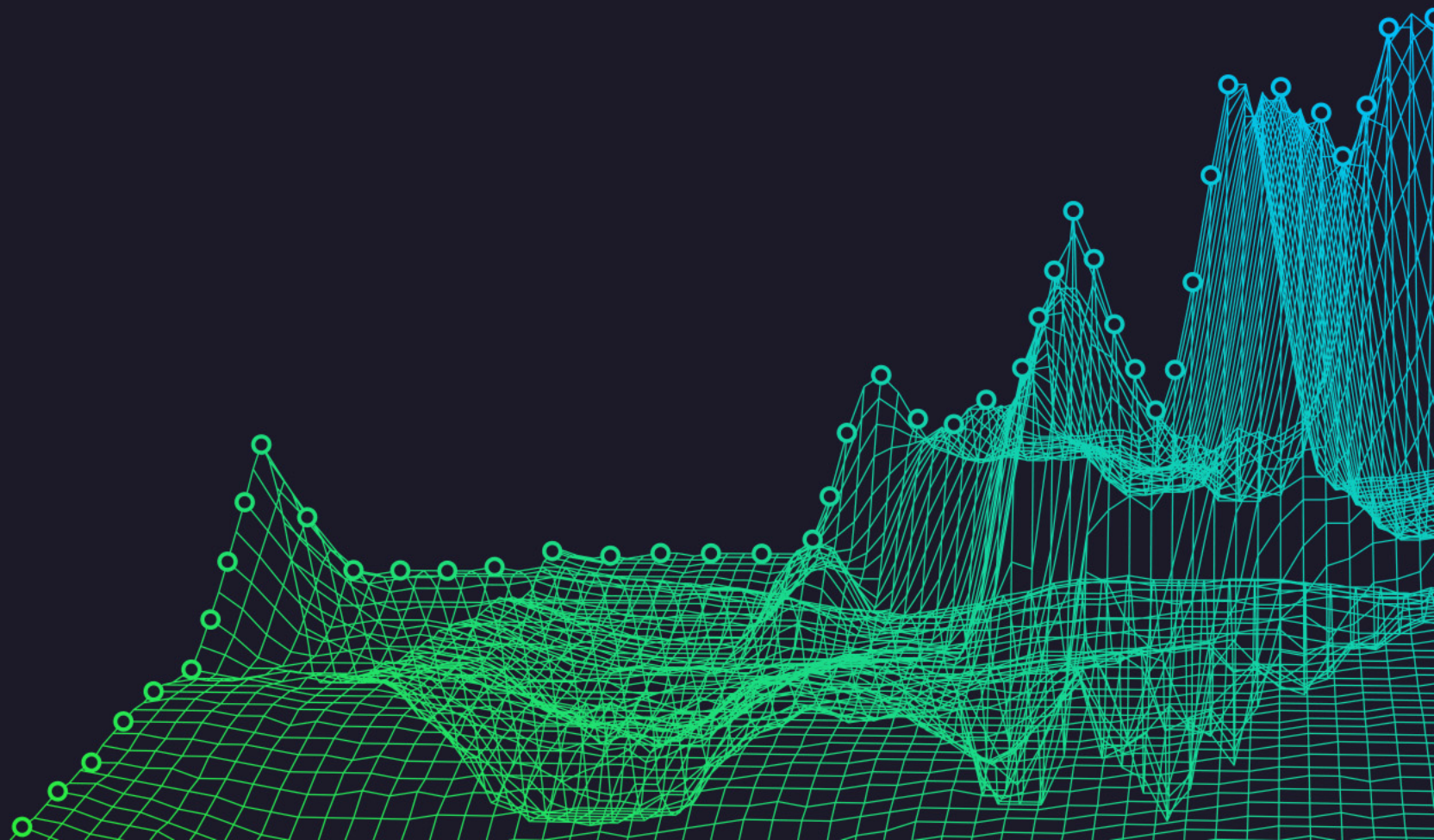
BlackBerry. Intelligent Security. Everywhere.

Analyst 2020 Summit

Opening Remarks

Mark Wilson
CMO

John McClurg
CISO

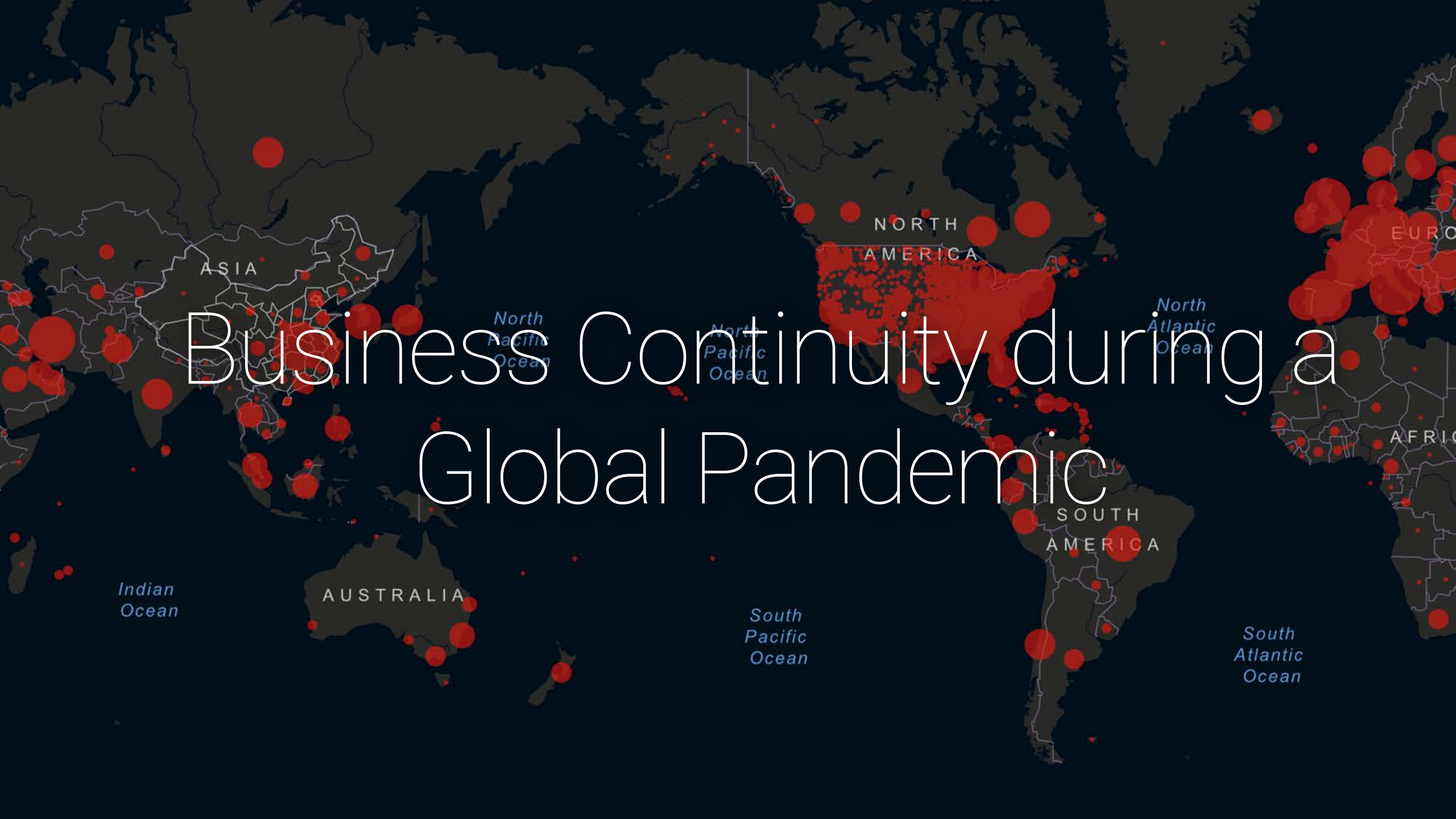


Agenda

Analyst 2020 Summit

11:00 am	Opening Remarks Mark Wilson & John McClurg
11:10 am	Protecting & Managing Endpoints Nigel Thompson
11:30 am	Protecting People Ramon J. Pinero & David Wiseman
11:50 am	Protecting Things John Wall
12:10 pm	Technology Platform Eric Cornelius
12:30 pm	Go-To-Market David Castignola
12:45 pm	Closing Remarks John Chen

© 2020 BlackBerry. All Rights Reserved.



Business Continuity during a Global Pandemic

I can’t communicate with my remote employees

Workers can’t go to the office

Phishing attacks are increasing

Volume of threats

New threat surfaces with mobile & IoT

CHAOS

The human factor

Complexity – number of vendors & solutions

We don’t have enough laptops to send to users

Our VPNs are overloaded

I need to keep my business running

Crisis communication for all employees everywhere

Unified Endpoint Security & Management for any device

Work remotely on any device – personal or corporate owned

ORDER

Secure network access on a BYOL without needing a VPN

Intelligent Security that reduces friction and improves user experience

Future proof platform that will support the next generation of endpoints

Business Continuity During Global Pandemic

Business Continuity

Business Continuity

Business Continuity Manager

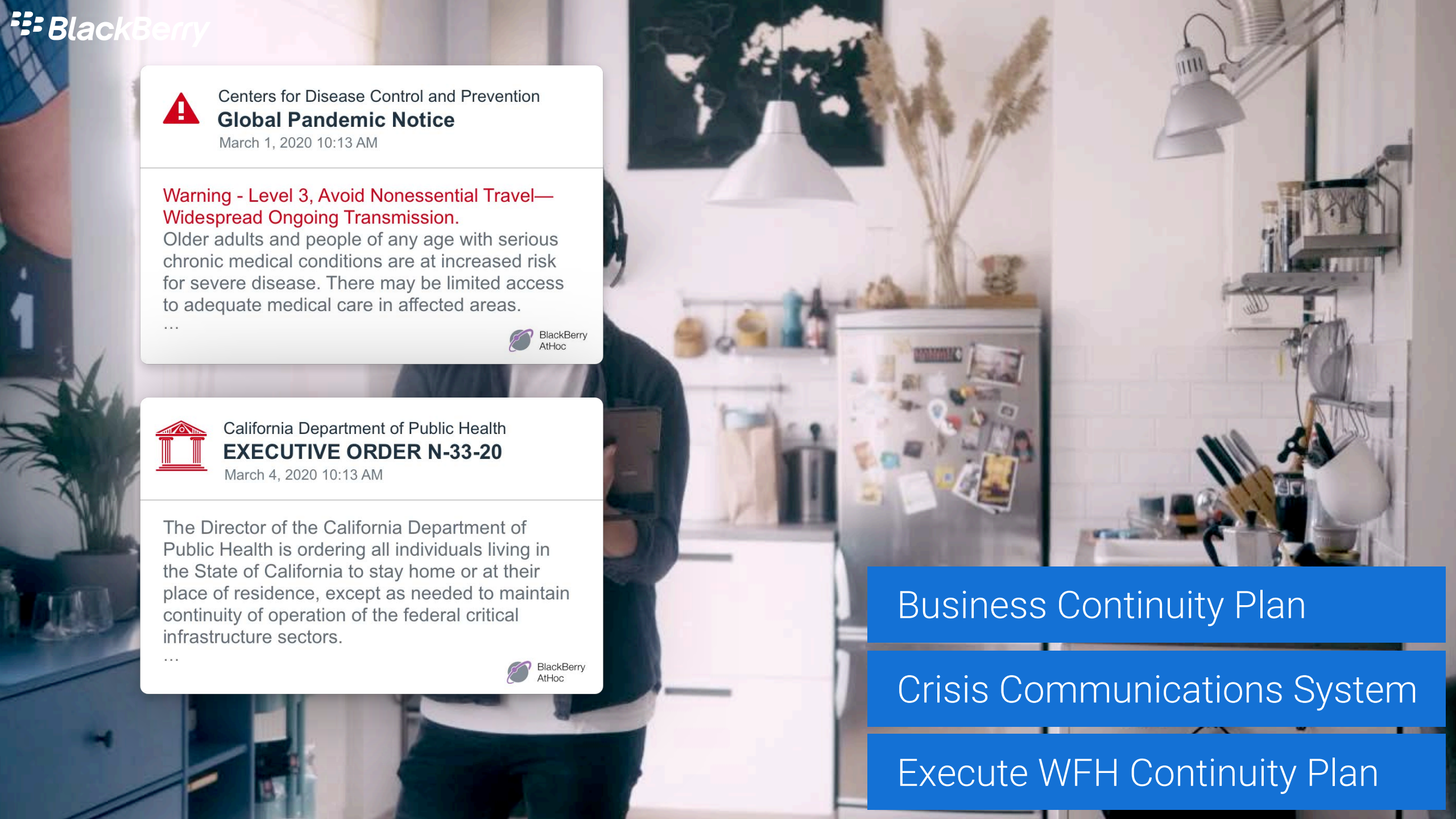
Endpoint Security & Management

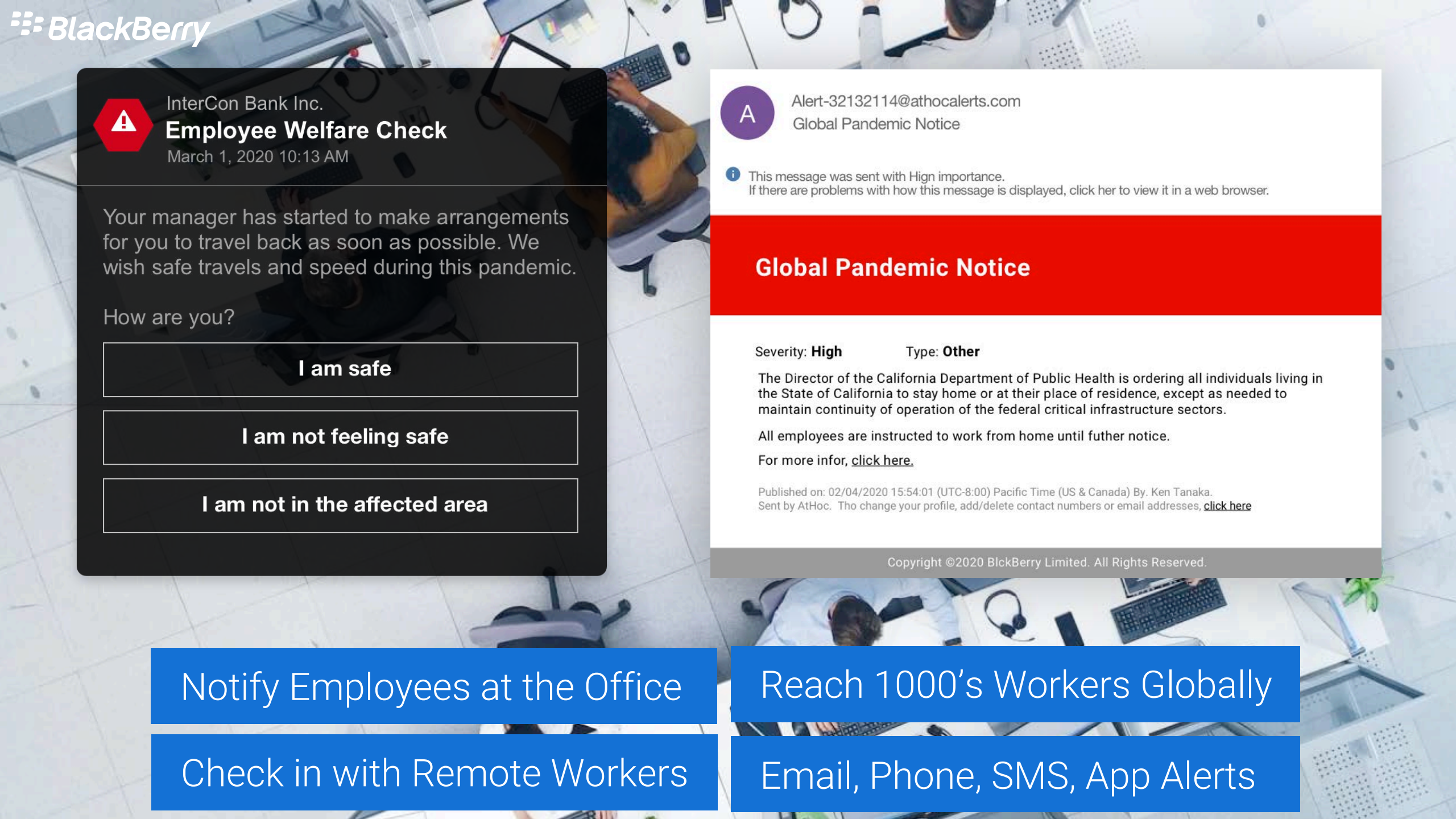
CIO | CISO

Working From Home

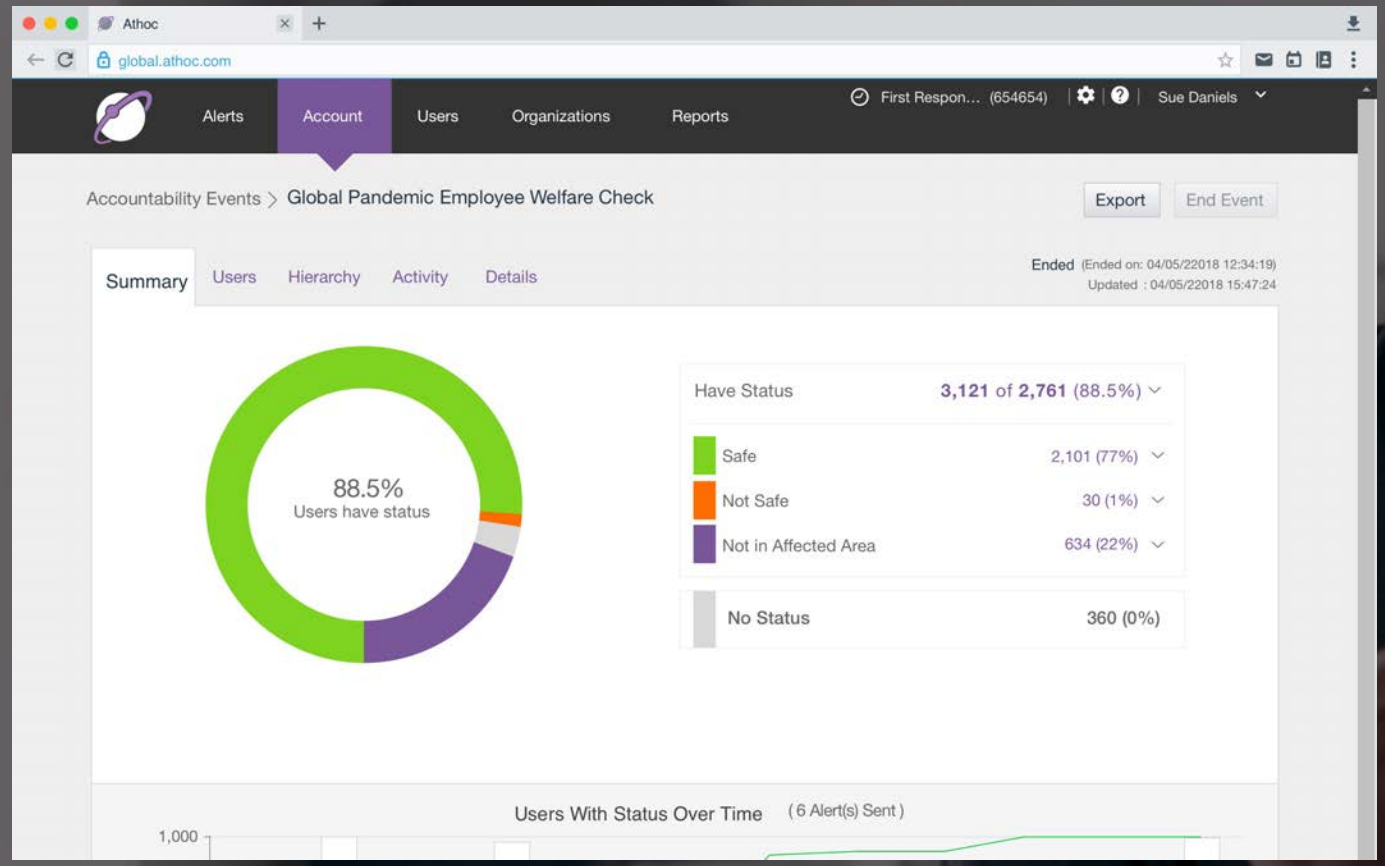
End User

During Global Pandemic


Centers for Disease Control and Prevention
Global Pandemic Notice
March 1, 2020 10:13 AM
Warning - Level 3, Avoid Nonessential Travel—Widespread Ongoing Transmission.
Older adults and people of any age with serious chronic medical conditions are at increased risk for severe disease. There may be limited access to adequate medical care in affected areas.
...
BlackBerry AtHoc
California Department of Public Health
EXECUTIVE ORDER N-33-20
March 4, 2020 10:13 AM
The Director of the California Department of Public Health is ordering all individuals living in the State of California to stay home or at their place of residence, except as needed to maintain continuity of operation of the federal critical infrastructure sectors.
...
BlackBerry AtHoc
Business Continuity Plan
Crisis Communications System
Execute WFH Continuity Plan


