



BlackBerry Enterprise Partner Program for Solutions Providers

Program Description

September 2017

This Program Description is your valuable resource for information regarding the BlackBerry Enterprise Partner Program for Solutions Providers (the “Partner Program”) including the Program structure, eligibility, requirements and benefits, as well as the enrollment process.

IMPORTANT: This Program Description is a living document and your source for Partner Program changes and updates to Terms and Conditions. Please bookmark and check back on a regular basis.

This Program Description comes into effect as of the Effective Date and replaces all prior versions. BlackBerry may announce changes at any time to the BlackBerry Enterprise Partner Program which are captured in this Program Description, including but not limited to, changes to benefits and requirements, competencies, the introduction of new product and changes to Specializations.

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Committed to your Success

Mobility is changing the way we do work. Companies are increasingly looking at mobility to transform the way they run their business, demanding secure solutions to mobilize their people, process, and data. Customers are demanding expertise and technical skills to deal with complex and sophisticated mobile business environments. These new market dynamics are creating the need to develop new skills to address them and generate unprecedented growth opportunities for BlackBerry Partners.

The BlackBerry Enterprise Partner Program is built to help partners capture this growth opportunity and is designed to increase the value of our partners, stimulate growth and drive profit, by ensuring partners are better armed to successfully design, architect, implement and support BlackBerry solutions.

Why Join?

On joining the program, your business will maximize the full potential of mobility for your existing customers, leverage technology leadership, develop innovation and create new opportunities through the support, enablement, sales and marketing resources the program offers. At the same time, you will learn how to improve profitability by transitioning to a subscription-led model for higher margins and predictable recurring revenue

Who Should Join?

Software Channel Partners who are ready to embrace these changing demands and generate unprecedented growth opportunities

How Does the Partner Program for Solutions Providers Work?

The BlackBerry Enterprise Partner Program for Solutions Providers is split into distinct tiers that reflect the evolution happening within today's mobile environment.

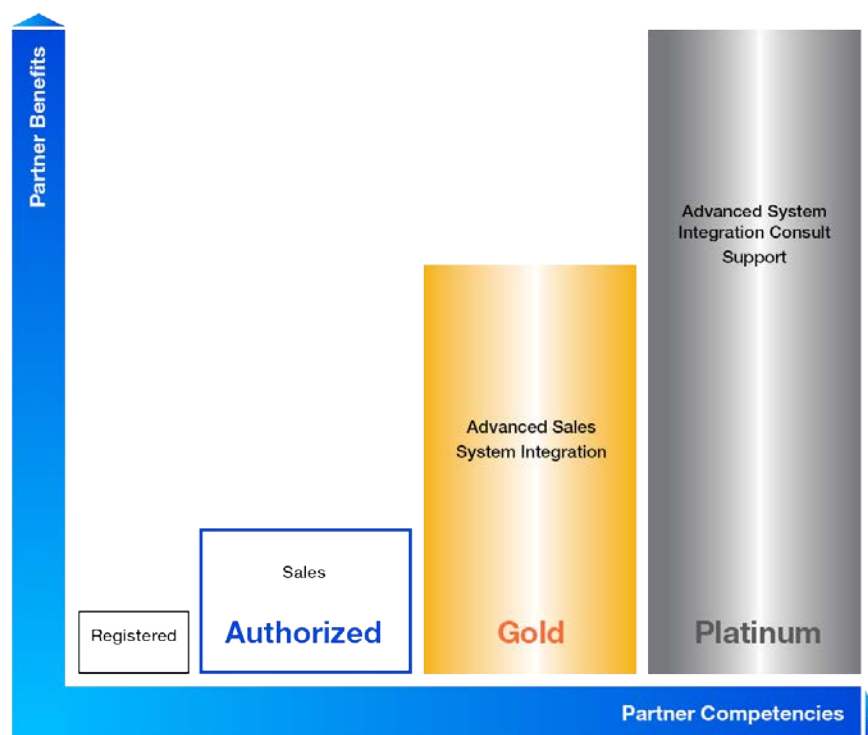


Figure 1: BlackBerry Solutions Providers Program Tiers

The BlackBerry Enterprise Partner Program for Solution Providers is split into three distinct tiers that reflect the evolution happening within today's mobile environment.

