BLACKBERRY SPARK

BlackBerry's Zero Trust Platform for Unified Endpoint Security and Unified Endpoint Management

Enterprises today face an increasingly chaotic environment where cyberthreats are ever-more sophisticated and pervasive, at a time when enterprise endpoints and the amount of data shared at the edge are growing exponentially. Cyber-security and endpoint chaos are putting organizations at risk while cutting into employee productivity and increasing IT costs.

A culmination of trends is fueling this chaos. As the pace of innovation accelerates and new technologies enter the market, attack surfaces and vulnerabilities are expanding just as fast.
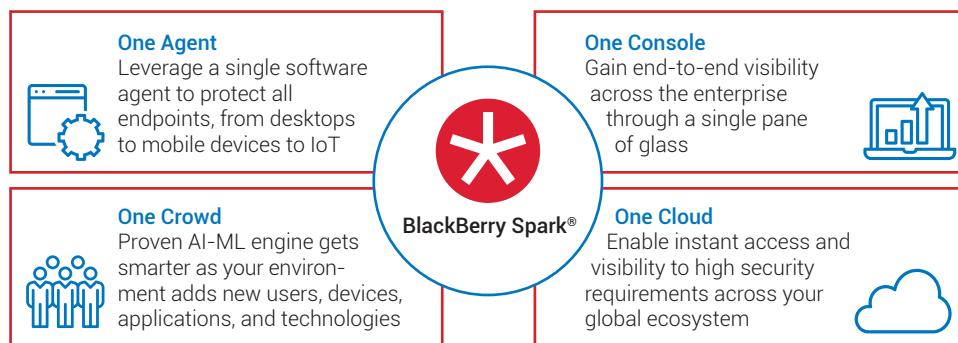
The proliferation of endpoints only adds to the complexity and cost. It's no longer just laptops and servers that are vulnerable but an array of mobile devices — connected cars, smart speakers, and all kinds of IoT endpoints. Geopolitical tensions don't help the security situation, and the lack of consistent Internet governance makes it even harder to implement effective protections. Meanwhile, organizations are struggling to deal with a rising number of security vendors, consoles, and alerts — and spending more resources responding to breaches.

By bringing order to the chaos with intelligent security, everywhere, BlackBerry Spark® is driving the next generation of enterprise cybersecurity to deliver zero trust security with frictionless zero touch productivity. Its power is founded on its simplicity: BlackBerry Spark harnesses one agent across all endpoints and provides visibility across the entire enterprise through one console. Threat data from end-points is combined into a single crowd-sourced repository that is continuously learning through a proven AI-ML engine. It can be deployed on-prem or through one cloud to meet even the highest security requirements. What could be simpler — or more powerful?

The Power of One

By harnessing artificial intelligence, machine learning, and automation, BlackBerry Spark delivers world-class cyberthreat prevention and remediation while providing visibility across all endpoints, including desktops, mobile devices, servers, and IoT.

One Agent
Leverage a single software agent to protect all endpoints, from desktops to mobile devices to IoT

One Console
Gain end-to-end visibility across the enterprise through a single pane of glass

BlackBerry Spark®

One Crowd
Proven AI-ML engine gets smarter as your environment adds new users, devices, applications, and technologies

One Cloud
Enable instant access and visibility to high security requirements across your global ecosystem

Zero Trust Meets Zero Touch

The power of the BlackBerry Spark platform lies in its ability to analyze and define risks, make decisions based on big data, and dynamically apply a set of zero trust policy controls that minimizes risk while creating a productivity-enhancing zero touch work environment.

BlackBerry Spark offers the broadest set of security capabilities and visibility covering people, devices, networks, apps, and automation. Through its Unified Endpoint Security (UES), the BlackBerry Spark platform provides:

Endpoint Protection Platform (EPP). Leverage BlackBerry Spark's AI-powered, automated malware prevention, application and script control, memory protection, and device policy enforcement to predict and prevent cyberattacks with unparalleled effectiveness, ease of use, and minimal system impact.

Endpoint Detection and Response (EDR). BlackBerry Spark's AI-based, prevention-first technology thwarts attacks before they are executed and automates investigation and response with playbook-based workflows.