BlackBerry
InterCon Bank Inc.
Employee Welfare Check
March 1, 2020 10:13 AM
Your manager has started to make arrangements for you to travel back as soon as possible. We wish safe travels and speed during this pandemic.
How are you?
I am safe
I am not feeling safe
I am not in the affected area
A
Alert-32132114@athocalerts.com
Global Pandemic Notice
This message was sent with Hign importance.
If there are problems with how this message is displayed, click her to view it in a web browser.
Global Pandemic Notice
Severity: High
Type: Other
The Director of the California Department of Public Health is ordering all individuals living in the State of California to stay home or at their place of residence, except as needed to maintain continuity of operation of the federal critical infrastructure sectors.
All employees are instructed to work from home until futher notice.
For more infor, click here.
Published on: 02/04/2020 15:54:01 (UTC-8:00) Pacific Time (US & Canada) By. Ken Tanaka.
Sent by AtHoc. Tho change your profile, add/delete contact numbers or email addresses, click here
Copyright ©2020 BlckBerry Limited. All Rights Reserved.
Notify Employees at the Office
Reach 1000's Workers Globally
Check in with Remote Workers
Email, Phone, SMS, App Alerts

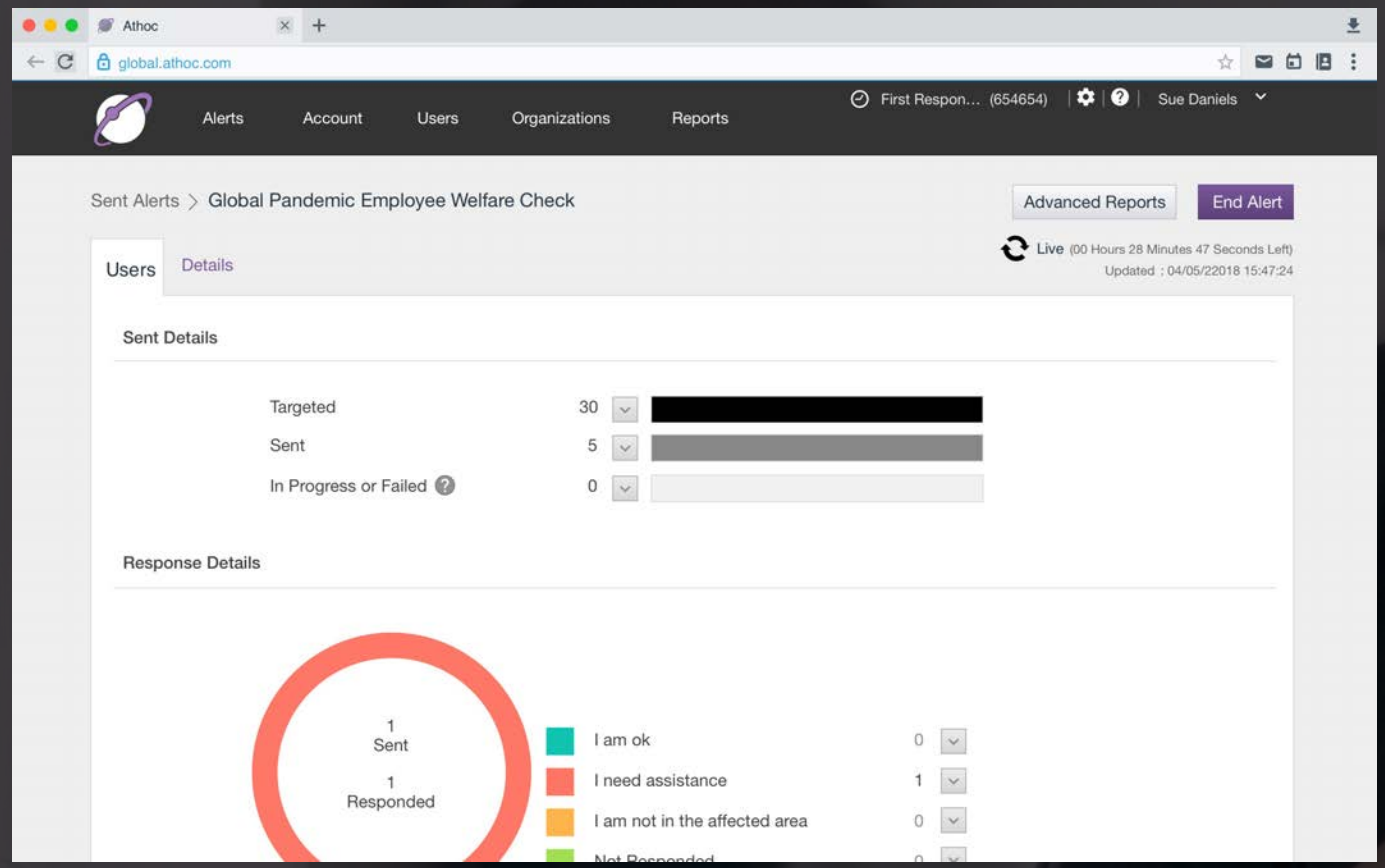
BlackBerry



Real Time Dashboard

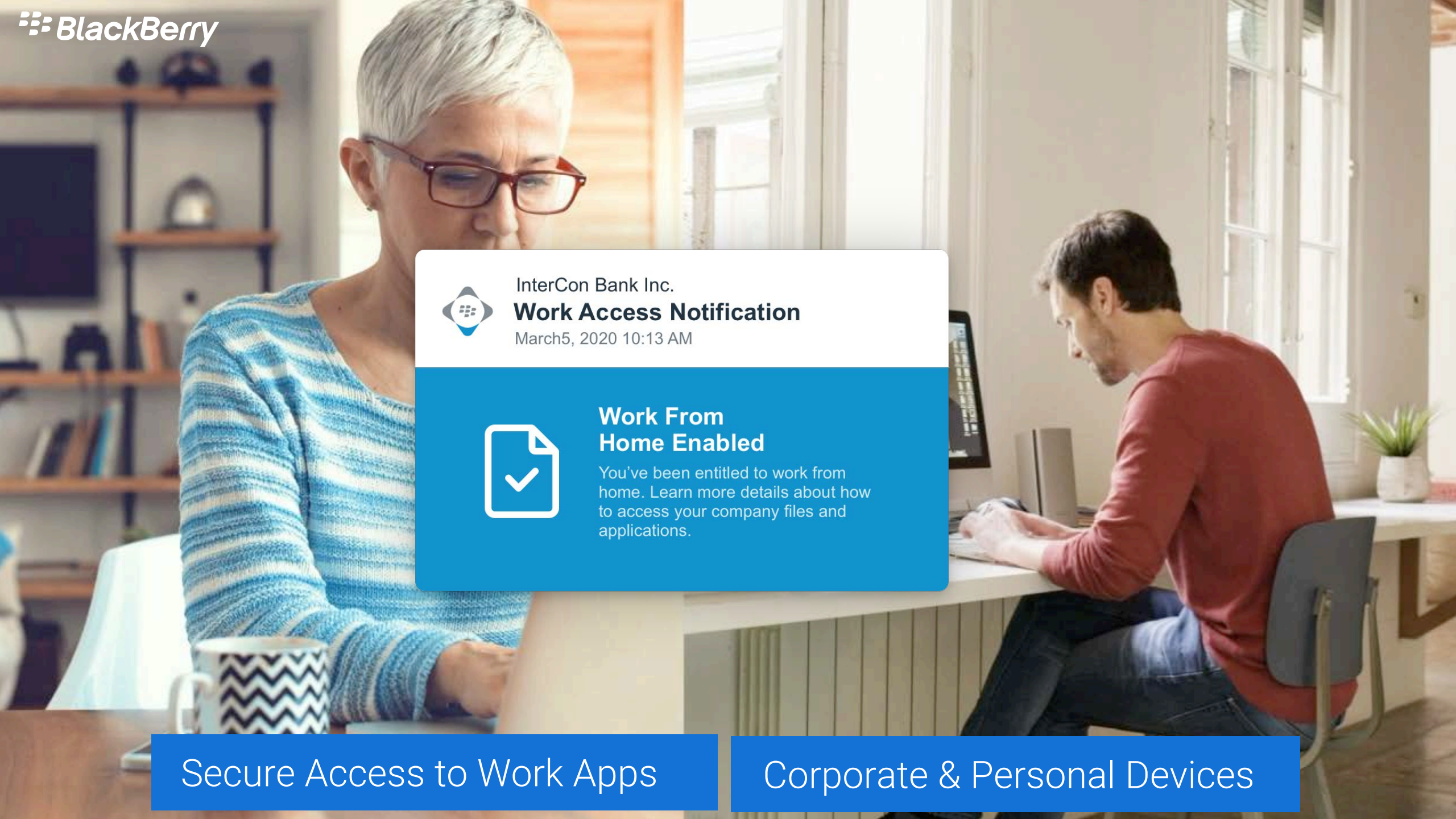
Up to Date Employee Safety

BlackBerry



Notify Workers of WFH Options

Entitle Access with UEM


BlackBerry
InterCon Bank Inc.
Work Access Notification
March5, 2020 10:13 AM
Work From Home Enabled
You've been entitled to work from home. Learn more details about how to access your company files and applications.
Secure Access to Work Apps
Corporate & Personal Devices