Registered

Upon adhering to BlackBerry's Reseller Agreement and the Program Terms and Conditions, new Partners enter the program as a Registered Partner. This entry level status gives the ability to purchase BlackBerry Software and Services. To become eligible for benefits, including deal registration, and define and grow your business authorization is required.

Authorized

Authorized partners have access to a solid set of benefits and may advance to Gold or Platinum tier upon adhering to the program requirements. To qualify as an Authorized partner, you must commit to completing our Sales Competency.

Gold

Gold Partners benefit from being enabled to deliver BlackBerry design and deployment capabilities and recognition and rewards including heavily subsidised Not for Resale (NFR) licences for internal deployment.

This highly valued tier is earned by skilled and committed Partners that wish to build a deployment service capability. Partners within this tier commit to deploying a lab and our Advanced Sales, Technical Sales & Systems Integration Competencies; this expertise is monitored and validated on a consistent basis.

Platinum

Platinum Partners benefit from being enabled to deliver end to end BlackBerry capabilities and recognition awards and rewards, including an incremental services discount.

This prominent tier is earned by highly skilled and committed Partners that wish to build out an end to end service through the BlackBerry competencies including the ability to provide business process integration and support services. Partners within this tier must maintain a minimum number of 2000 users, have their support organization pre-approved and commit to our Advanced System Integration, Customer Success Management, Application Integration and Support Services Competencies; this expertise is monitored and validated on a consistent basis – see the BPSS (BlackBerry Partner Support Services) Program Description for more information

Specializations: Are by invitation only and earned by Partners that demonstrate ability and complete the requirements, including competencies, for BlackBerry specialized or focused solutions. Invitations will only be extended to Partners who are at least Authorized.

Please see individual Program Descriptions for more detail

Enrollment

Partner Program Enrollment Pre Requisites. Partner must:

- a) Have the Partner Program application completed by an individual with the legal authority to bind the company
- b) Be a legally registered company
- c) Have a valid corporate website and email domain
- d) Apply using a legitimate corporate email address. Group email addresses cannot be processed

Acceptance of Reseller Agreement

An individual from your organization, that has the authority to bind the company, must accept a BlackBerry Reseller Agreement and BEPP Terms & Conditions as part of the application process. The agreement commits the partner to these Program Guidelines and defines the relationship between BlackBerry and the Partner Member.

In addition, Platinum Partners require a BPSS (BlackBerry Partner Support Services) Addendum and Managed Hosting Partners require a Hosting Addendum

Online applications cannot be processed until the applicable agreement is executed.

Execution of Non-Disclosure Agreement (NDA) with BlackBerry

The above agreement includes an NDA. NDAs are designed to protect the exchange of confidential information between two or more parties. As part of the Partner Program there may be occasions where sensitive information, such as pre-release software, will be offered to you as a benefit of your membership. Prior to this exchange we ask that an NDA be in place.

Membership Term

Membership in the program is subject to terms, conditions and requirements that if violated could result in termination without notice. Partners have three (3) months from acceptance into the Partner Program to (at least) meet the requirements of an Authorized Partner.

In addition, at BlackBerry's sole discretion, Partners who do not complete future requirements and accreditations and/or have the correct number of individuals for a given competency will be demoted and have associated benefits revoked.

Territories

Restricted to anywhere BlackBerry makes its products commercially available e.g. non-embargoed countries

Service Level Commitments

If BlackBerry makes a BlackBerry Solution available which includes a service level commitment to End Users in the Territory, Reseller agrees to co-operate in good faith with BlackBerry in relation to such service level commitments including, without limitation:

- a) passing through the payment of any service level commitment credits (if applicable) to End Users, when made available to Reseller by BlackBerry, in accordance with BlackBerry's reasonable instructions from time to time;
- b) receiving notifications of service level commitment incidents from End Users; and
- c) reporting to BlackBerry any service level commitment incidents notified to Reseller by End Users.

No other service level commitments by BlackBerry shall apply.

