



# Why One of Singapore's Top Telcos Trusts BlackBerry Software for Its Clients

**Industry**

Telecommunications

**Location** Singapore**Products** BlackBerry®

Enterprise Mobility Suite,

BlackBerry® UEM,

BlackBerry® Workspaces

**[www.m1.com.sg](http://www.m1.com.sg)**

## At a Glance

As one of Singapore's largest telecommunications companies, M1 Limited offers a range of mobile and fixed services to over two million customers. Last year, it became the first carrier in Southeast Asia to offer BlackBerry® UEM to its business clients, bundling BlackBerry's licenses at no extra cost with several of its mobile plans. More recently, it launched a new mobile licensing plan that incorporates enterprise collaboration, content management, and more through BlackBerry® Enterprise Mobility Suite offerings.



## The Partner

Founded in 1994 and headquartered in Singapore's International Business Park, M1 Limited provides mobile and fixed services to over two million customers. It serves both corporate and non-business clientele, providing a wide range of services that include mobile plans, broadband, web hosting, and data center colocation. Its continual focus on network quality, customer service, value, and innovation has made it one of Singapore's leading telecom companies.

Since launching its commercial services division in 1997, M1 has achieved many national firsts. These include nationwide IoT readiness, 4G service, and ultra-high-speed fixed broadband and voice on its Next Generation Nationwide Broadband Network. By partnering with BlackBerry, M1 also became the first provider in Southeast Asia to offer UEM to its business customers, bundling BlackBerry's EMM functionality into their monthly bill.

## The Challenge

Over the years, says M1's Chief Corporate Sales & Solutions Officer Willis Sim, the needs of M1's business customers have changed. Rather than relying on upfront capital expenditures, they want to shift to an Operating expense-based (OPEX) model. This drive is especially pronounced amongst SME customers who seek to invest more in their core business.

Alongside a shift to OPEX, M1's SME customers increasingly sought more than basic talk, data, and SMS.

They needed a flexible set of options that would allow them to meet their needs through a single carrier. This went beyond pure mobile device management. Demand increased for endpoint management, for productivity and collaboration solutions; for a full mobile portfolio.

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**Willis Sim**  
*Chief Corporate Sales &  
Solutions Officer, M1 Limited*



These features all had to be available as part of the clients' pre-existing monthly plans. More importantly, they had to comply with regulations around data security, system configuration, and data loss prevention issued by agencies such as the Monetary Authority of Singapore.

"We wanted to increase the value we could offer our corporate customers," Sim explains. "We wanted to give them more than the basics. Not just the commodities, and not just plain MDM, but more of everything. Modern businesses are hoping that by signing up with a vendor, they get features to increase productivity, security, and so on."





## The Partnership

Having worked with BlackBerry in the past, M1 engaged with them once more. This led to a partnership between the two companies in 2016, which saw M1 offer BlackBerry UEM to all corporate clients. That rollout received such acclaim that the carrier soon opted to expand its offerings.

Now a BlackBerry Gold Partner, M1 Limited has better access to BlackBerry's expertise, improved lead generation, enhanced system integration, and advanced training programs.

"M1 is pleased to be the first in Southeast Asia to bring the benefits of BlackBerry UEM to customers with easy deployment through Cloud," explains Sim. "This partnership with BlackBerry simplifies the way customers buy and use mobility, driving efficiencies and ultimately helping businesses enhance the way they service their own customers."

**Simple Licensing, Easy Integration:** Because of how BlackBerry's licensing works, integration into M1's existing plans and offerings was both simple and straightforward. The customer experience for M1's clients was also very straightforward. They can simply pay for their mobile plan and add whatever licenses they need monthly – something unique to BlackBerry, and something Sim says is extremely important for SMEs.

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**A Reputation for Excellence:** According to Willis Sim, BlackBerry's reputation for security and innovation has also improved M1 Limited's standing in the eyes of its clients – both current and future.

"BlackBerry is a good fit for organizations with stringent security requirements, especially those in regulated industries," says Sim. "I see a lot of customers starting discussions and opening up more after we launched our new plan. They're more aware of what they can do with our offerings, more aware of how BlackBerry can help them – there are definitely more talking points, and more opportunities to sell our services."

**A Comprehensive Product Portfolio:** The BlackBerry Enterprise Mobility Suite is a powerful, endpoint-focused portfolio that combines best-in-class security with several leading productivity apps. In addition to being able to manage endpoints across their organization, M1's clients have access to productivity, collaboration, development, file security, and more – and all this without having to change their monthly plans.

"The way I see it, BlackBerry simply has more to offer," Sim explains. "Their approach is the way to go – they have the right idea about EMM and UEM."



## About BlackBerry Limited

BlackBerry Limited is an enterprise software and services company focused on securing and managing IoT endpoints. The company does this with BlackBerry® Secure™, an end-to-end Enterprise of Things platform, comprised of its enterprise communication and collaboration software and safety-certified embedded solutions.

Based in Waterloo, Ontario, BlackBerry Limited was founded in 1984 and operates in North America, Europe, Asia, Australia, Middle East, Latin America and Africa. The Company trades under the ticker symbol “BB” on the Toronto Stock Exchange and the New York Stock Exchange. For more information visit [BlackBerry.com](https://www.blackberry.com), and follow the company on [LinkedIn](https://www.linkedin.com/company/blackberry), [Twitter](https://twitter.com/blackberry) and [Facebook](https://www.facebook.com/blackberry).