Business Continuity

Business Continuity

Business Continuity Manager

Endpoint Security & Management

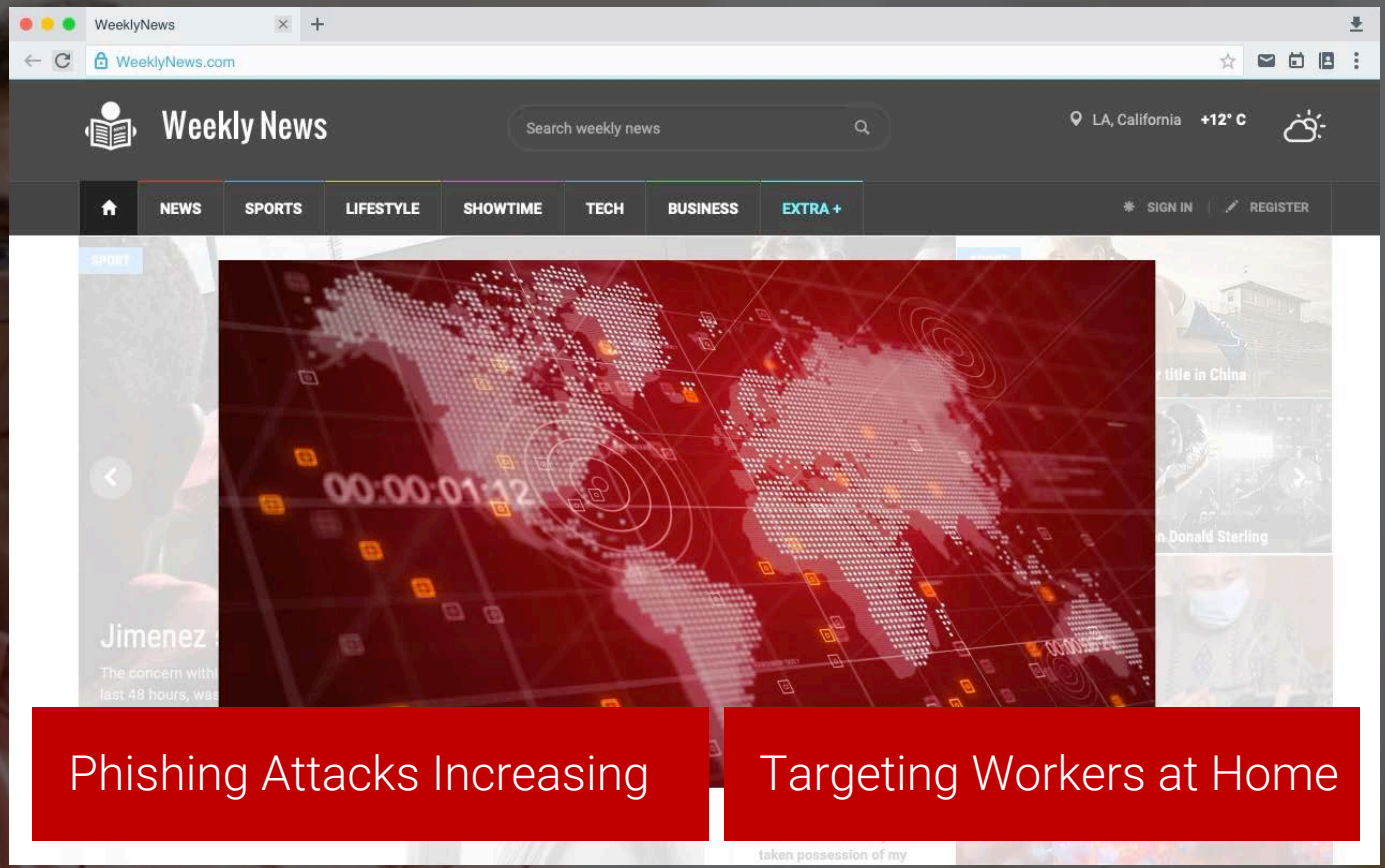
CIO | CISO

Working From Home

End User

During Global Pandemic

BlackBerry



Phishing Attacks Increasing

Targeting Workers at Home

Security Attacks Increasing

Targeting Corp & Personal Devices

Users on Home Networks

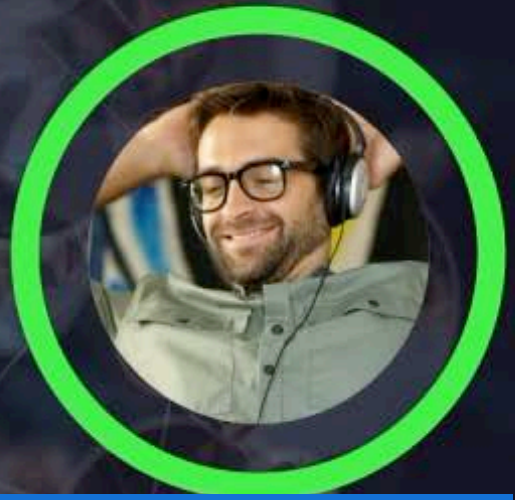
BlackBerry

Unified Endpoint Security Console

Protecting Personal & Corp Device

AI Prevention Stopping 100% Phishing

BlackBerry



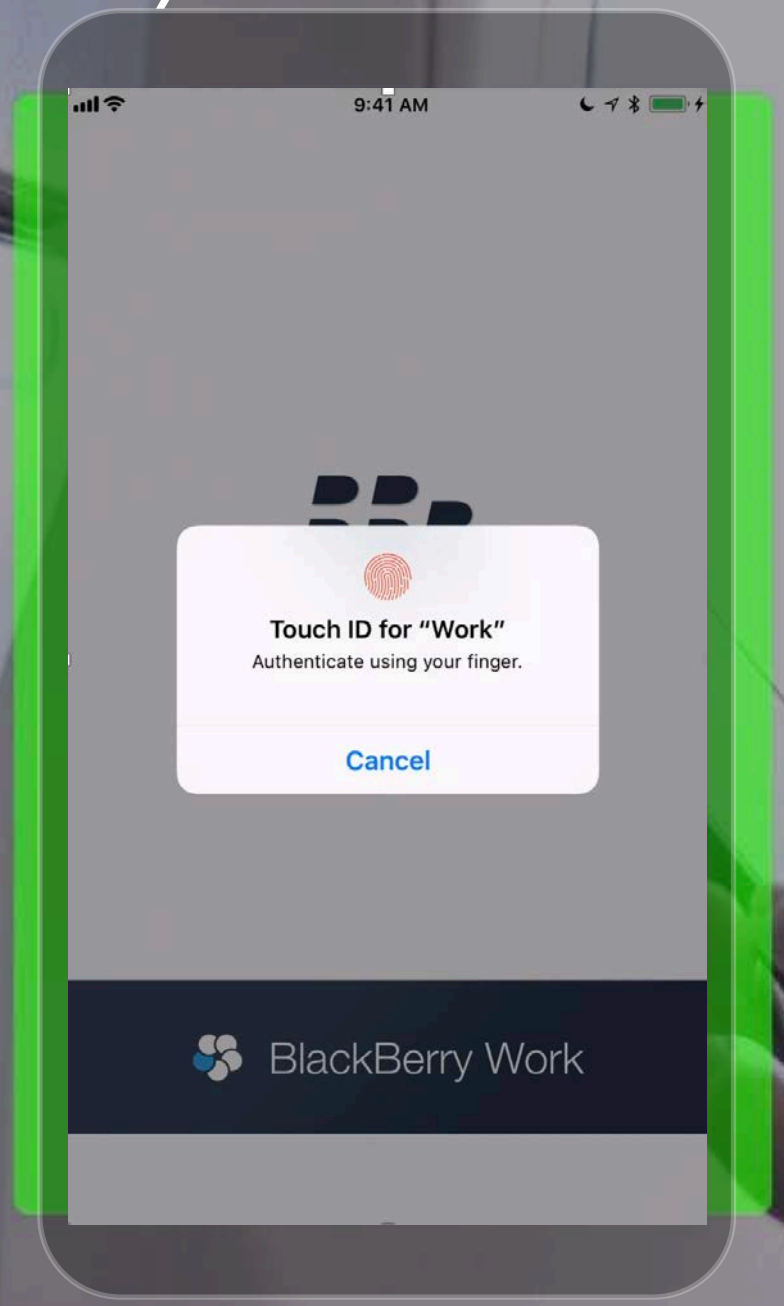
Endpoint Protection

Mobile Threat Defense

Detection & Response

Continuous Authentication

BlackBerry



Intelligent Security

Multiple Telemetry Objects

AI Driven Risk Model

Adaptive Security Policies

Business Continuity

Business Continuity

Business Continuity Manager

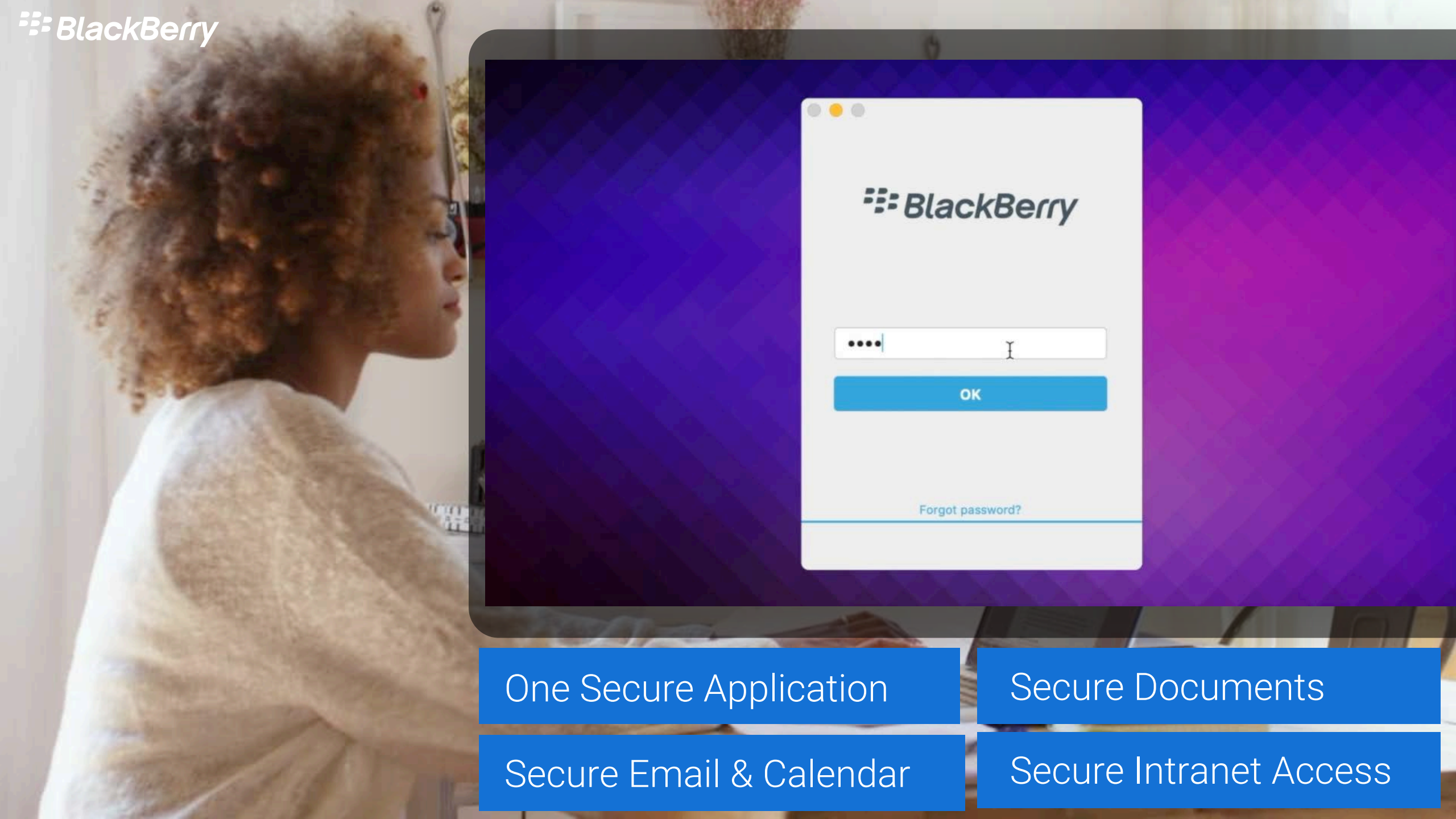
Endpoint Security & Management

CIO | CISO

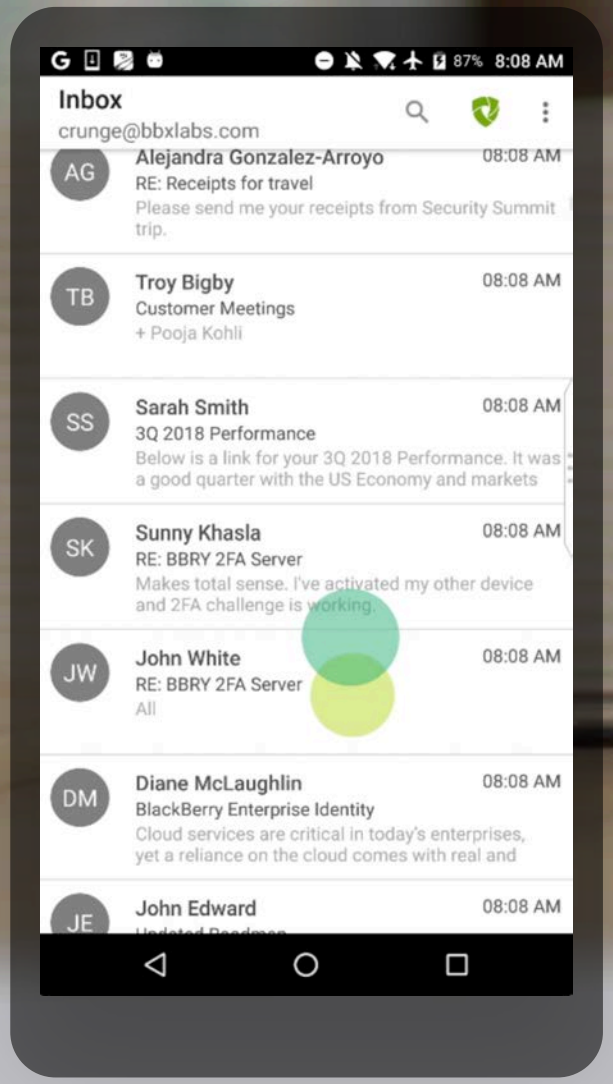
Working From Home

End User

During Global Pandemic


BlackBerry
BlackBerry
OK
Forgot password?
One Secure Application
Secure Documents
Secure Email & Calendar
Secure Intranet Access

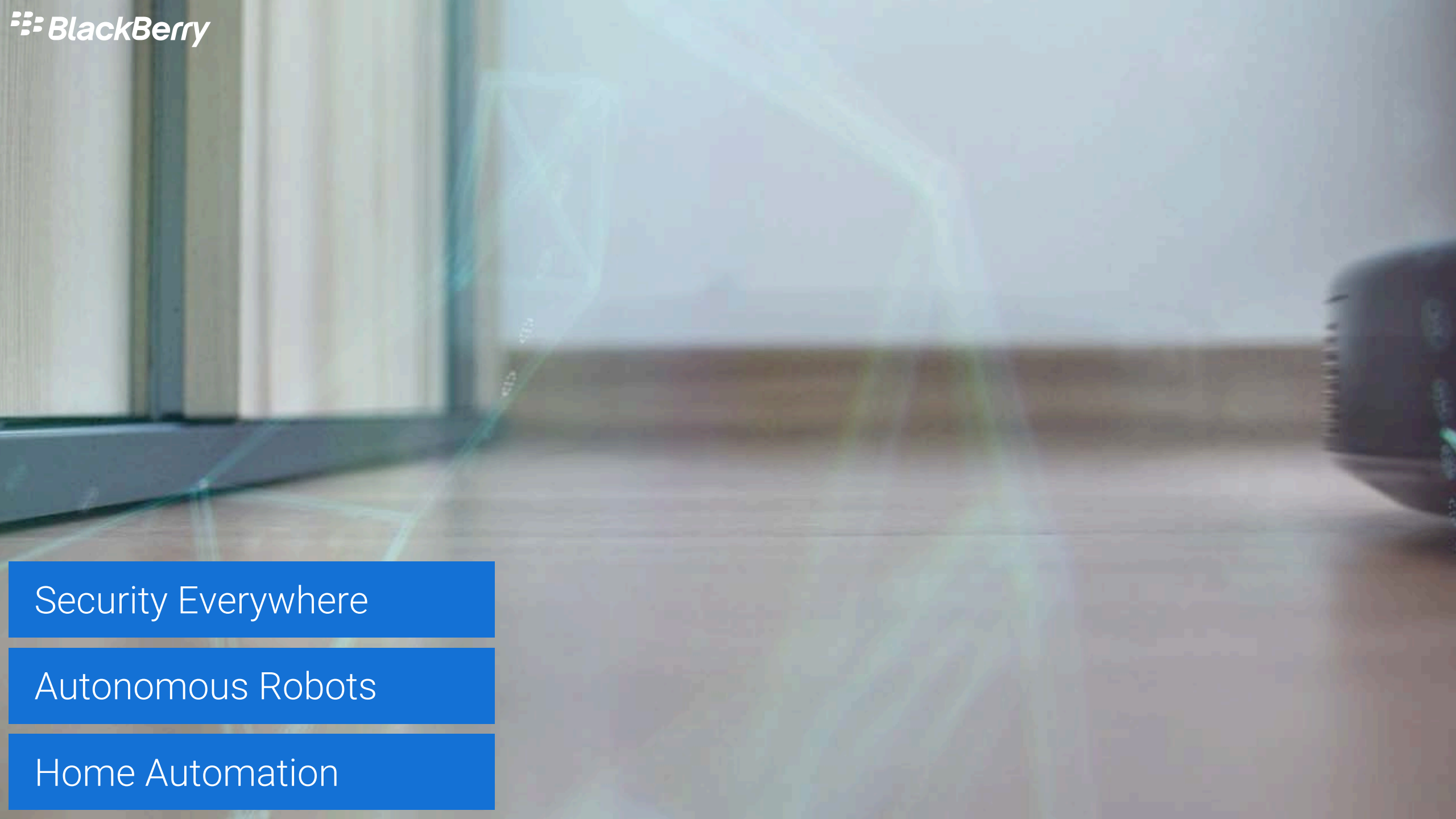
BlackBerry



Intelligent Security

User Behavioral Analytics

Continuous Authentication


BlackBerry
Security Everywhere
Autonomous Robots
Home Automation

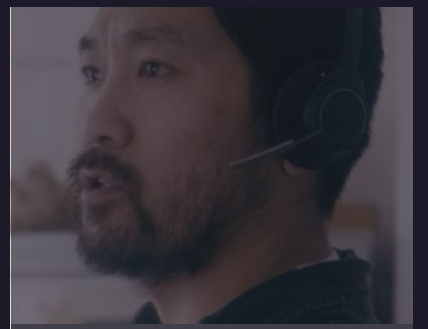
BlackBerry
Protecting the Vehicle
Control & Safety Systems
Secure Connectivity

Analyst 2020 Summit

Unified Endpoint Management & Security

Endpoint Security

Endpoint Management

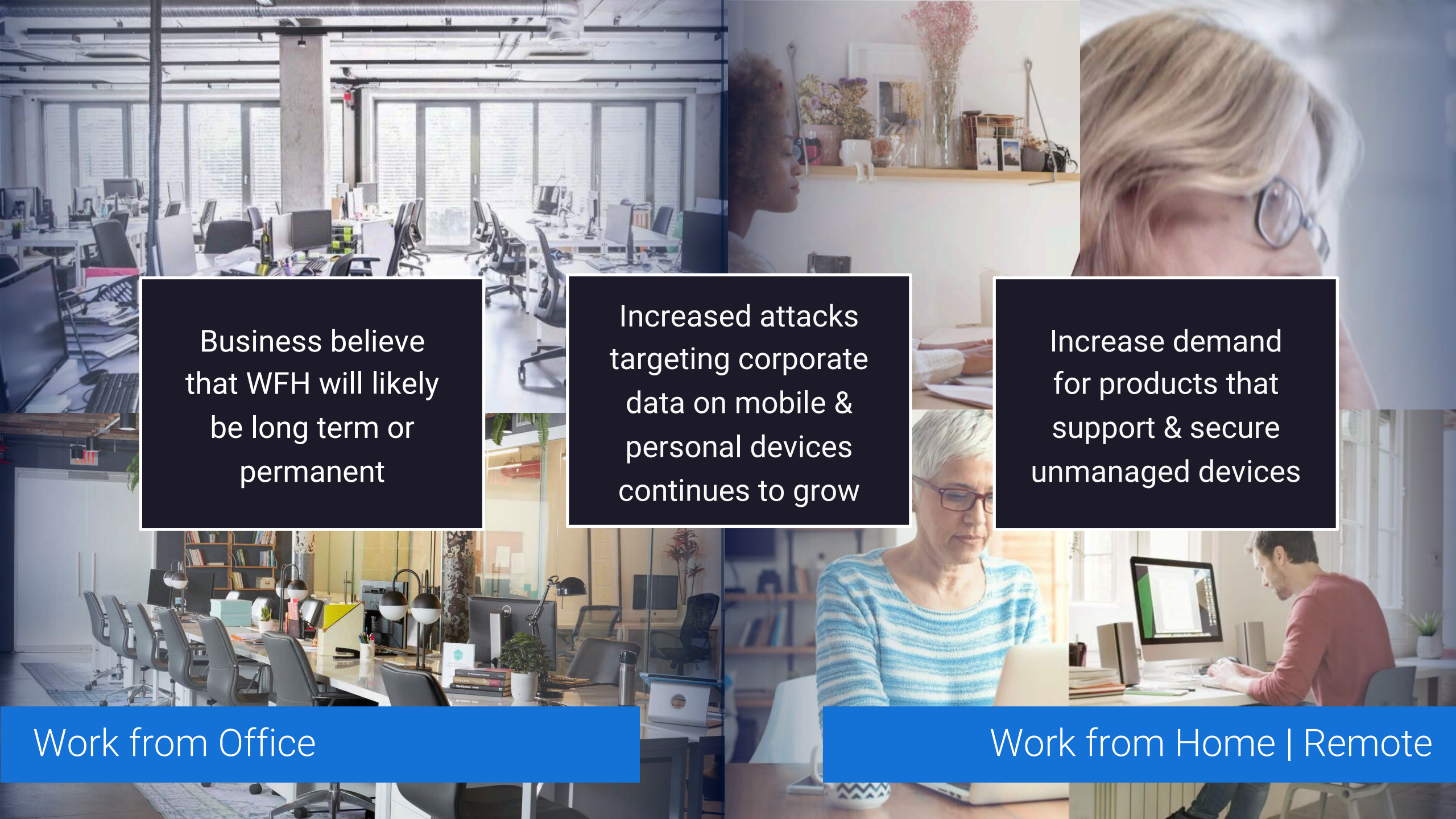


Crisis Communication

Embedded Systems

Nigel Thompson

Vice President, Product Marketing,
BlackBerry Spark Division



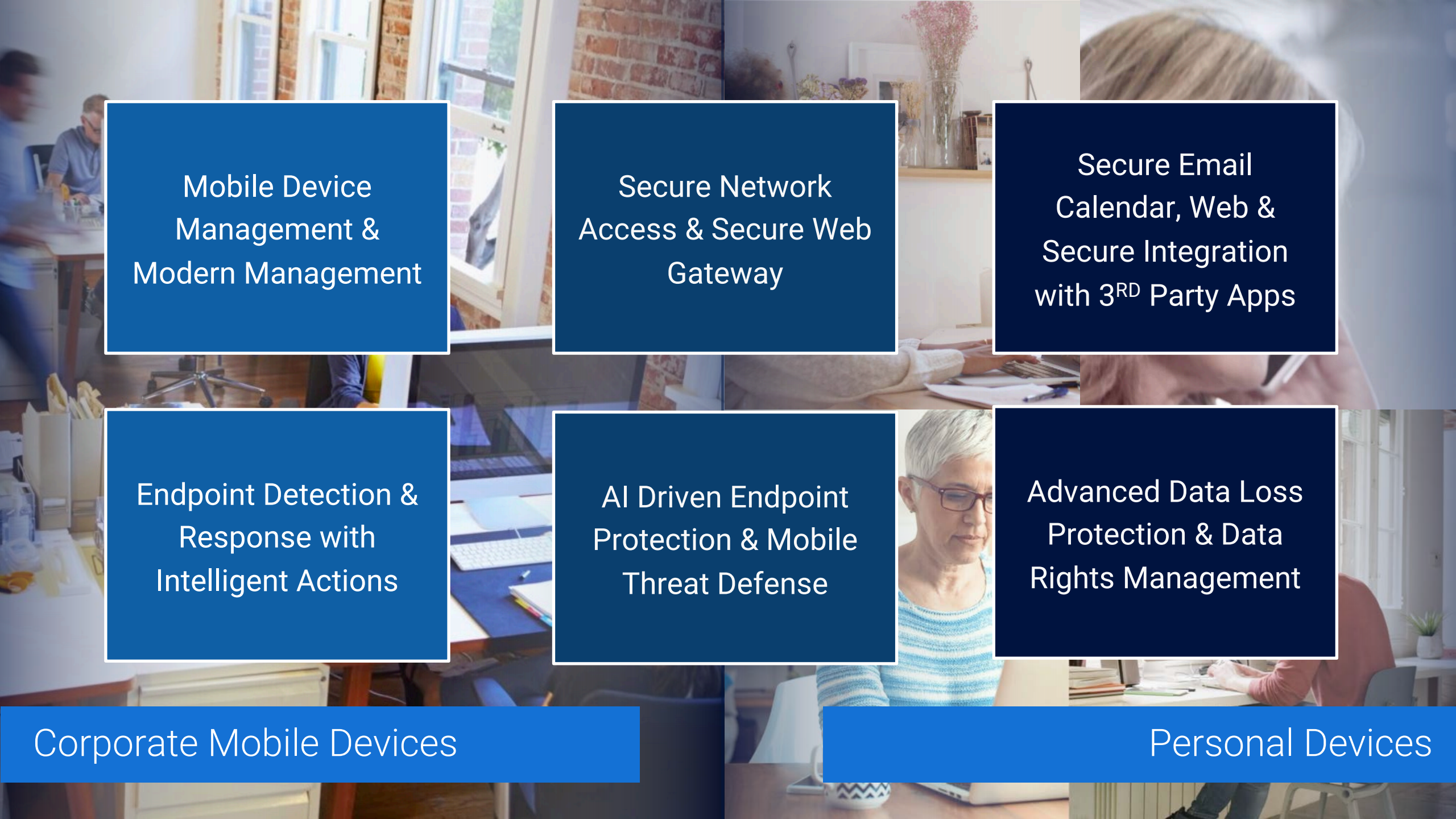
Business believe that WFH will likely be long term or permanent