BEPP Authorization: Geographical Eligibility

Gold & Platinum Authorization is valid for all countries within the same Regional Group (detailed below). BlackBerry Enterprise Partner Program for Solutions Providers Regional Groups:

EUROPE

MIDDLE EAST

AFRICA

NORTH AMERICA

LATAM

AUSTRALIA & NEW ZEALAND

JAPAN

SOUTH ASIA

INDIA

NORTH ASIA

Primary Partner Contact

It is important for BlackBerry to know about both your organization, as well as the contacts within it. This information helps us to customize content to your needs and better engage with you and to this end the Partner Program applicant is considered the Primary Partner Contact. Primary Partner Contacts are responsible for owning the relationship with BlackBerry including notifying BlackBerry of company name changes, mergers and staff moves and acting as the central point of contact for all BlackBerry news and content.

COMPETENCIES

The BlackBerry Solutions Provider Program is designed to increase the value of our partners, stimulate growth and drive profit, by ensuring partners are better armed to successfully design, architect, implement and support BlackBerry solutions. By offering a partner program that enables partners to gain new competencies and build new capabilities on a single secured mobility platform, we, together, exceed market expectations



Accreditation

One of the most important benefits and a requirement of the Partner Program, is access to training.

We will enable your success by providing you with a range of skills and competencies that will help you build a differentiated, high qualified mobility practice around our secure software solutions and transform your customer's business

Access the [Accreditation at a Glance Matrix](#) here

On Line Training & Assessments

These accreditations are a set of self-paced online training assessments and modules hosted on blackberryuniverse.com (navigate to BlackBerry Enterprise Partner Program section)

Sales (Authorized)

The Sales Accreditation features the value proposition and benefits of BlackBerry Enterprise Solutions. At least 1 account manager must maintain accreditation to the latest version of software. To earn the BlackBerry Sales Accreditation a candidate will need to pass each assessment with at least 80%

Advanced Sales (Gold & Platinum)

The Advanced Sales Accreditation features the value proposition and benefits of BlackBerry Enterprise Solutions. At least 1 account manager must maintain accreditation to the latest version of software. To earn the BlackBerry Advanced Sales Accreditation a candidate will need to pass each assessment with at least 80%

Technical Sales (Gold & Platinum)

The Technical Sales Accreditation enables a Systems Engineer to have deep technical discussions with customers and the ability to perform targeted product demonstrations and provide solution deployment guidance. At least 1 Technical Sales Engineer must maintain accreditation to the latest version of software. To earn the BlackBerry Technical Sales Accreditation a candidate will need to pass each assessment with at least 80%

Technical Training & Proctored Exams

These accreditations are a mixture of self-paced online modules and Instructor Led Training available from a BlackBerry ATP. Learn more about Technical Training and Accreditation [here](#)

Systems Integration/BSIP (Gold & Platinum)

This accreditation enables the delivery of the following capabilities for BlackBerry software. At least 1 System Integration Engineer must maintain the BlackBerry Systems Integration Professional (BSIP) accreditation to the latest version of software.

- Design – To create a solution to perform a particular function, to meet defined business requirements captured through interviews and analysis. The design process is often facilitated through customer workshops, and would generally result in high Level and low level design documents.
- Architect – To define the overall placement and types of technology, products and services used in a network and how they integrate with other end points, services, including data flows between distributed components and customer's IT infrastructure (Application, Content and Web Servers).
- Implement – To install and configure components of the solution as defined through the design and architecture exercise, offline configurations, pilot testing and complete the work required for the solution to be ready for production.
Deploy – To move the fully configured solution hardware/software in to production, on board the production users and devices, then to monitor and fine-tune until an acceptable status is reached

Customer Success Management (Gold & Platinum) Coming Soon

This highly profitable accreditation enables account and project management skills with the ultimate goal of expanding product adoption within the Customers User community through the introduction of high value advanced mobility solutions. Additionally, you will gain the skills and tools necessary to proactively manage churn and competitive displacement.

At least 1 Customer Success Professional must maintain accreditation to the latest version of software. The accreditation is a mixture of self-paced online modules and Instructor Led Training available from a BlackBerry ATP.