Mobile Threat Defense (MTD). Leverage local AI model to monitor mobile and desktop devices — and the apps running on them — for any new or known threats and take appropriate remediation actions.
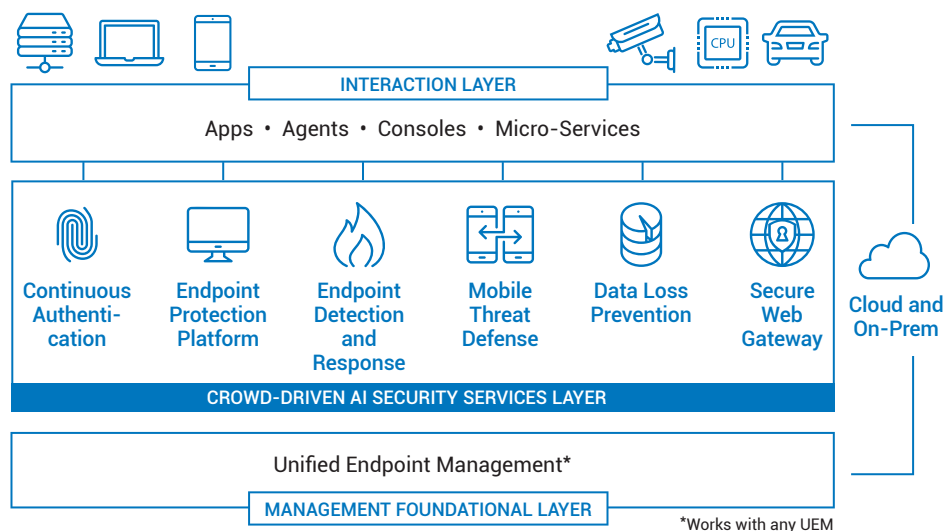
Continuous Authentication. Combine biometrics, app usage, and network and process invocation patterns across mobile and desktop devices to provide "n-factor" authentication, which is stronger than 2-factor authentication and provides greater context.

Data Loss Prevention (DLP).* Address data-related threats, including the risk of inadvertent or accidental data loss, and the exposure of sensitive data using monitoring, filtering, blocking, and other remediation features.

Secure Web Gateway.* Protect web-surfing endpoints from infection and enforce corporate and regulatory policy compliance by filtering unwanted software and malware from user web browsing.

These technologies work in tandem to calculate risk across domains and enable better policy controls. For example, BlackBerry's EDR solution leverages EPP and MTD technologies to block malware and phishing attacks across the organization. Continuous Authentication uses data from EDR, EPP, and MTD to refine behavioral profiles for better security. BlackBerry's DLP solution helps further define the risks.

INTERACTION LAYER

Apps • Agents • Consoles • Micro-Services

| Continuous Authenti-cation | Endpoint Protection Platform | Endpoint Detection and Response | Mobile Threat Defense | Data Loss Prevention | Secure Web Gateway | Cloud and On-Prem |

CROWD-DRIVEN AI SECURITY SERVICES LAYER

Unified Endpoint Management*

MANAGEMENT FOUNDATIONAL LAYER

*Works with any UEM

The Best of UEM and Security

BlackBerry Spark is built to provide organizations with a zero trust security environment where users must first prove they can be trusted before accessing apps and data from any endpoint. And that trust must be continuously validated wherever they go and whatever device or network they use.

By continuously authenticating users, BlackBerry Spark delivers a zero touch experience that improves security without interrupting how users normally work. Access rules are adjusted dynamically based on the user's location and expected behavior, enabling a seamless work experience that is both secure and highly productive.

BlackBerry Spark improves cyberthreat prevention and remediation, simplifies system administration, reduces costs, and minimizes user friction. Users get access to enterprise resources from any device, location, and network while the organization maintains total visibility and control.

Flexible, Extendable

Enterprises can use APIs to connect any UEM to BlackBerry Spark, allowing them to preserve their existing infrastructure investment while adding an extra layer of security. Enterprise and ISV developers can leverage the BlackBerry Spark® SDK to easily incorporate security features into their apps.

Reaping the Benefits

- Better security and user experience
- Faster incident detection and response
- Reduced cyberattack risk with AI and ML
- Increased operational efficiency for IT teams
- Reduced vendor complexity and simplified administration
- Better performance and reduced TCO

Learn More

To learn more about BlackBerry Spark and Unified Endpoint Security, visit https://www.blackberry.com/us/en/products/blackberry-spark-platform.

* Future release

![BlackBerry logo]

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.