Increased attacks targeting corporate data on mobile & personal devices continues to grow

Increase demand for products that support & secure unmanaged devices

Work from Office

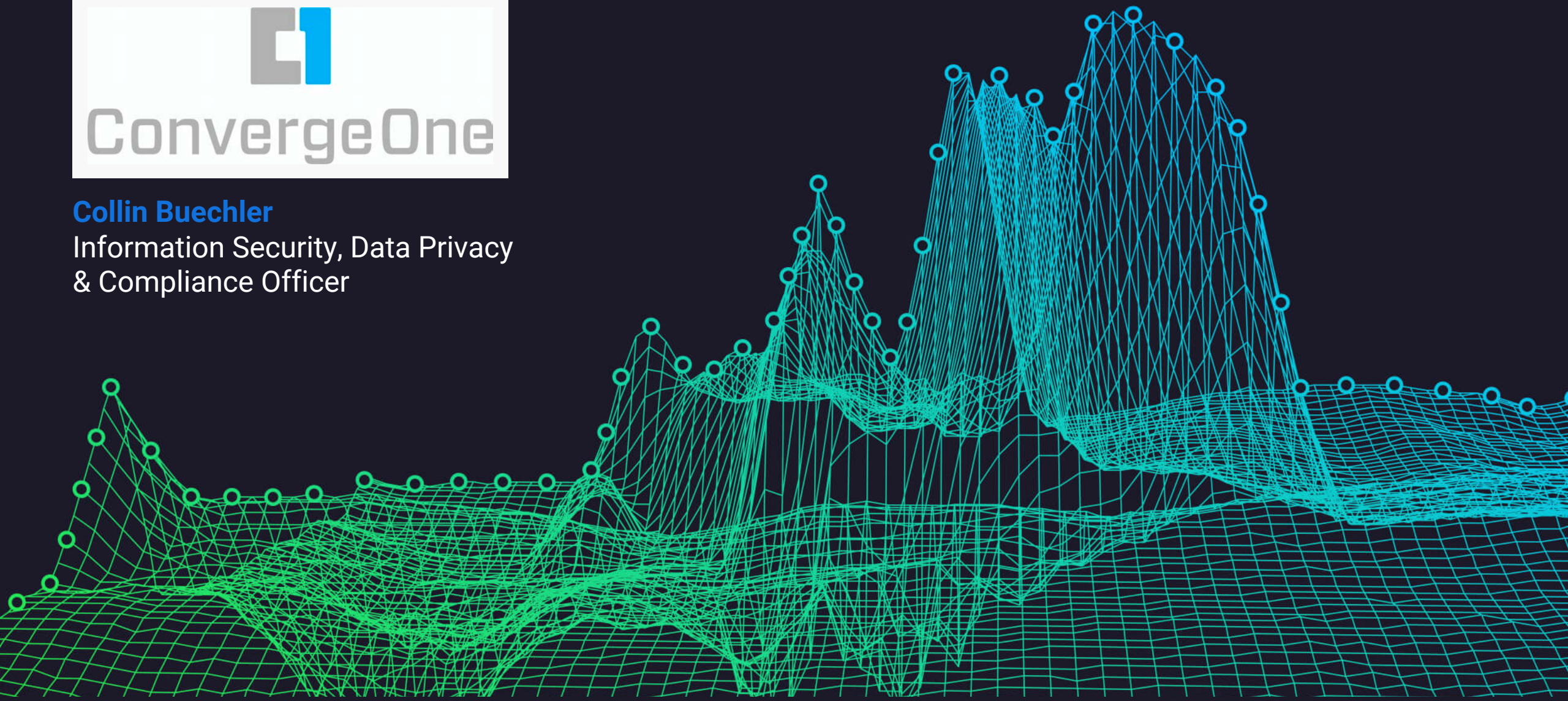
Work from Home | Remote


Mobile Device Management & Modern Management
Secure Network Access & Secure Web Gateway
Secure Email Calendar, Web & Secure Integration with 3RD Party Apps
Endpoint Detection & Response with Intelligent Actions
AI Driven Endpoint Protection & Mobile Threat Defense
Advanced Data Loss Protection & Data Rights Management
Corporate Mobile Devices
Personal Devices

Analyst 2020 Summit

ConvergeOne

Collin Buechler
Information Security, Data Privacy & Compliance Officer



© 2020 BlackBerry. All Rights Reserved.

BlackBerry Spark

INTERACTION LAYER
APPS + AGENTS + CONSOLES + MICRO-SERVICES

Spark Suite

Unified Endpoint Security

- Endpoint Protection
- Endpoint Detection & Response
- Mobile Threat Defense

Identity & Access Management

Coming Soon

- Continuous Authentication
- Data Loss Prevention
- Secure Internet Gateway

CROWD-DRIVEN AI SECURITY LAYER

Unified Endpoint Management

- Software Development Kit
- Digital Rights Management
- Identity

UEM Express Suite

- Device Management
- Secure Productivity Apps
- Microsoft Apps

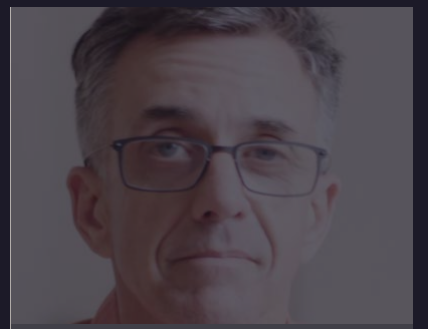
ENDPOINT MANAGEMENT LAYER

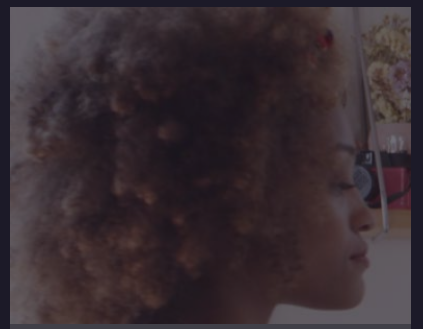
Cloud & On-Prem

Order is achieved through the BlackBerry's AI-powered Unified Endpoint Security Platform

Analyst 2020 Summit

Protecting People





Ramon J. Pinero
Vice President, Services,
BlackBerry AtHoc

David Wiseman
Vice President, Secure
Communications

BlackBerry. Intelligent Security. Everywhere.

SecuSuite

PROTECT MOBILE COMMUNICATIONS – VOICE AND MESSAGES

- Tapping of networks to capture content of calls and messages
- Identity spoofing and hijacking
- Loss of control and ownership of metadata

INNOVATION THIS YEAR

- Updated NIAP/CSfC – certifications with Top Secret usage crypto package
- Partnership CACI for US FedRAMP service – SteelBOX
- Enhanced messaging and PBX integration capabilities

© 2020 BlackBerry. All Rights Reserved.

BlackBerry® AtHoc®

Situation Response

Plan, respond, & collaborate

Alert

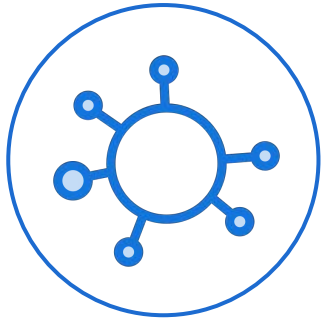
Notify anyone, anywhere, on any device

Collect

Capture critical information to achieve situational awareness

Account

Gain real-time visibility into the safety and status of your personnel



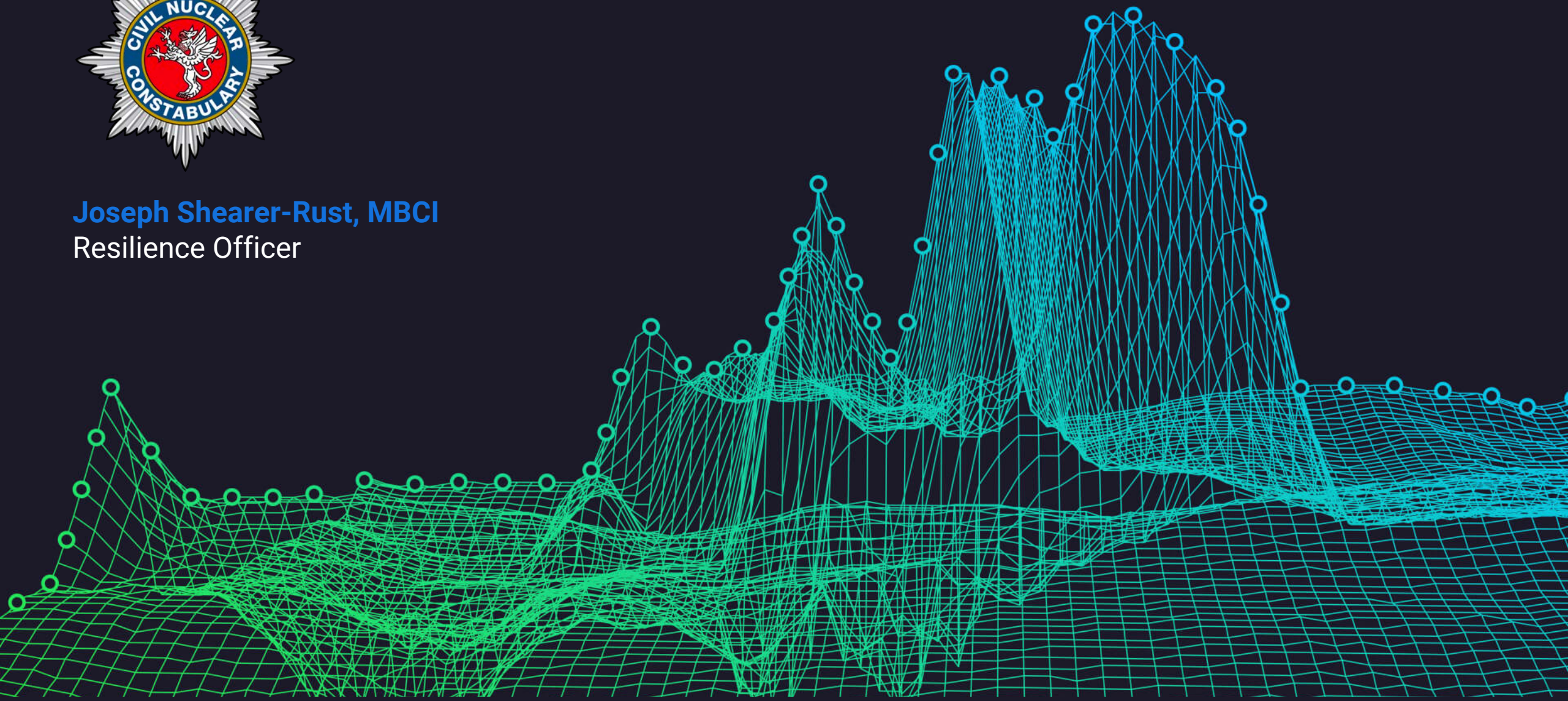
Connect

Inter-agency critical communications

Secure | Unified | Flexible

© 2020 BlackBerry. All Rights Reserved.

Analyst 2020 Summit



Joseph Shearer-Rust, MBCI
Resilience Officer

© 2020 BlackBerry. All Rights Reserved.

Major Incidents

Human Resources

Information Technology

BlackBerry AtHoc

Internal Communication

Inter Agency Communication

Business Continuity

© 2020 BlackBerry. All Rights Reserved.

BlackBerry AtHoc: Real Customer Usage

Terror Attack

BlackBerry, major global media company, major defense organizations, activated **personnel accountability** event to obtain real-time safety status of workers and travelers in London (and previous attacks in Paris and Brussels)

Cyber Security Breach

G8 Government was victim of cyber attack and **reduced time** of sharing critical information **from 90 minutes to less than 90 seconds**

Communication Outage

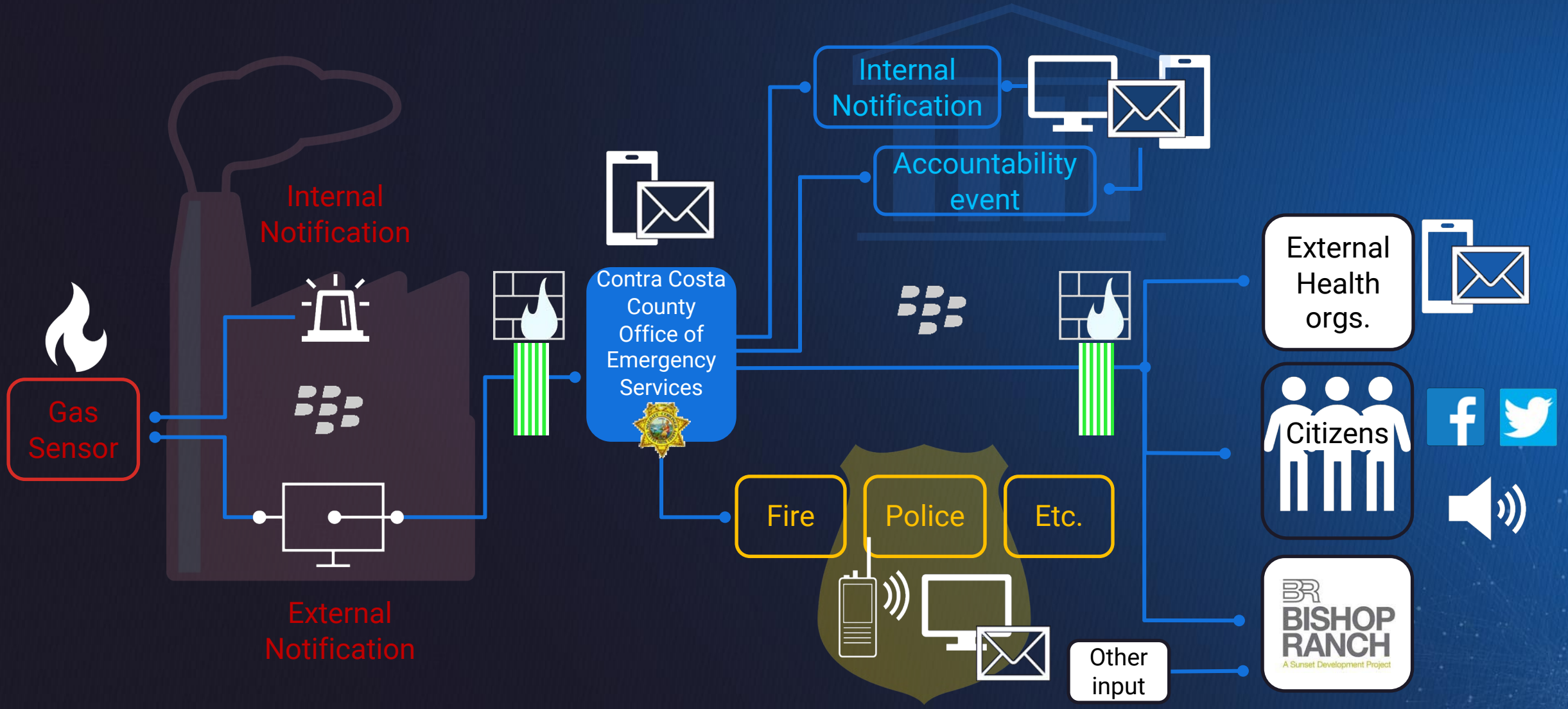
Major manufacturer's typical communication channels went offline; **integration with non-IP mass communication devices** were activated

Severe Weather

City building inspectors created **situational awareness via rich media** communication of damaged buildings post Mexico earthquake

© 2020 BlackBerry. All Rights Reserved.

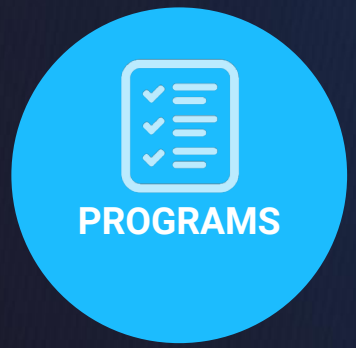
Why BlackBerry



© 2020 BlackBerry. All Rights Reserved.

Why BlackBerry? Why Now?

- Competitive Pricing -
- Public Safety -
- Enterprise -



- Blue Light -
- Healthcare -
- SLED -

- Amazon Web Services -
- Microsoft Azure -
- Dedrone -

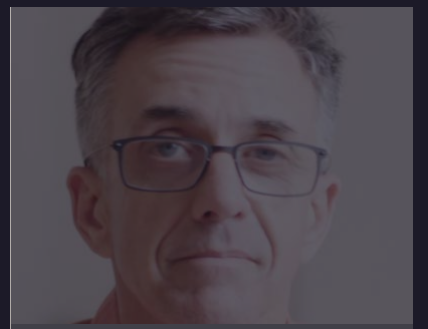
- Infrastructure -
- Product -
- People -

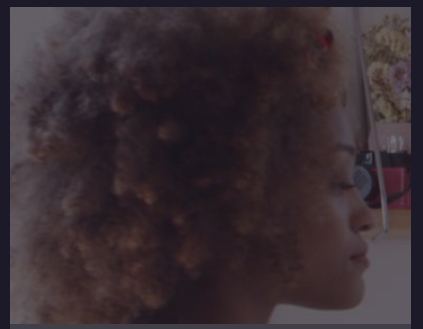
Broadening Our Reach

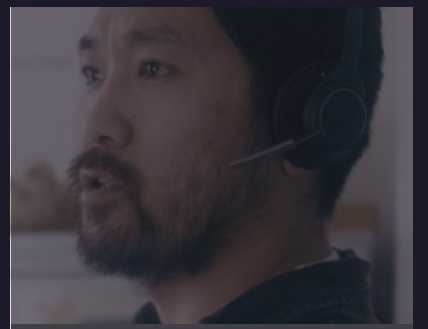
© 2020 BlackBerry. All Rights Reserved.