Advanced Systems Integration (Gold Optional, Platinum Required) Coming Soon

This accreditation is aimed at advanced systems integrators and mobility architects and provides a deep understanding of advanced solution concepts, as well as the skills and techniques required for large scale deployments and migration projects. This individual will be equipped to assess and provide design / re design recommendations for complex implementations optimizing performance and availability.

At least 1 System Integration Engineer must maintain accreditation to the latest version of software.

At least 1 System Integration Engineer must maintain accreditation to the latest version of software.

- Advanced Architect – To design and architect a highly available solution for complex, large scale, multi-site environments including Disaster Recovery architecture.
- Migrate – To design, architect/ re-architect, implement, and then deploy an upgraded or a replacement solution to an existing setup to provide additional features or enhancements. Create efficient user and device migration plans requiring minimal end user intervention or downtime. Perform large scale user and device migrations
- Manage – To do day to day administration tasks, monitoring performance and health of the systems, making changes to configuration as appropriate, perform basic diagnostics and troubleshooting
- Advanced System Integration Partners are also required to have a Technical Project Manager (recommended PMP or PRINCE2) on the delivery team

Applications Consultancy and Integration (Platinum) Coming Soon

This accreditation provides the expertise required to integrate business process and secure government / enterprise grade applications via the BlackBerry Dynamics SDK. Through this accreditation you will acquire unique value by understanding the business logic for applications without re-inventing underlying application architecture.

At least 1 BlackBerry App Consultant must maintain accreditation to the latest version of software. The accreditation is a mixture of self-paced online modules and Instructor Led Training

Support Services/BSP (Platinum)

This accreditation ensures that Partners remain the owner of the first line engagement with their customers, increasing customer intimacy and satisfaction. All Named Callers and at least 2 Dedicated BlackBerry Support Agents must maintain the Support Services Professional accreditation (BSP) to the latest version of software. The two (2) Dedicated Support Agents will act as the Subject Matter Experts for the BlackBerry Solution that the other named callers can rely on for Support and Guidance. The Partner must identify these Dedicated BlackBerry Support Agents at the time of onboarding

The accreditation is a mixture of self-paced online modules and Instructor Led Training.

Competency Terms and Conditions

- a) Accredited individuals must maintain accreditation to the latest version of software: within 4 months of release of new accreditation training.
 - i. In addition, Support Services Professionals (Named Callers) are required to re-take Accreditation exams every two years.
 - ii. BlackBerry reserves the right to mandate training if reporting identifies that a Named Caller cannot adequately support the product.
- b) All Accreditations are subject to delta training for major or product version releases.
 - i. Typically two (2) per calendar year.
- c) BlackBerry provides a grace period for staff moves or changes of 4 months
 - i. Support Services Professionals and Named Callers must have at least one other person still on staff that is fully accredited and listed as a Named Caller
- d) Named Callers will not be enabled to place support calls until accredited
- e) The Solutions Provider Program allows for the sharing of roles but is subject to the individual being able to carry out the role as part of their main role and responsibilities
 - i. Gold: 1 person can fulfil up to two (2) personas
 - ii. Platinum: 1 person can fulfil up to three (3) personas
 - iii. BlackBerry reserves the right to monitor at any time
- f) Partners who do not have the correct number of individuals for a given competency will be demoted and could have their membership suspended

Partner Commitments *(additional to competencies)*

Participate in BlackBerry Annual Partner Satisfaction Survey

Partner satisfaction continues to be among one of BlackBerry's highest priorities and actively listening to our Partners provides us the information we need to continually offer and improve our products and services our Partners demand. Participation in the BlackBerry Annual Partner Satisfactory Survey is required for all partner tiers.

BlackBerry External Web Page *Use your Partner logo to showcase your proficiency and your specific BlackBerry offers and services* Partners are encouraged to have a BlackBerry presence on their website. The latest BlackBerry solutions must always be presented, in line with current branding guidelines, and a web toolkit with BlackBerry marketing messages and branding is made available.

