

BlackBerry Enterprise Partner Program (BEPP)

FOR SOLUTIONS PROVIDERS



Committed To Your Success

BlackBerry provides enterprises and governments with the software and services they need to secure the Internet of Things.

The Internet of Things represents the next great wave in business transformation. BlackBerry is leading the way with a single platform for securing, managing and optimizing how intelligent endpoints are deployed in the enterprise, enabling our customers to stay ahead of the technology curve that will reshape every industry.



37,600+ patents



Operations in 30
countries



2000+ Partner
Ecosystem



7/7

Top Governments



9/10

Top Global Banks



7/7

Largest Auto
Companies



8/10

Largest Healthcare
Organizations



5/5

Largest Media
Companies



By becoming a BlackBerry® Partner, you will have access to resources and tools to build competencies in IoT and, most importantly, grow your business.

The BlackBerry Enterprise Partner Program (BEPP) embraces our diverse Partner ecosystem by allowing you to choose a partnership that aligns to your business model as well as specialize. Specialization is offered to reflect the needs of our customers and creates new selling and services opportunities for you.

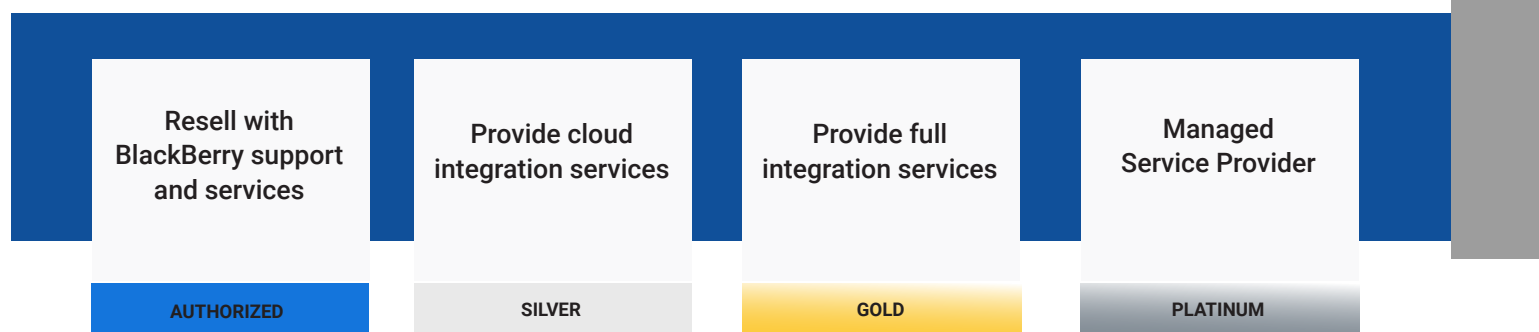
So regardless of your business model, there is a BlackBerry partnership option designed just for you and it's simple for us to promote you for being the best-of-the-best in your class/category.

The BlackBerry Enterprise Partner Program for Solutions Providers has been awarded the CRN 5-Star rating in 2019 for a third year in a row. The 5-Star rating recognizes an elite subset of the top technology suppliers of IT products and services that offer the best partnering elements in their channel programs.

Why Join?

On joining the Program, your business will maximize its full potential. Leverage BlackBerry's technology leadership and innovation in securing the IoT by creating 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 learning new skills, creating your own IP, delivering higher margins and predictable recurring revenue.

BEPP for Solutions Providers



You can also become a Specialist in the following solutions:

Workspaces Solutions Provider Specialist	AtHoc Solutions Provider Specialist	AtHoc Solutions Provider Specialist
Develop in-depth skills for Enterprise File Sync and Share (EFSS)	Build your expertise in providing solutions for crisis communication.	Get the required skills and tools to provide cybersecurity risk assessments to customers

Authorized

Authorized partners are enabled to resell BlackBerry Enterprise Mobility Suites, have access to a solid set of benefits and may advance to a Silver, Gold or Platinum tier upon adhering to the program requirements. A clear benefit of being an Authorized partner is the ability to deal register your sales opportunities and protect your pre sales efforts.

Silver

Silver partners are enabled with the competencies required to deploy and help customers setup and configure their Cloud environments by arming them with the knowledge and skills necessary to carry out integration and administration tasks on the BlackBerry Cloud platform. Silver partners benefit from a training program which is all virtual, saving significant costs and time.



Gold

This tier recognizes partners for their knowledge and expertise in design and deployment capabilities. Gold Partners differentiate their company with these competencies and receive access to NFR software licenses at greatly discounted prices. In addition BlackBerry Experience Labs are available to perform rich compelling demonstrations of the BlackBerry Software portfolio, and you also get access to the beta program to influence emerging BlackBerry technology.