Analyst 2020 Summit

Protecting Things



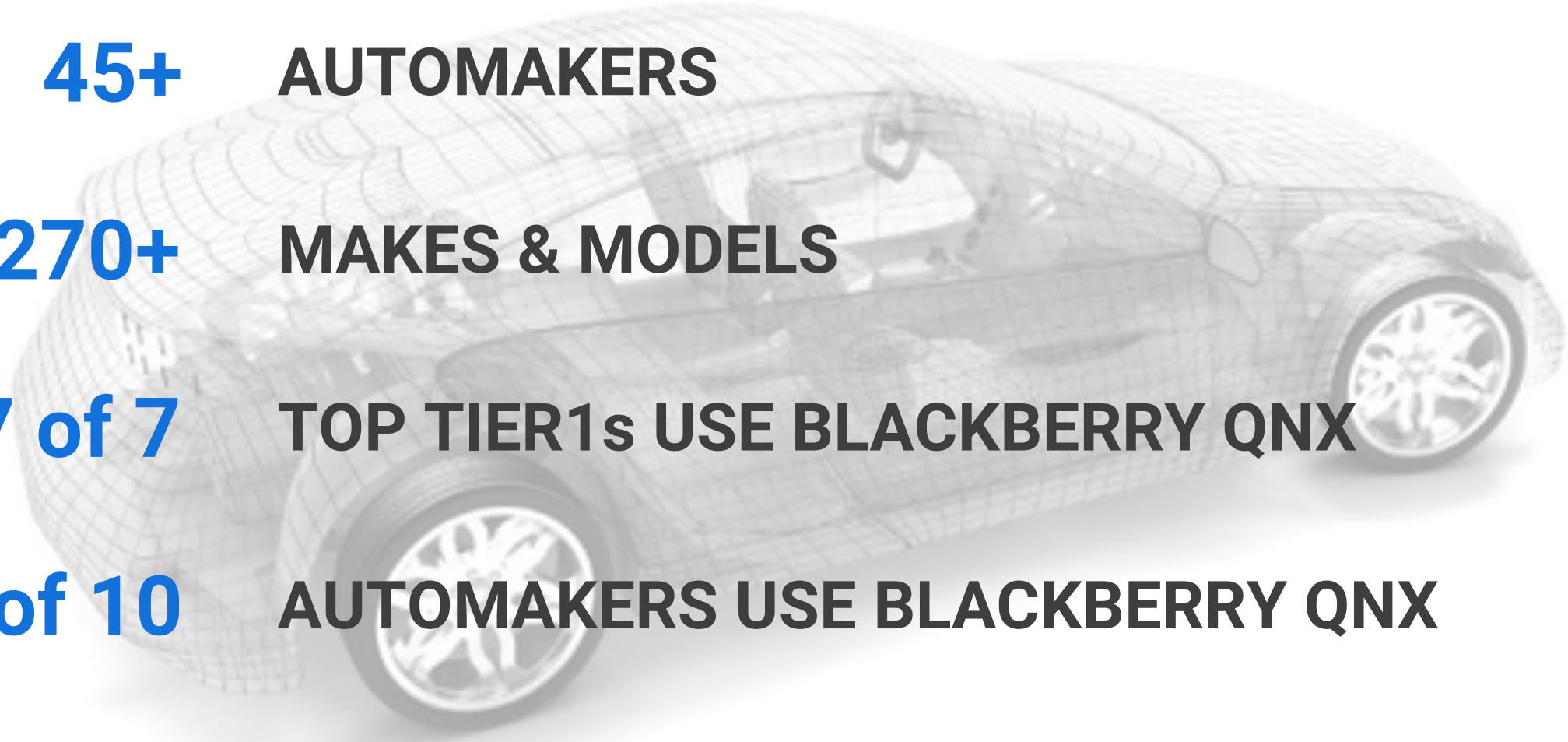




John Wall
Senior Vice President, Head of BTS Operations

Analyst 2020 Summit

150M+ MILLION CARS ON THE ROAD



45+ AUTOMAKERS

270+ MAKES & MODELS

7 of 7 TOP TIER1s USE BLACKBERRY QNX

9 of 10 AUTOMAKERS USE BLACKBERRY QNX

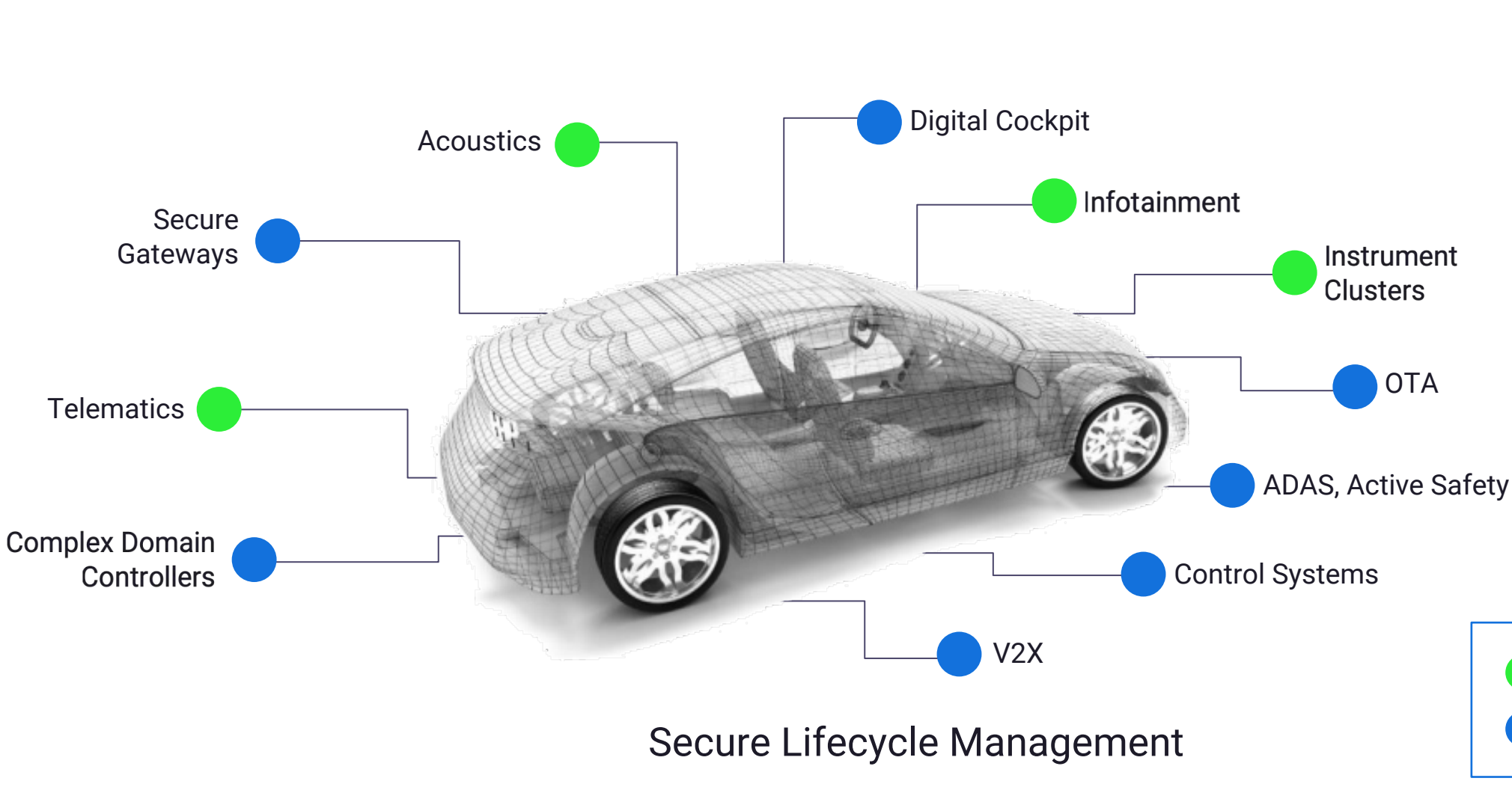
100% START OF PRODUCTION SUCCESS RATE

© 2020 BlackBerry. All Rights Reserved.

Software Trends in Automotive

Analyst 2020 Summit

Safety – Security – Trust



© 2020 BlackBerry. All Rights Reserved.

Growing Demand for Secure and Safety Certified Products

Analyst 2020 Summit

Control systems in autonomous vehicles

High-speed rail

Safety & ADAS systems

Factory automation & industrial control

Digital & hybrid instrument clusters

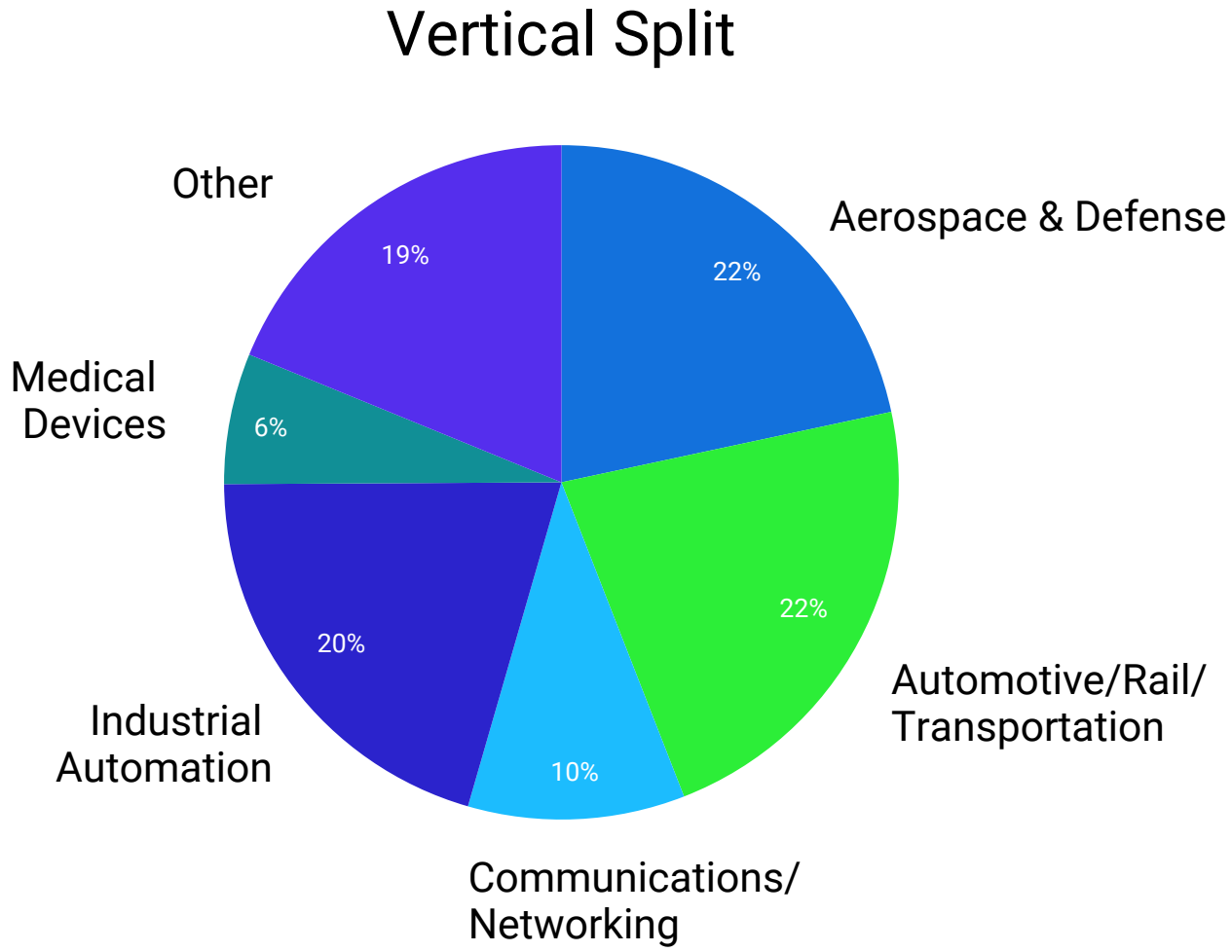
Energy generation

© 2020 BlackBerry. All Rights Reserved.

Embedded Software Market - 2019

Analyst 2020 Summit

Vertical Split



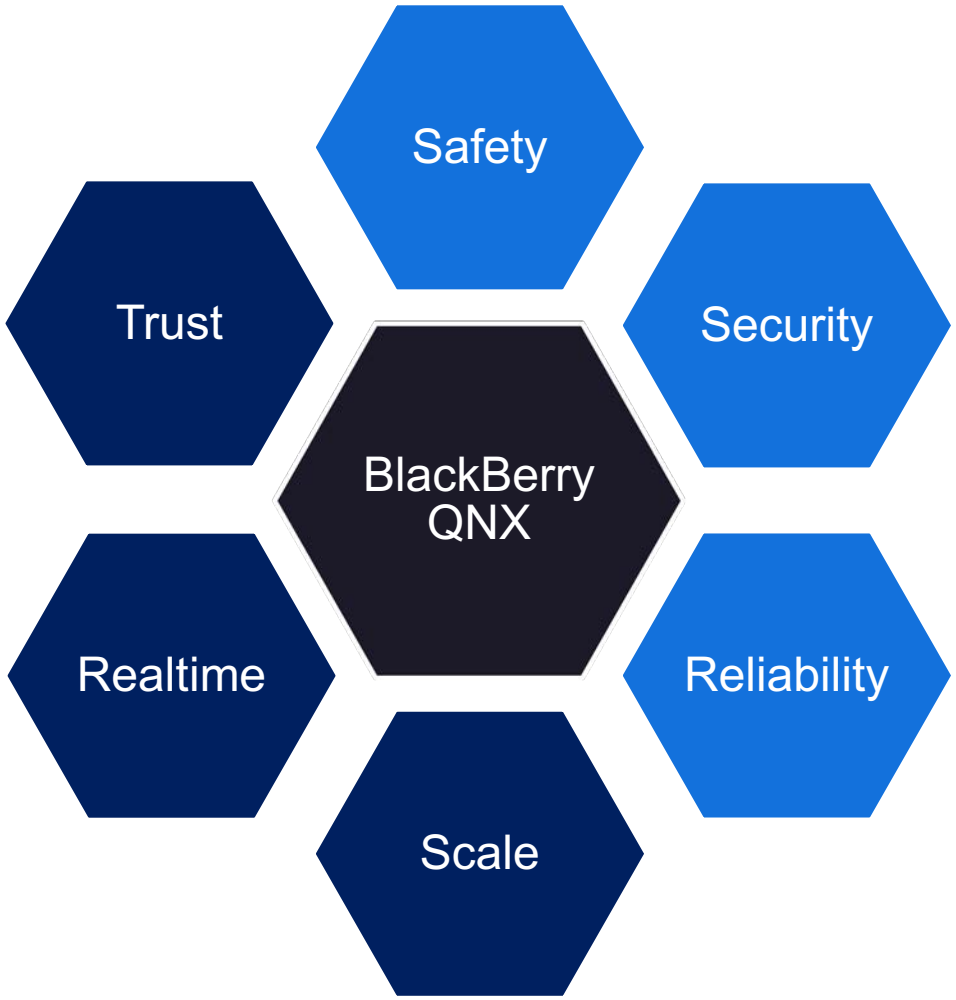
- Microsoft share predicted to drop faster than previously forecast
- Commercial Linux shrinking while RTOS growing
- BTS-QNX SAM as percent of TAM is much higher in Medical than in the A&D vertical

Data from VDC Research

© 2020 BlackBerry. All Rights Reserved.

Why We Win – Foundational Value

Analyst 2020 Summit



Safety

- Broadest safety certified software portfolio
- Significant ongoing investment in safety roadmap
- Safety certified custom engineering and training

Security

- BlackBerry / QNX brand value and reputation
- BlackBerry / QNX embedded security technology
- BlackBerry / QNX security services

Reliability

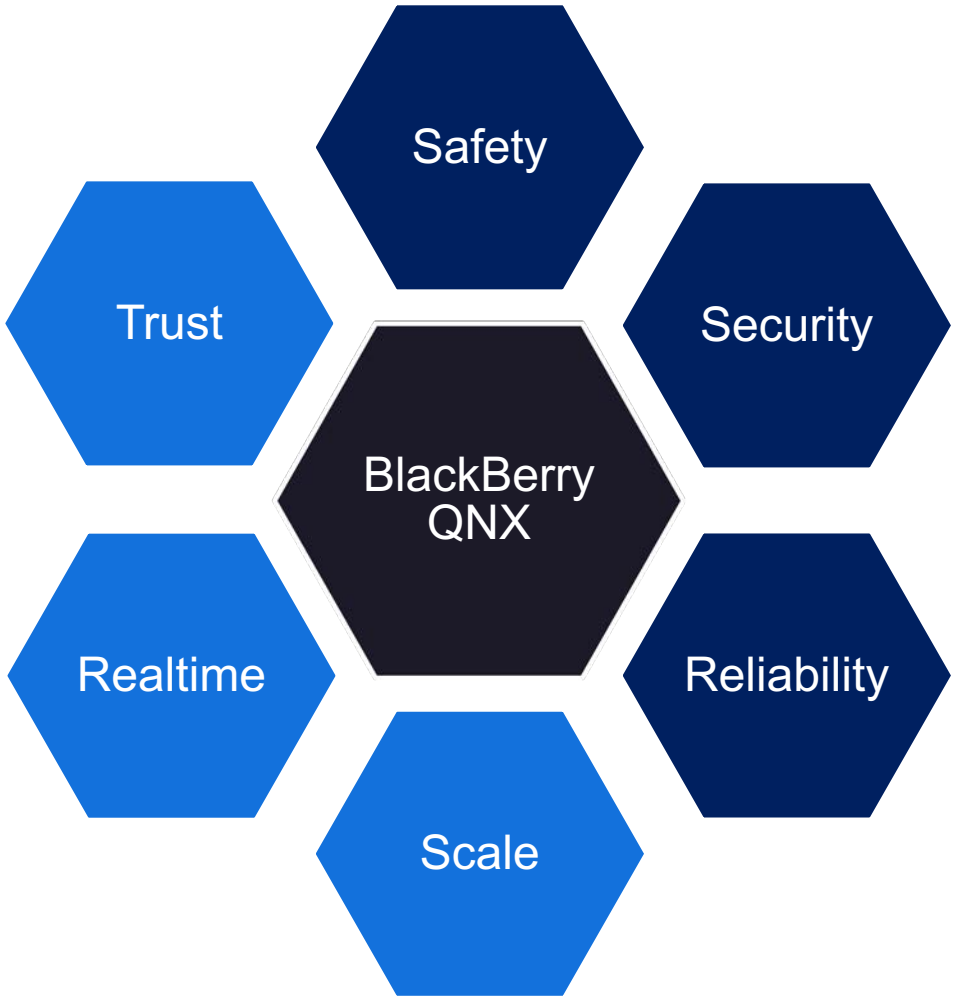
- Decades of proven reliability in mission critical systems
- Proven microkernel system architecture
- Trusted people and proven long term customer support

Note: These attributes and associated value apply equally to segments within GEM and Automotive markets

© 2020 BlackBerry. All Rights Reserved.