Lab Environment (Gold & Platinum)

BlackBerry requires its Gold and Platinum Partners to be showcases of the mobile business advantage and they must deploy an up to date lab for inspection on a quarterly basis.

BlackBerry offers 100 NFR (not for resale) licenses with significant discounts (see below) to support this requirement: more are available upon request.

Active Beta Participation (Gold & Platinum) *Help shape the BlackBerry Experience*

Gold and Platinum Partners are required to experience new product features before their customers by participating in product Beta. Beta participation provides you with hands on experience of pre-release software and ensures technical readiness for product launch. Feedback must be completed against test plans provided by BlackBerry Beta. Resources available

Internal Deployment (Platinum)

Platinum Partners must validate and maintain their competency by deploying widely internally, within their production environment, to run their business and uphold their expertise, drive awareness and foster the effectual sale and support of BlackBerry solutions.

BlackBerry offers 100 NFR (not for resale) licenses with significant discounts (see below) to support this requirement: more are available upon request.

Platinum Support Services Requirements

IMPORTANT: For complete details please review the [BlackBerry Partner Support \(BPSS\) Program](#) Description and complete the [BPSS Registration form](#)

Program Offerings

Note: Registered Partners are not eligible for Benefits

Deal Registration

A clear benefit of being Authorized, is the ability to register your sales opportunities and protect your pre sales efforts. All qualifying orders become eligible for additional discount, get preferred partner status and access to sales support. Discounts are passed through usual purchasing channels.

For more information, please see policy [here](#)

Internal Use Software (NFR) *Boost familiarity & productivity at the same time with risk free internal use software*

Moving well beyond providing a lab environment, BlackBerry wants its Partners to be showcases of the mobile business advantage and with access to world-class secure mobility and collaboration solutions Partners can dramatically cut IT expenses as soon as the software is released with Technical Support included.

Gold, Platinum and Specialist Partners qualify for up to 100 licenses with significant discounts for internal deployment of their production environment to, run their business, drive awareness and foster the effective selling of BlackBerry solutions. The NFR offer includes full software upgrades and full BlackBerry support*

For more information, please see policy [here](#)

***For NFR ONLY and cannot be used for Customer support incidents**

- **Authorized:** 10 Licenses
- **Gold:** 100 Licenses
- **Platinum:** 100 Licenses
- **Specialists:** 100 Licenses

Enterprise Partner Logo

The Program logo is a way to differentiate your business and get the recognition you deserve. Its branding indicates that your company has a significant level of industry experience, your tier and a close relationship with BlackBerry.

Your logo can be used on web sites, marketing and sales documents, slide presentations, and other collateral.

Partner Locator (under re-construction)

Through the BlackBerry Partner Locator BlackBerry will promote authorized Partners in order that customers can confidentially locate and select Partners that are able to help them with their full range of enterprise mobility

The Partner Locator will give priority listing to Gold, Platinum and Specialist partners and emphasize the number of BlackBerry qualified individuals. It will also recognize Customer Satisfaction Excellence earned by Platinum Partners.

Complimentary Support Tickets (Gold)

Accredited individuals from Gold Partners are entitled to raise five (5) complimentary support tickets per calendar year to support customer POCs and deployments. any additional cases will be charged at a standard rate.

NFR purchase is mandatory to activate

Using this benefit to call on behalf of a customer is not permitted.

PreSales HelpDesk (Gold & Platinum)

Accredited individuals from Gold and Platinum Partners can enjoy the benefit of access to an (email) helpdesk and receive pre sales support from BlackBerry TSMs on pre-sales questions including demo requests and roadmap enquires. Details are available from your Account Manager.

BlackBerry Experience Labs (BBXLabs) (Gold & Platinum)

Accredited Technical Sales, BSIP and BSP individuals from Gold and Platinum Partners may access the labs as follows

- Gold: 5 Individuals
- Platinum: 10 Individuals

Marketing Funds (Gold & Platinum)

Through quarterly approved discretionary marketing funds BlackBerry provides Gold, Platinum & Specialist Partners with tools and resources to help them market themselves and increase BlackBerry sales. Discretionary funds will be considered for campaigns that align to current BlackBerry sales initiatives and that demonstrate the highest ROI.