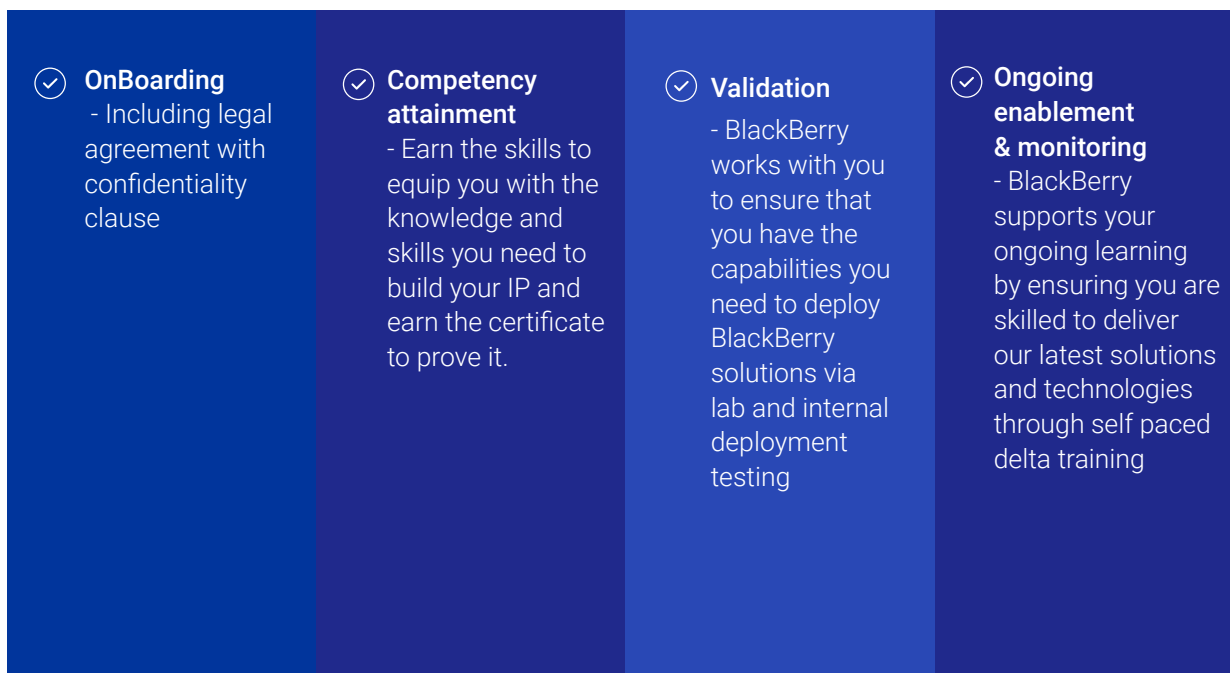
Platinum

This premier tier recognizes partners that have the most in-depth skills and expertise. Partners that have made significant investments in building capabilities in BlackBerry solutions will benefit from highest support, closest relationships with BlackBerry, recognition and rewards, including an incremental services discount. This tier is earned by highly skilled and committed partners that look to build out a highly qualified end to end service practice to capture the rich consulting, deployment, integration, support and software life cycle management opportunities available.

Specialization

These are by invitation only and embrace Partners that show an ability to innovate, demonstrate capability and provide added value in deploying BlackBerry solutions.

How the program works



Benefits of Being a BlackBerry Partner

Technical Enablement

- You will have access to numerous technical training opportunities to support you in growing your BlackBerry business. Resources include: Web based accreditations and certifications, both virtual and classroom instructor led training, access to the beta community and BlackBerry's knowledge base.

Business Enablement

- As you advance through the tiers, you become eligible for a number of different benefits including access to Deal Registration, Account Managers, discounted software for internal use, incremental services discount etc

Sales & Marketing Enablement

- As you establish your BlackBerry practice, you become eligible to participate in co-branded marketing campaigns, proposal based marketing funds, case studies, strategic GTM engagement and access to inside sales resources to drive demand.



About BlackBerry

BlackBerry (NYSE: BB; TSX: BB) is a trusted security software and services company that provides enterprises and governments with the technology they need to secure the Internet of Things. Based in Waterloo, Ontario, the company is unwavering in its commitment to safety, cybersecurity, and data privacy, and leads in key areas such as artificial intelligence, endpoint security and management, encryption, and embedded systems. For more information, visit BlackBerry.com and follow [@BlackBerry](https://twitter.com/BlackBerry).