Why We Win – Foundational Value

Analyst 2020 Summit



Scale

- Scalable product licensing and business models
- Deeply embedded to high-end complex system pedigree
- Linux compatibility to leverage talent and technology

Realtime

- Decades of success powering real-time critical systems
- Realtime OS pedigree and adherence to standards
- Best in class system performance and analysis tools

Trust

- Trusted to deliver on commitments (100% SOP success)
- Impeccable reputation for world's best engineering talent
- Mission - Life - Safety - Critical device foundation

Note: These attributes and associated value apply equally to segments within GEM and Automotive markets

© 2020 BlackBerry. All Rights Reserved.

Secure & Safety Certified Software Portfolio

Analyst 2020 Summit

ISO IEC

© 2020 BlackBerry. All Rights Reserved.

Beachhead Strategy for Products and Services

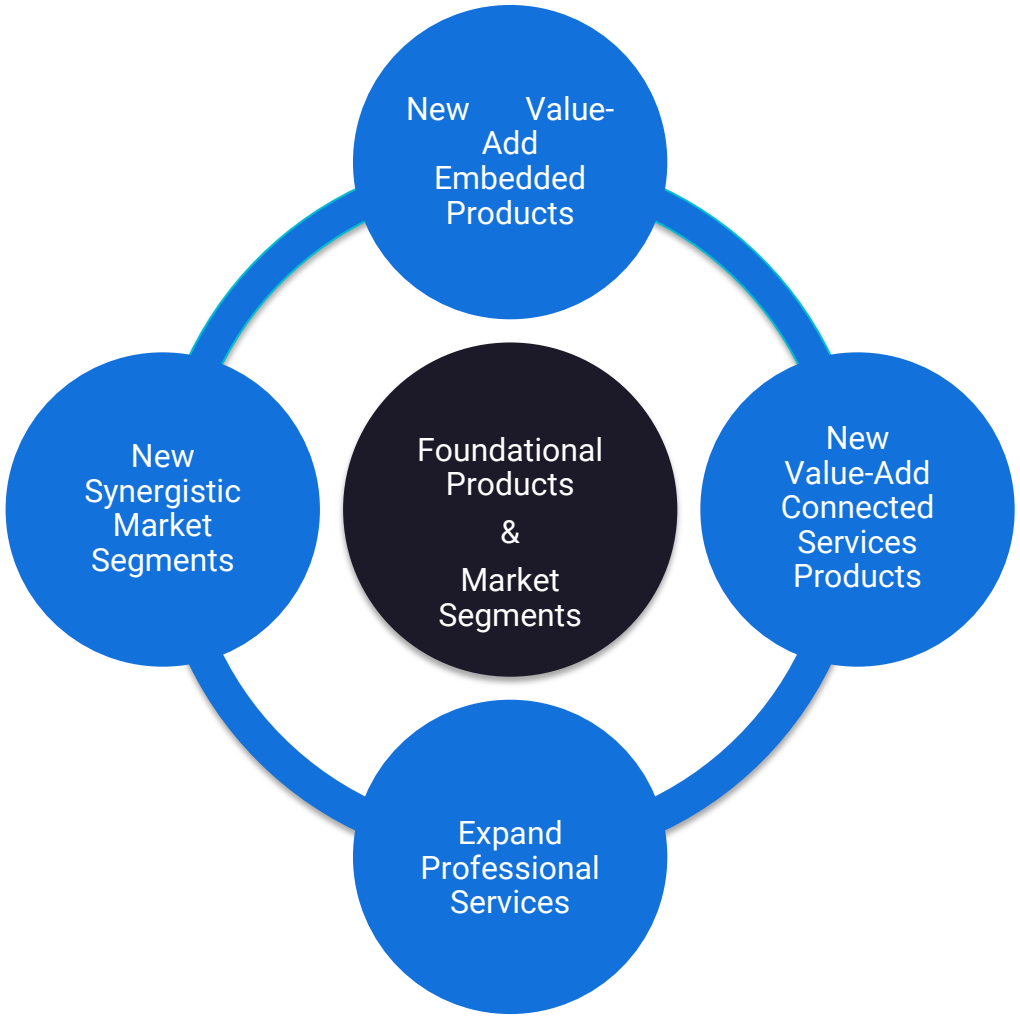
Analyst 2020 Summit

1. New Value-Add Embedded Products
   - Deliver new value-add products that build on our proven Foundational Products to meet customers' needs to increase our stickiness and revenue

2. New Value-Add Connected Services Products
   - Augment the portfolio to include new Connected Services Products: Lifecycle endpoint management leveraging BlackBerry's extensive portfolio.

3. Expand Professional Services
   - Scale and expand the Engineering Services portfolio globally building on our existing trusted and proven Engineering Services to increase stickiness and revenue

4. New Synergistic Market Segments
   - Enter new synergistic market segments (e.g. A&D) leveraging our value proposition, product and services portfolio and channel reach with an initial focus on awareness and early customer wins

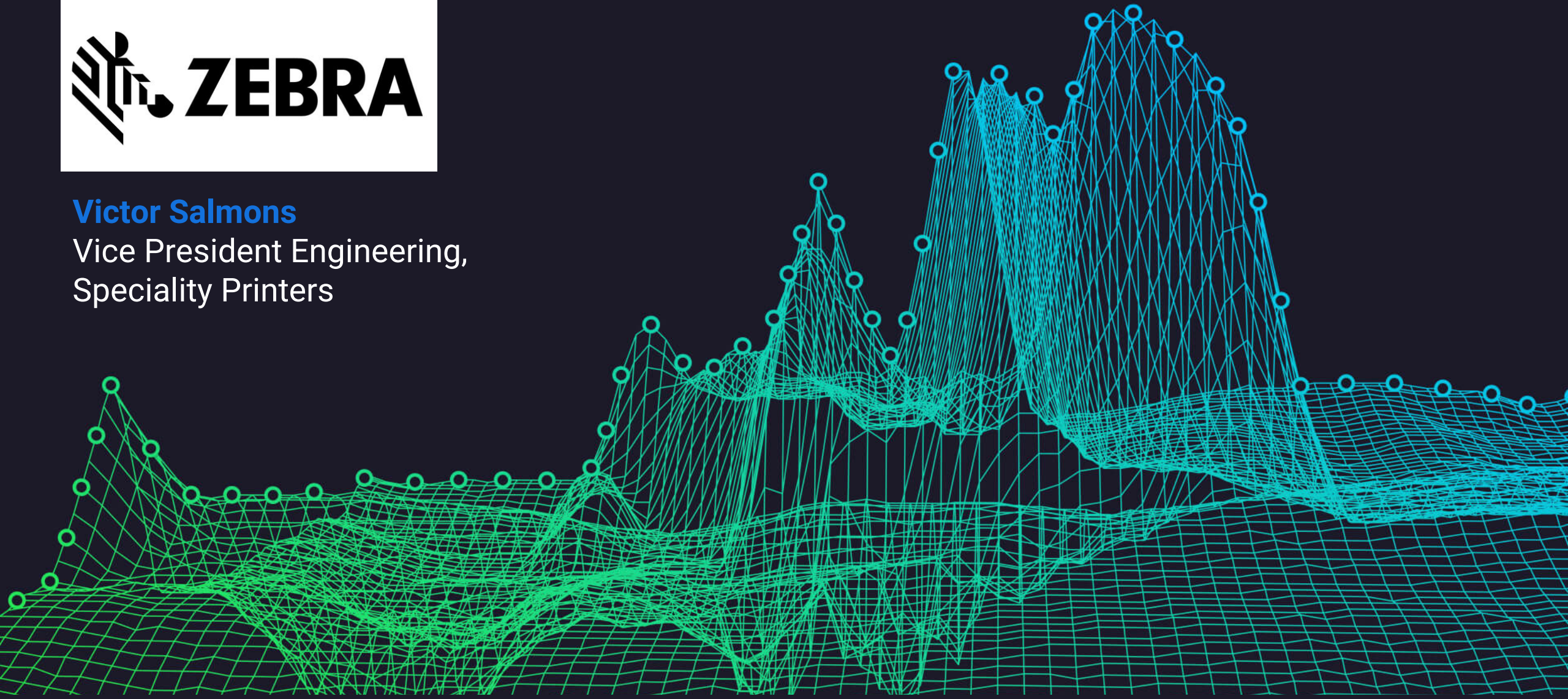


© 2020 BlackBerry. All Rights Reserved.

Analyst 2020 Summit

ZEBRA

Victor Salmons
Vice President Engineering,
Speciality Printers

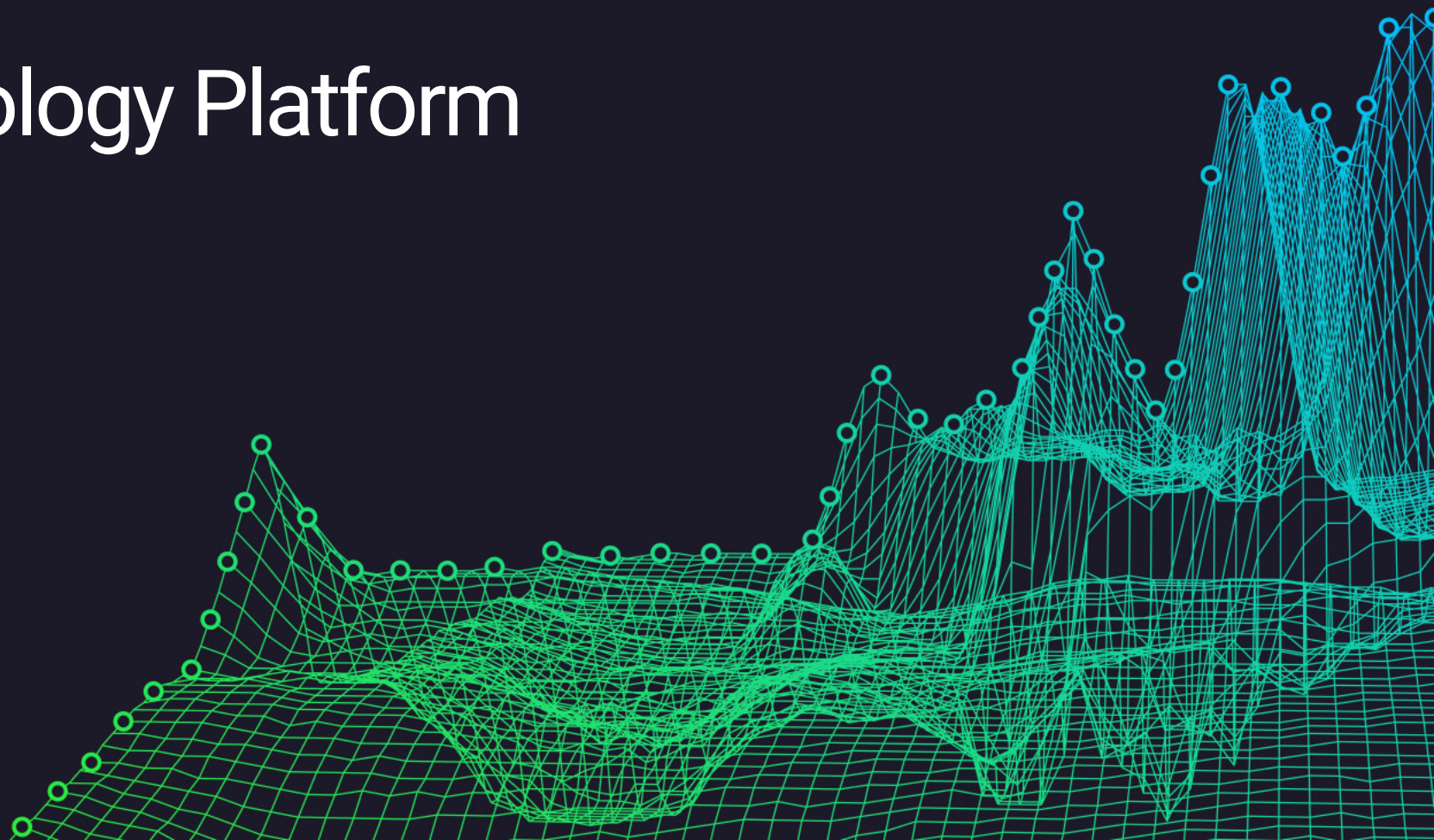


© 2020 BlackBerry. All Rights Reserved.