BlackBerry allocates funding based on a Partner's ability to prove performance against a set of pre-established metrics and reviews and approves payments. Partners must submit their co funding requests 2 (two) months in advance of the qualifying quarter, using the template provided. For more information, please see policy [here](#).

BlackBerry Generated Sales Leads (Gold & Platinum)

Gold & Platinum Partners will have priority access to new and qualified opportunities as a result of BlackBerry demand generation programs. These leads will be made available in the Partner [Portal](#) and Partners need to accept or reject assigned leads within 4 days of allocation and update a lead's status at least once a month.

Demand Centre (Gold & Platinum)

The BlackBerry Demand Centre delivers calling activities against scheduled campaigns and enables us to quickly respond to changing B2B buying behaviour by leveraging key corporate assets and best practices to achieve a more efficient demand waterfall.

Partners enrolled in the BEPP for Solutions Providers Program are able to take advantage of the Demand Centre to help drive demand in their target accounts: Platinum, Gold and Specialists partners will take priority.

Languages currently supported: English, German, French, Spanish & Italian

Access to BlackBerry Internal Knowledge Base (Platinum)

Platinum Partners can request access to the BlackBerry Internal Knowledge base for increased access to troubleshooting content that has not yet been made public. This is provided, along with increased Knowledgebase search capabilities, to ensure partners have as much access to knowledge and troubleshooting information as possible in order to drive increased customer satisfaction and improve time to resolution on support cases.

Partner Renewals (Platinum)

BlackBerry will provide Platinum Partners with reports on a quarterly basis via their assigned Channel Account Manager that detail upcoming renewal opportunities where the Partner is the incumbent reseller from the previous term.

Partners are expected to renew subscriptions and ensure End Customers' are continuously paying for and entitled to BlackBerry Partner Support Services. If there is a lapse in time between the End Customers' expiry date and the time by which the Partner renews the End Customers subscription, the subscription effective date will be the day following the original expiration date. If a Customer is renewing from a BlackBerry Technical Support Services subscription and into a BlackBerry Partner Support Services subscription from the Partner, the subscription effective date will be the day following the original BlackBerry Technical Support Services subscription date.

BENEFITS TABLE

Note: Registered Partners are not eligible for Benefits

Solutions Provider Benefits

		Authorized	Gold	Platinum
Plan	Incremental Services Discount			✓
	Access to Beta Community		✓	✓
	Local Partner Events	✓	✓	✓
Enable	Access to Shield Badge	By Invitation	By Invitation	By Invitation
	Strategic GTM Engagement			✓
	Access to RFP Support			✓
	Access to Enterprise Software Roadmap		✓	✓
	Internal Use Software (NFR)	Limited to 10	✓	✓
	Access to specializations	By Invitation	By Invitation	By Invitation
	High Value Low Cost Online Training	✓	✓	✓
	Sales and Marketing Tools	✓	✓	✓
	Competitive Selling Resources	✓	✓	✓
	Partner Sales Webcasts	✓	✓	✓
	Partner Technical Webcasts	✓	✓	✓
Sell	BlackBerry-generated Leads		✓	✓
	BlackBerry Experience Labs		✓	✓
	Deal Registration	✓	✓	✓
	BlackBerry Demand Center	By Invitation	✓	✓
Support	Access to Internal Knowledge Base			✓
	Assigned TSM			✓
	Assigned CAM		✓	✓
	x5 Complimentary Support Tickets (with NFR)		✓	✓
	Access to Partner Marketing Contact		✓	✓
	Access to Knowledge Base	✓	✓	✓
Market	Customer Reference Program		✓	✓
	Eligible for proposal-based Marketing Funds		✓	✓
	Partner Locator Priority Listing		✓	✓
	Partner Locator Placement	✓	✓	✓
	Partner Tier Logo	✓	✓	✓
	BlackBerry Webpage Toolkit	✓	✓	✓
	Partner Newsletter	✓	✓	✓
Retain	Support Case Analysis			✓
	Partner Renewals			✓
	Customer Satisfaction Excellence Award			✓

