

Managed Hosting Services



Managed Hosting Services
Solutions Provider

Introduction

BlackBerry Partners can host **BlackBerry UEM** and **BlackBerry Workspaces** solutions to enable them to deliver BlackBerry Software as a Subscription Service.

Offering Managed Hosting Services is becoming essential as more and more businesses are moving from in-house installed solutions to cloud-based ones. Revenues from Infrastructure as a Service (IaaS) have seen 40% year-on-year growth since 2011¹ and for those combined, IaaS and Platform as a Service (PaaS), are predicted to overtake the revenues for services by 2020 with an expected value of \$55 billion².

Cloud computing will have the most measurable impact on 74% of Tech Chief Financial Officers (CFOs) business in 2017³. To put it in Gartner's words, "By 2020, a corporate 'no-cloud' policy will be as rare as a 'no-internet' policy is today".

So who is using SaaS? Small and Medium Enterprises (SMEs) usually don't have the expertise or resources to manage Enterprise Mobility Management (EMM) solutions, so by relying on external service providers they can get started quickly and benefit from such technology, enabling secure access to corporate resources like email and intranet. On the other hand, large enterprises with sufficient IT expertise are moving to Hosted EMM, as it allows them to focus on improving business workflows through mobilization, rather than investing IT resources in server maintenance.

In terms of TCO, benefits are both tangible and intangible, with no need for costly hardware and software purchases, external professional services or maintenance. Other benefits include the ability to scale the solution, enhance security and dedicate IT personnel to Innovation and R&D.

New Managed Hosting Services by BlackBerry

Today, BlackBerry offers you the chance to capture this growing market opportunity and expand your competencies by hosting BlackBerry Secure solution in combination with unique integrated billing technology. This enables you to deliver BlackBerry software licenses as a subscription service within your end-to-end offering, including your own support service, with the peace of mind of always being backed up by the best-in-class BlackBerry Support⁴.

¹ Market Insight: Cloud Computing's Drive to Digital Business Creates Opportunities for Providers. Gartner 2016

² Market Insight: Cloud Computing's Drive to Digital Business Creates Opportunities for Providers. Gartner 2016

³ Source: 2017 BDO Technology Outlook Survey (PDF)

⁴ High end support requests (Level 3) are escalated to BlackBerry Support Team.

Why become a Managed Hosting Provider?

Thanks to the Managed Hosting proposition, you can improve your offering and increase the value offered to your customers by adding a new expertise to your existing portfolio: BlackBerry Secure Solution. This will increase customer satisfaction by providing your clients with the most recent software releases plus highly regulated solutions that feature in-country hosting. In addition, you can leverage our proven billing technology based on Enhanced License Deployment (ESBL) with over 1M licenses already deployed!

No license migration is required, as the service automatically enables customers to access the latest version of software upgrades, with maximum flexibility thanks to a manual, semi-automated or automated provisioning process. Acquisition of new customers

is enabled by harnessing the power of adoption: you ride the wave of increased SaaS adoption, attracting new customers or easily upselling the existing ones.

Furthermore, you can grow your business and amplify the benefits by adding complementary consulting and managed services, and enabling a growth path that can meet your customers' future requirements.

To join the Managed Hosting Services you must:

- Have Platinum Status for UEM and Workspaces Specialization for EFSS
- Maintain a minimum number of 2k licenses⁵
- Sign the BPSS Addendum and Hosting Addendum

⁵A ramp period of 6 months will be granted OR a monthly fee will apply for the term of the agreement

What are the benefits?

With BlackBerry Managed Hosting Services you can:

- Reduce time to market
- Protect recurring revenues
- Improve software life-cycle management
- Sell complementary consulting services

In addition to the benefits listed in your partner tier, Managed Hosting Providers will benefit from being able to deliver their own managed services, leveraging a proven and trusted provisioning tool. Partners that have achieved this status will also be recognized, recommended and endorsed by BlackBerry. Additionally, as a Managed Hosting

Provider you can use our upcoming Partner Locator to promote yourself with customers, and connect with other BlackBerry partners.

If you wish to find out more about the overall BEPP for Solutions Providers Program, please refer to the BEPP for [SP Program Description](#).

Value of becoming a Managed Hosting Provider

- Enhance your recognized value with a new expertise
- Ride the wave of the increased SaaS adoption
- Increase customer intimacy and satisfaction by offering an end-to-end service.

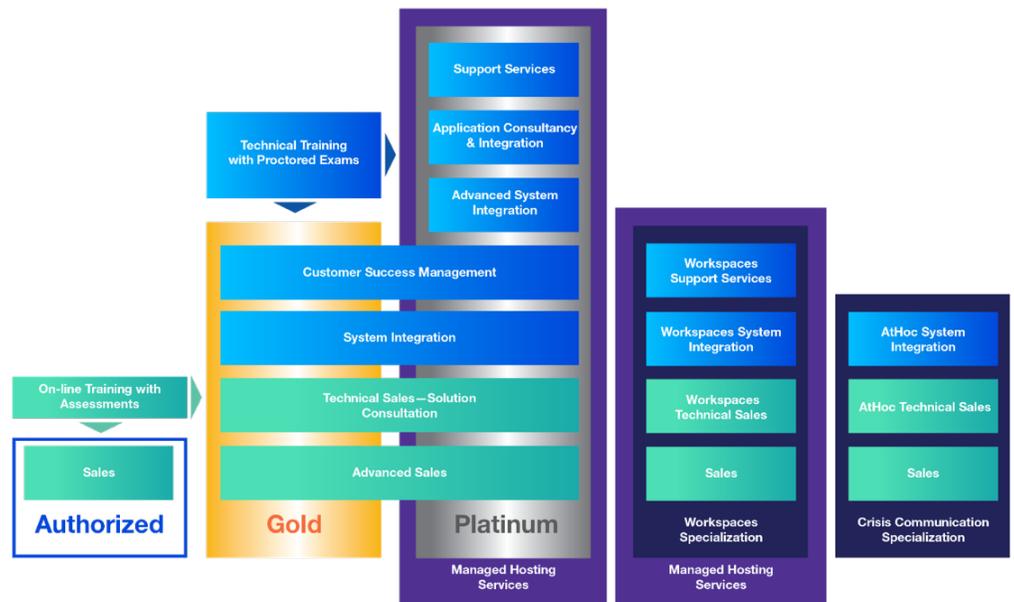


Figure 1 BEPP Competencies - Shows Competencies required to become a UEM or Workspaces Hosting Provider.