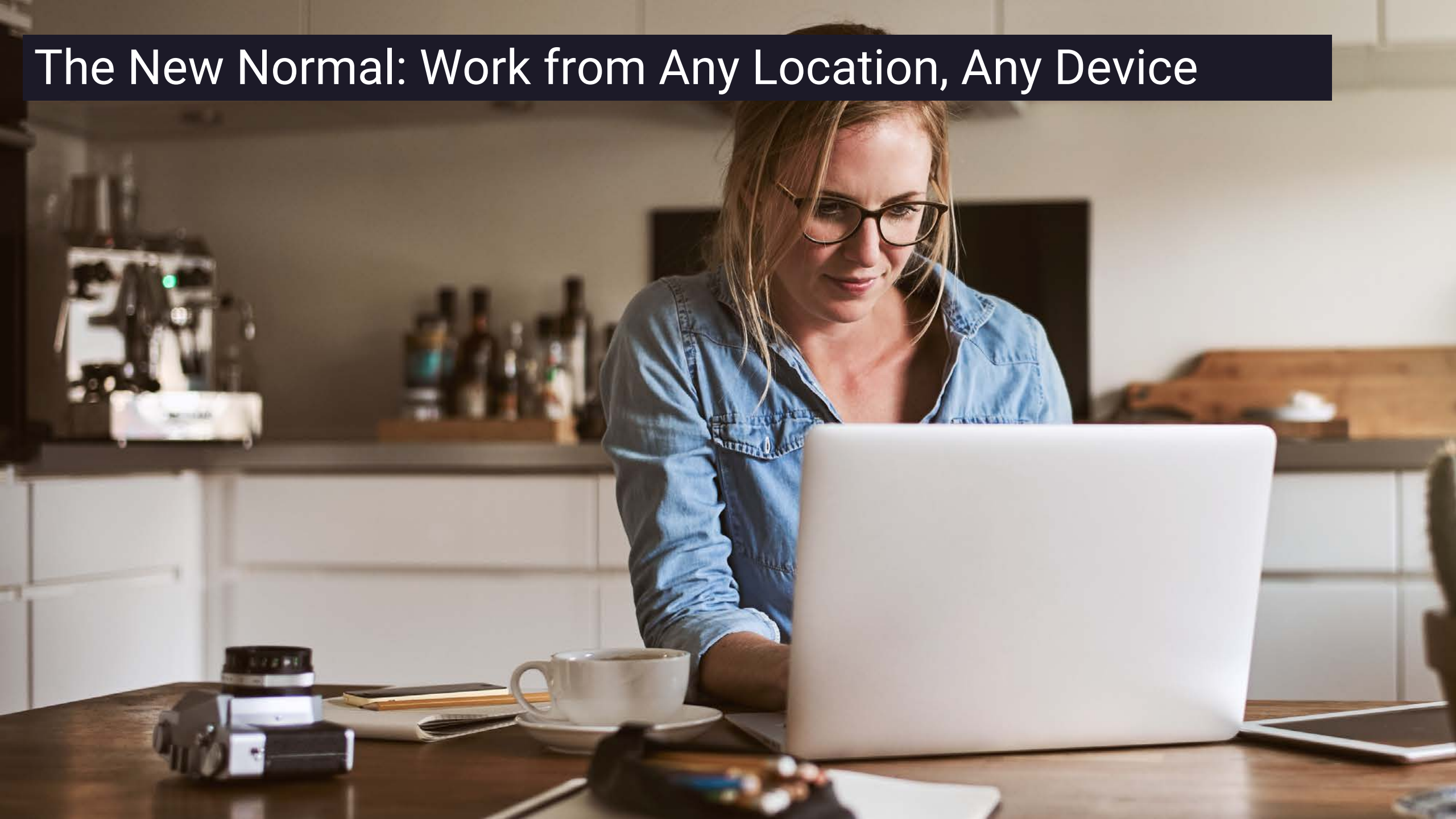
Analyst 2020 Summit

BlackBerry Technology Platform

Eric Cornelius
Chief Product Architect



The New Normal: Work from Any Location, Any Device

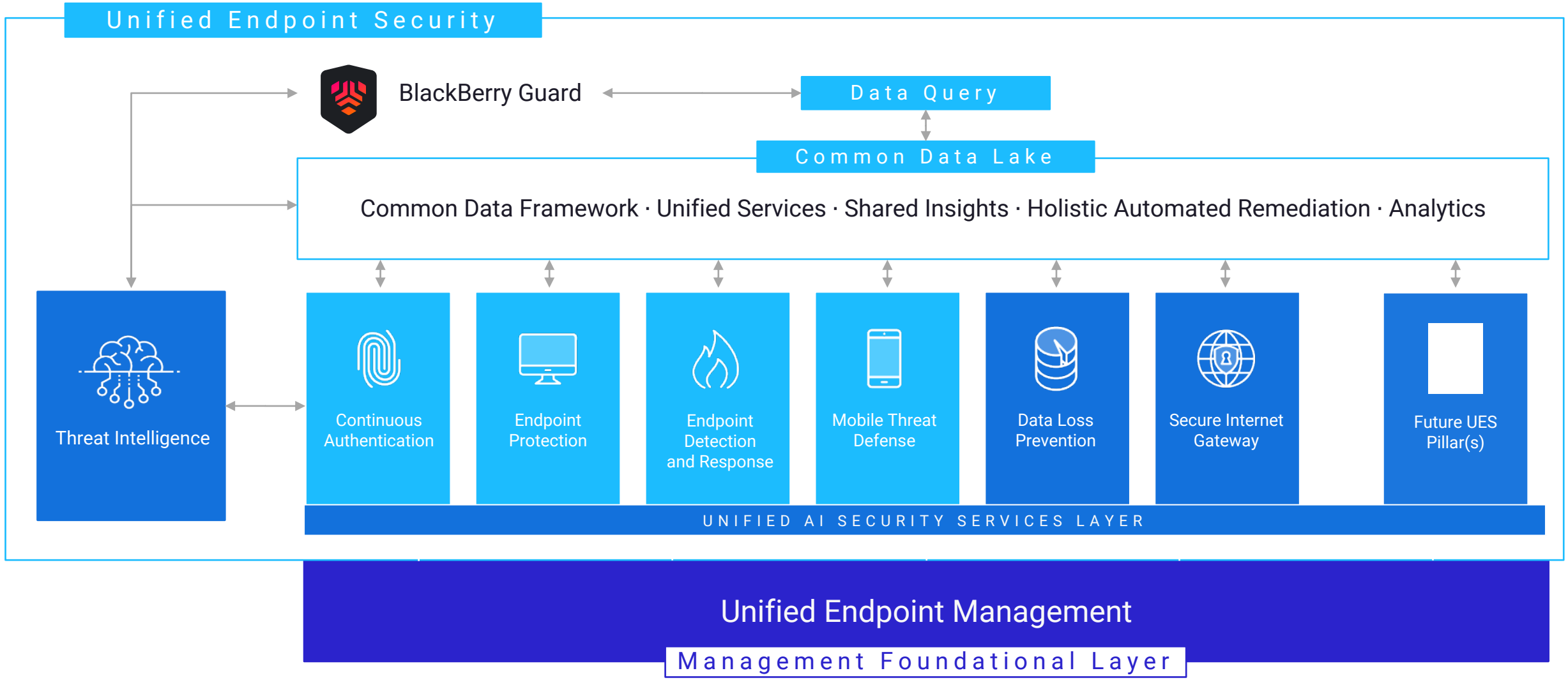


Explosion of Interconnected Devices

BlackBerry Spark UES – Crowd Sourced Data

Analyst 2020 Summit

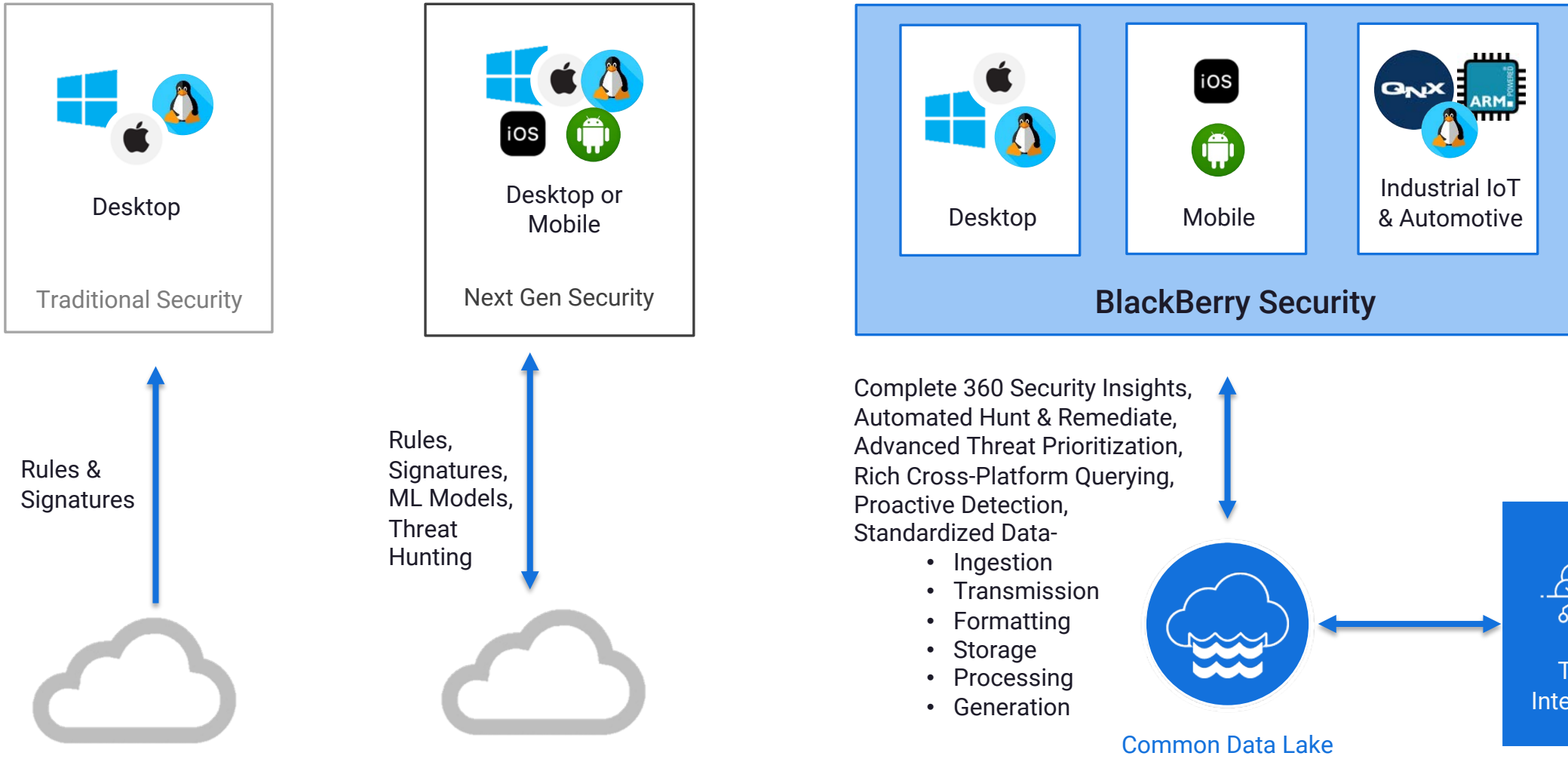
Leverage the rich data access across the BlackBerry security portfolio to bring unified services, analytics, and holistic automated remediation by using a common data framework and shared insights amongst all products.



© 2020 BlackBerry. All Rights Reserved.

BlackBerry Data for Intelligent Action

Analyst 2020 Summit

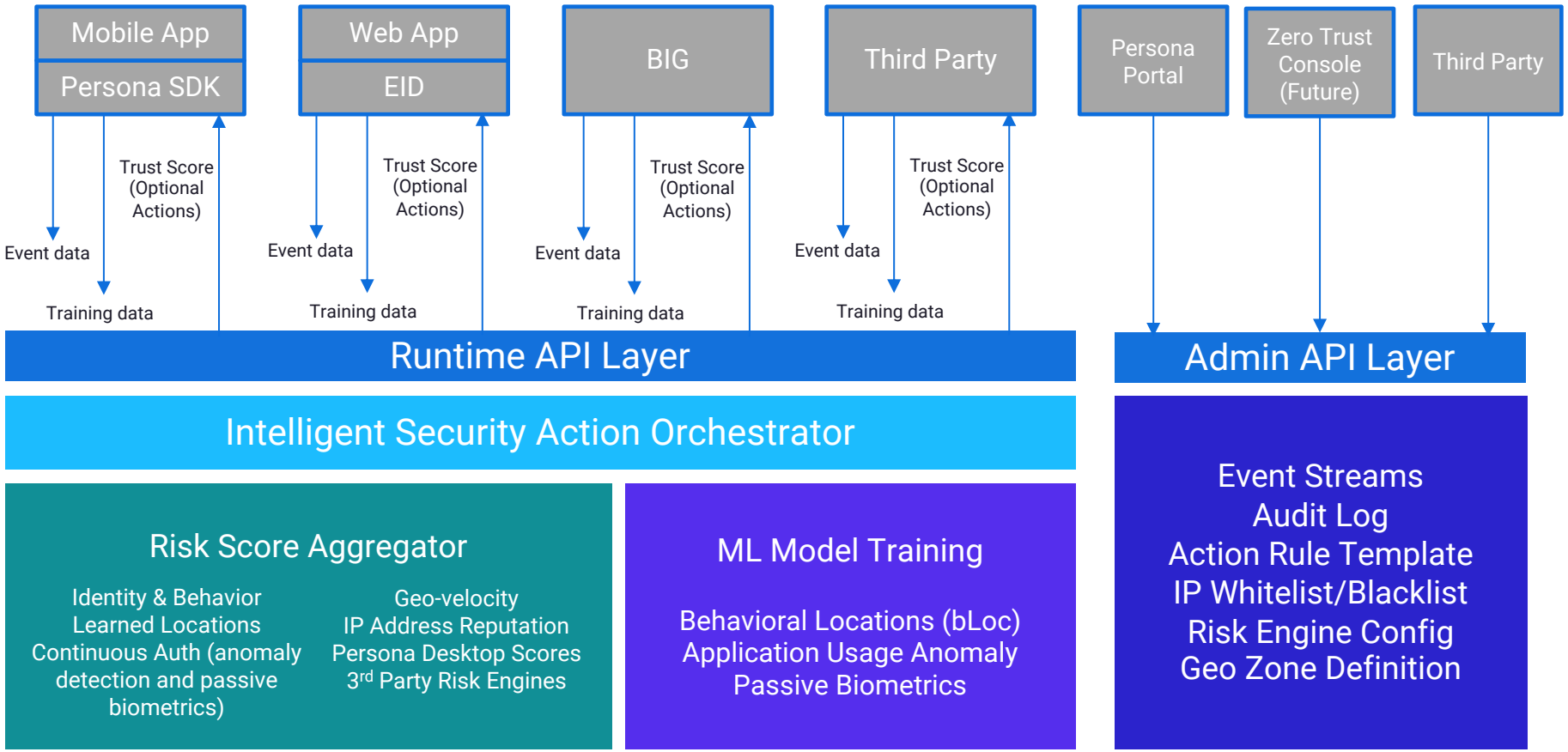


© 2020 BlackBerry. All Rights Reserved.

Zero Trust/Zero Touch Vision

Analyst 2020 Summit

- Expand BlackBerry Persona platform across BlackBerry Spark portfolio
- Open BlackBerry Persona platform to third parties
- Leverage context correlation for generating risk score to improve Zero Touch user experience

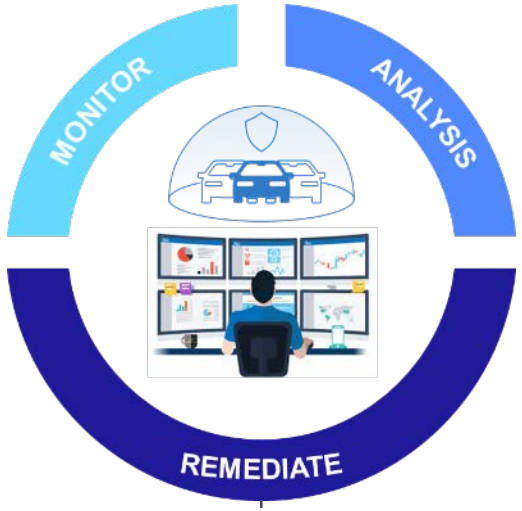


© 2020 BlackBerry. All Rights Reserved.

Applying AI to Automotive

Analyst 2020 Summit

Concept framework concept at CES showing software management & cybersecurity across the vehicle fleet.



Build

Binary Scanning

Enhance automotive SW security posture by providing insights into binaries and continuous protection against CVEs

Deploy

OTA

BlackBerry OTA to manage software lifecycle for connected vehicles

Operate

BlackBerry. Protect

ML technology to prevent vulnerabilities into the vehicle Android IVI system in a QNX hypervisor

Vehicle Health Monitoring

ML technology to manage vehicle health

BlackBerry. Persona

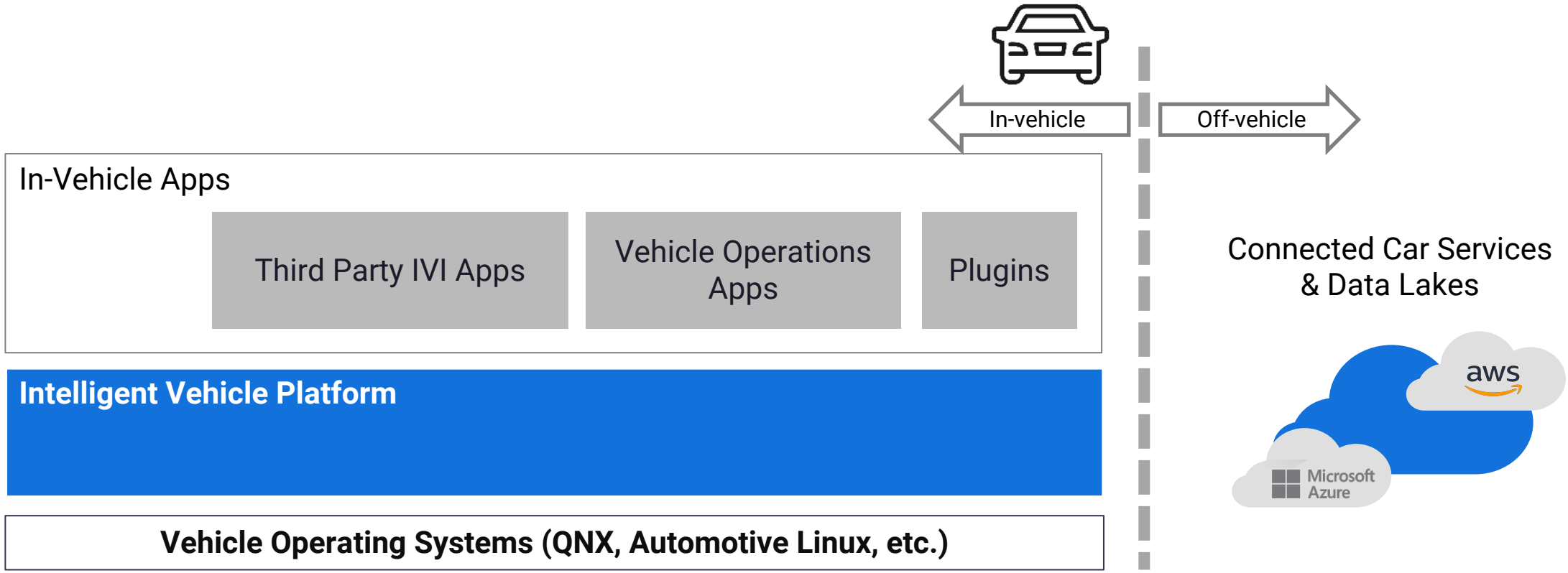
ML technology to identify driver via driving patterns

© 2020 BlackBerry. All Rights Reserved.

Applying AI to Automotive

Analyst 2020 Summit

Next: An intelligent vehicle platform to develop, deploy, and manage a new generation of in-vehicle services.



© 2020 BlackBerry. All Rights Reserved.

Applying AI to Healthcare

Analyst 2020 Summit

New concept under evaluation: Extensibility of software management & cybersecurity for healthcare deployments. Combination of new technologies and services.

Build

Software Scanning

Build secure health equipment via secure boot, insights into binaries, and continuous protection against CVEs

Deploy

OTA

BlackBerry OTA for certificate & key management, manage software for connected equipment

Operate

BlackBerry. Protect

ML technology to prevent vulnerabilities into systems and connected equipment

Equipment Health Monitoring

ML technology & network monitoring to manage health of equipment and devices

BlackBerry. Persona

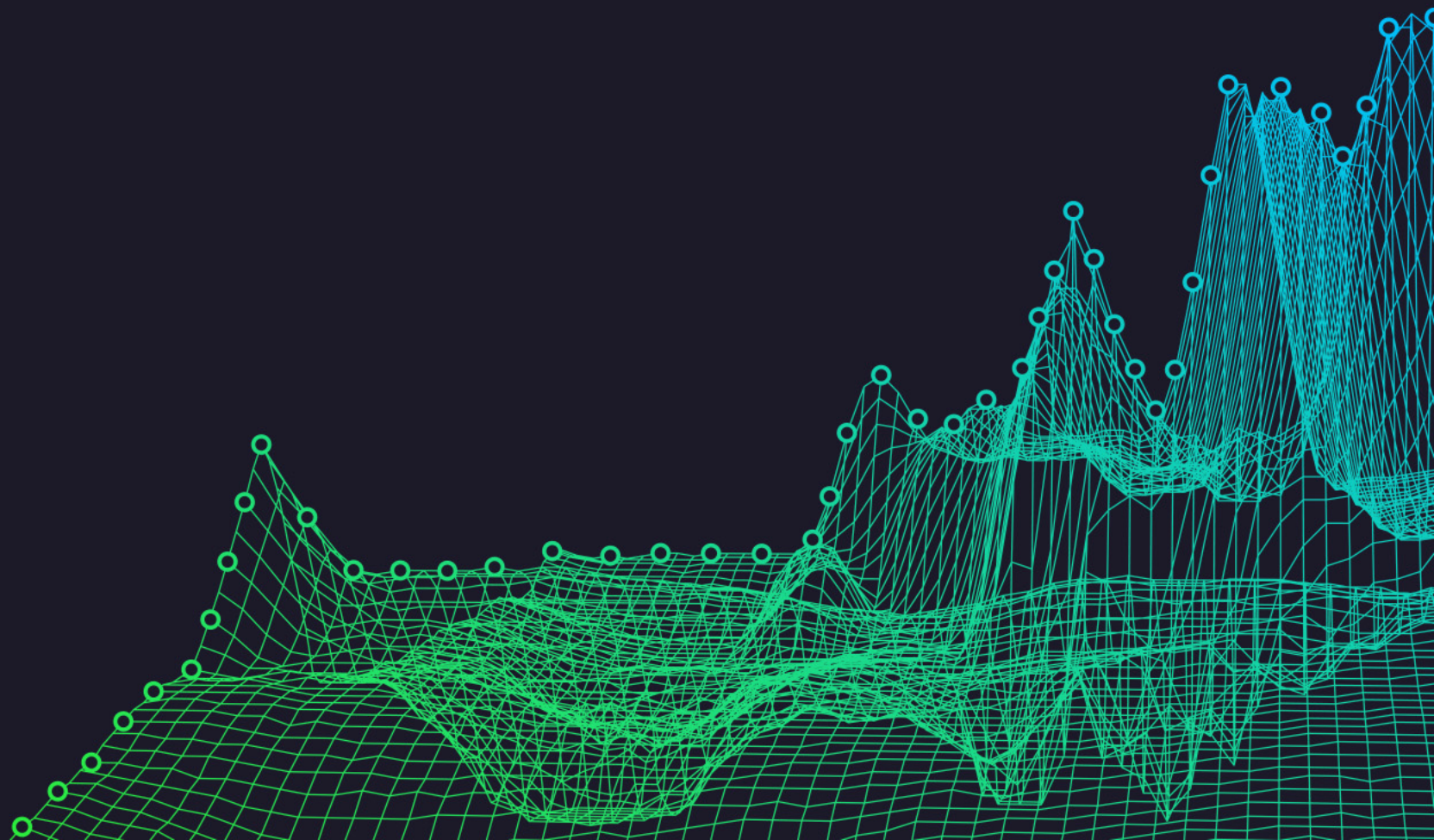
ML technology to identify patients or other users via usage patterns

© 2020 BlackBerry. All Rights Reserved.