COMMITMENTS TABLE

Solutions Provider Requirements

		Authorized	Gold	Platinum
Agreement	NDA (Non Disclosure Agreement)	✓	✓	✓
	Reseller Agreement	✓	✓	✓
	BlackBerry Partner Support Services (BPSS) Addendum			✓
	Min Active # Users			2000
Partnership	Participate in BlackBerry Annual Partner Satisfaction Survey	✓	✓	✓
	BlackBerry Presence on Partner Website	✓	✓	✓
	Maintain company profile on BlackBerry Partner Locator	✓	✓	✓
	Participate in Beta Program		✓	✓
	LAB Environment Running Latest Version of Software		✓	✓
	Showcase Partner Tier Logo and Keep Current			✓
	Internal Deployment (NFR) and Associated Ts&Cs			✓
	Operate 12x5 Time Zone Specific Help Desk			✓
	Provide Telephone, Electronic & Web Support			✓
Training & Accreditation	Maintain Accreditation to latest Software Version	✓	✓	✓
	Sales Accreditation	✓	✓	✓
	Advanced Sales Accreditation		✓	✓
	Technical Sales Accreditation		✓	✓
	System Integration Accreditation		✓	✓
	Customer Success Management Accreditation		✓	✓
	Application Consultancy & Integration			✓
	Advanced System Integration Accreditation			✓
	Support Services Accreditation & Retake every 2 years			✓
	Technical Support Incident & Ticket Performance Reports			✓
	(Direct to Customer) CSAT Survey			✓

Quick Links

Effective Communications		
Partner Landing Page	One-Stop-Shop for pertinent information and resources from BlackBerry to keep you ahead of the curve.	https://partner.blackberry.com/solutionsprovider
Newsletter and webcast sign up here	Monthly partner newsletter with valuable information including special announcements, new product releases and new sales tools.	https://global.blackberry.com/en/partners/register-for-updates
Sales Assistance		
Partner Hub	<p>The BlackBerry Partner Hub is your one-stop shop for everything related to BlackBerry.</p> <p>Through the hub you'll be able to:</p> <ul style="list-style-type: none"> • See your BlackBerry software pipeline, including renewal opportunities • Access BlackBerry sourced leads assigned to you • Register new deals for additional discount with one form • Communicate efficiently with the BlackBerry team through Partner Hub Collaboration • Place orders by simply attaching a PO to an approved quote • One place to get access to latest news, product launches, assets, and more from BlackBerry • Access self-service Help documents to answer all your Partner Hub questions 	https://partnerhub.blackberry.com
EOL Notifications	View product support timelines for all BlackBerry software	http://ca.blackberry.com/support/business/software-support-life-cycle.html
Marketing Assistance		
BEPP Marketing Central Hub	<p>Access customizable assets, PDF Datasheets, Sales presentations, CI information, campaigns and more on our BEPP Marketing Central Hub</p> <p>The Central Hub is powered by Workspaces and can be accessed via web, PC, Mac, BB, iOS and Android</p> <p><i>If you have a Workspaces Account already</i> Click on the BEPP Marketing Hub URL (on the left) and request access</p> <p><i>If you are new to Workspaces, you need to create a new account first and then request access. How to create a Workspaces account:</i></p> <ul style="list-style-type: none"> • Please use your browser to navigate to the login screen (https://blackberry.watchdox.com) • Choose the, "Create Account" link above the Sign In box • Enter your name, email address, desired password and secret question information • Click, "Create Account" and check your email inbox for your authentication email 	Accessible through Partner Hub
Brand Toolkit	Branding guidelines and a Web toolkit to keep your BlackBerry webpage current.	Accessible through Partner Hub
Support, Tech & Sales Training		
BlackBerry Universe (BBU): Online Training and Assessments	BBU registration and instructions on how to obtain a company PIN# are included in Welcome Pack	www.blackberryuniverse.com
BlackBerry Learn: Technical Training & Proctored Exams		www.blackberry.com/training
Support Resources	Access free Support Resources, knowledge based articles, how-to-videos, etc.	http://blackberry.com/support