Analyst 2020 Summit

Go-To-Market

David Castignola
Head of BlackBerry Spark Field Operations & Marketing



CUSTOMER GOAL

Reduce Risk & Improve Security Posture to Enable the Business

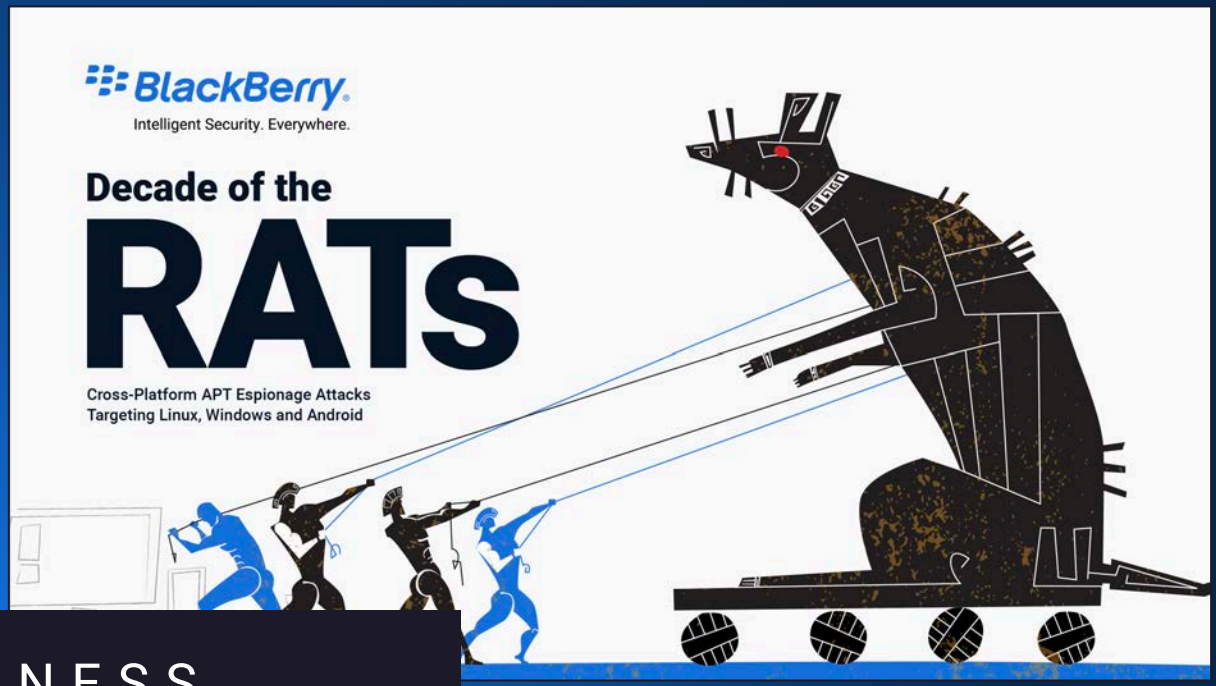
TOP PRIORITIES

1. Rationalize & Optimize
2. Drive Productivity
3. Business Continuity/Secure WFH

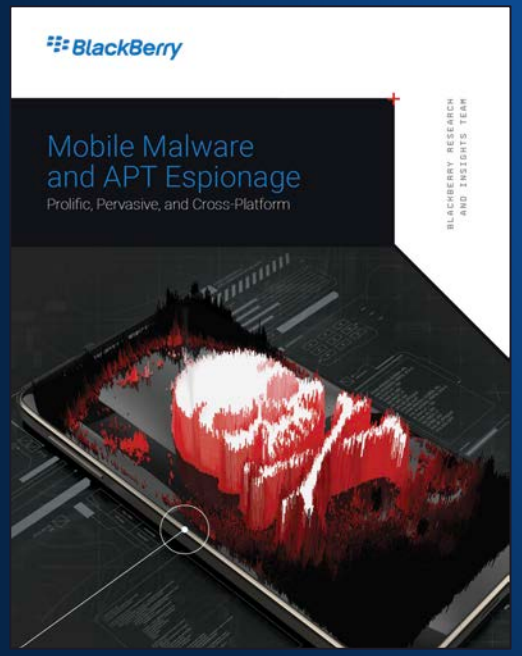
PLAN FOR GROWTH

1. Awareness
2. Execution

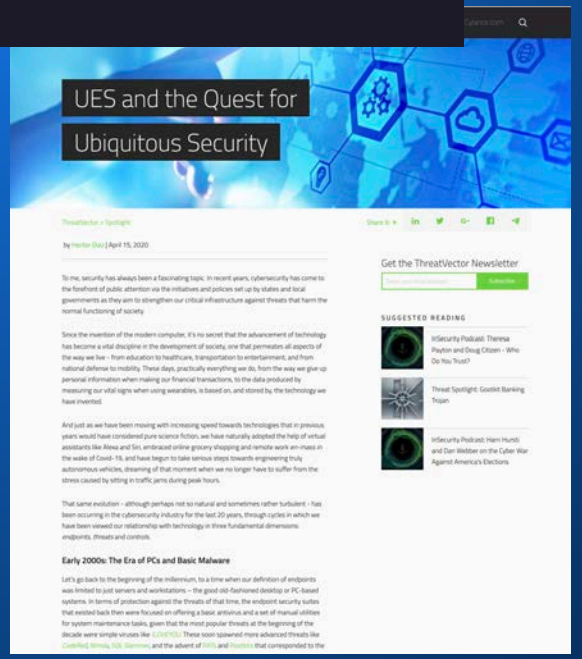
2020
Threat
Report
BlackBerry. | CYLANCE.

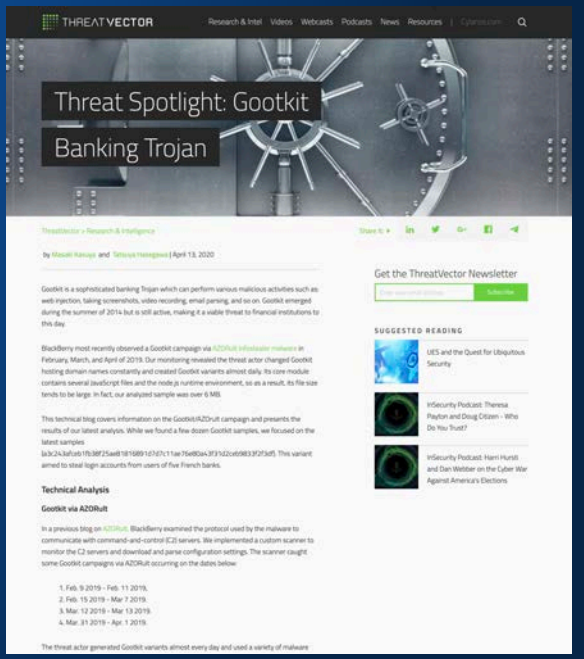

BlackBerry.
Intelligent Security. Everywhere.
Decade of the
RATs
Cross-Platform APT Espionage Attacks
Targeting Linux, Windows and Android

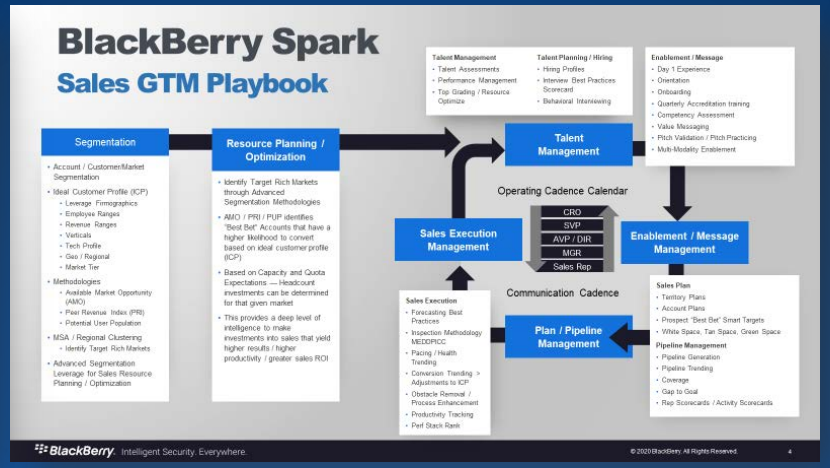
AWARENESS


BlackBerry
Mobile Malware
and APT Espionage
Prolific, Pervasive, and Cross-Platform
BLACKBERRY RESEARCH AND INSIGHTS TEAM

ABOUT
PENETRATION
TESTING


UES and the Quest for
Ubiquitous Security
Get the ThreatVector Newsletter
SUGGESTED READING


THREATVECTOR
Threat Spotlight: Gootkit
Banking Trojan
Get the ThreatVector Newsletter
SUGGESTED READING



EXECUTION

Unified Sales Organization
Unified Distribution & Channel
Management Operating Rhythm

THE CHANNEL CO. CRN PARTNER PROGRAM GUIDE WINNER 2017

THE CHANNEL CO. CRN PARTNER PROGRAM GUIDE WINNER 2018

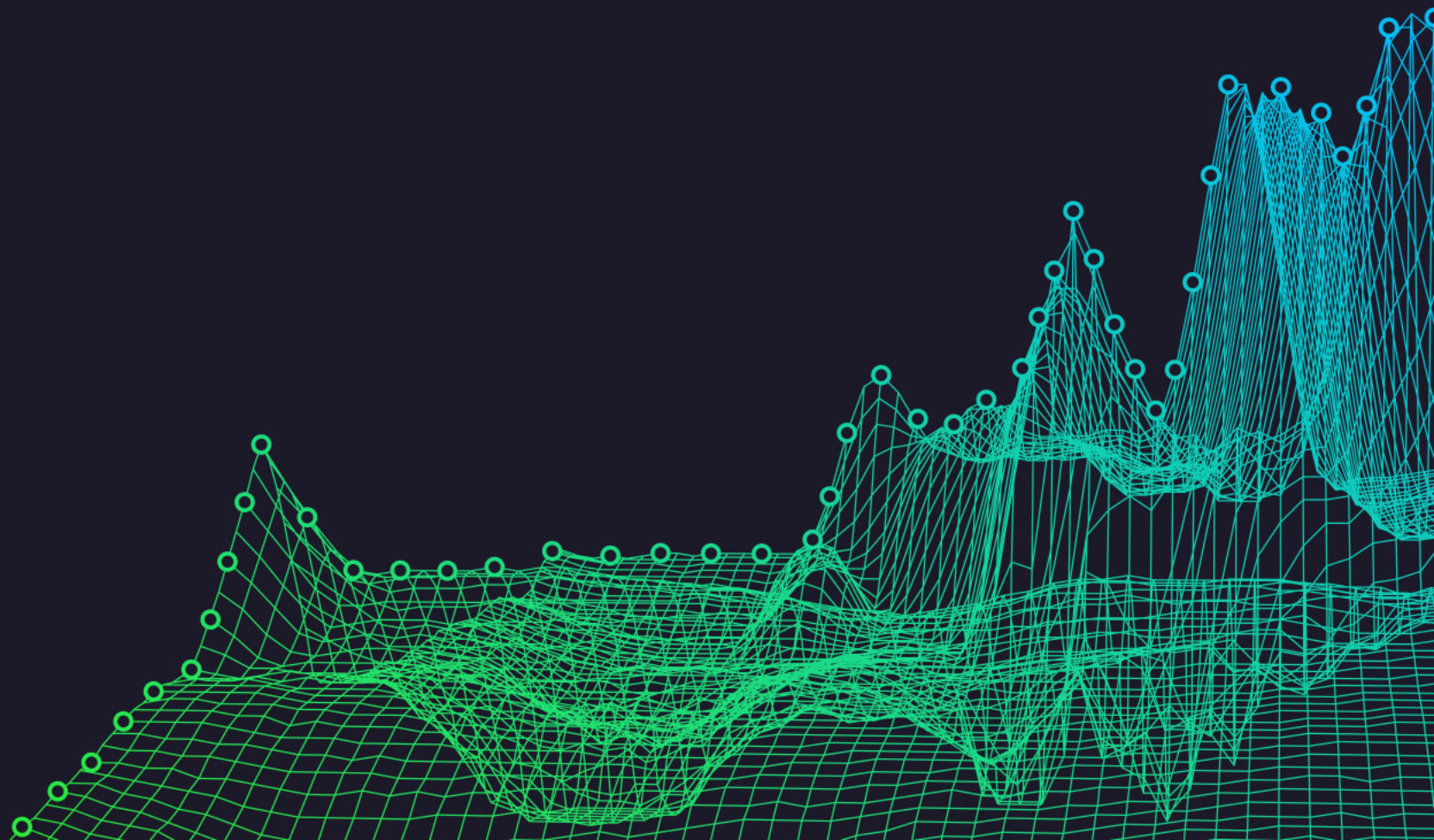
THE CHANNEL CO. CRN PARTNER PROGRAM GUIDE WINNER 2019

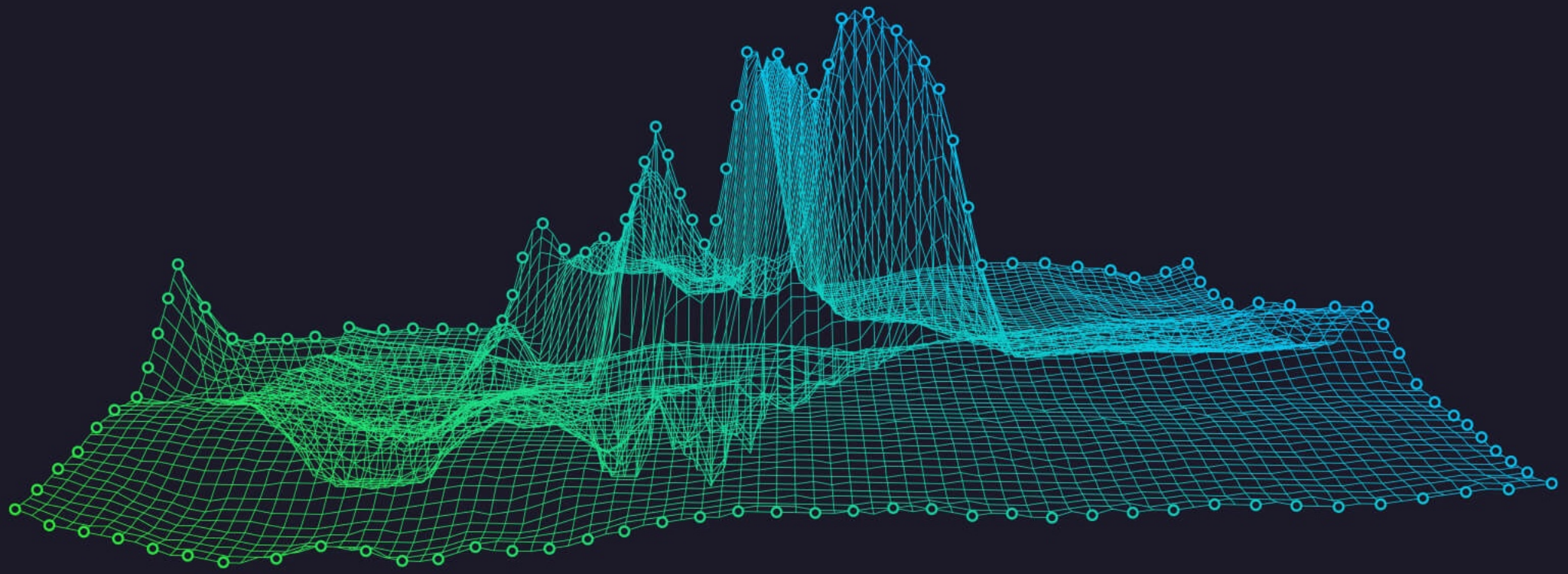
THE CHANNEL CO. CRN PARTNER PROGRAM GUIDE 2020

Analyst 2020 Summit

Closing Remarks

John Chen
Executive Chairman & CEO

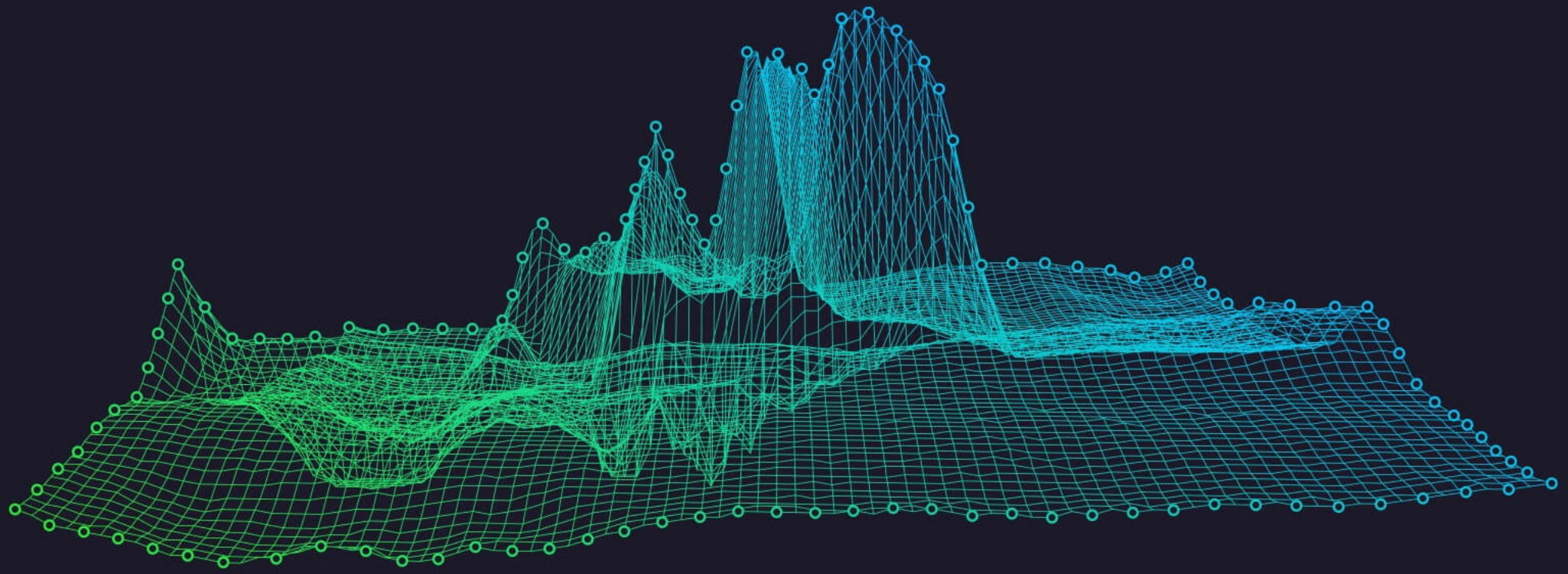




BlackBerry. Intelligent Security. Everywhere.

Analyst 2020 Summit

THANK YOU!



We appreciate your feedback.
Please complete the survey on the next screen.

©2020 BlackBerry Limited. Trademarks, including but not limited to BLACKBERRY, BBM, EMBLEM Design and ATHOC are the trademarks or registered trademarks of BlackBerry Limited, its subsidiaries and/or affiliates, used under license, and the exclusive rights to such trademarks are expressly reserved. All other trademarks are the property of their respective owners.