MOVING BEYOND MOBILEIRON

Build Your Business with BlackBerry

Executive Summary

BlackBerry is a leader in secure productivity and collaboration across all the devices your employees use today, and is continuously innovating to enable the devices of tomorrow. BlackBerry is trusted by the world's most secure organizations to deliver true productivity that supports any device. If you want to move beyond MDM, and truly enable your users, then it's time to move from managing devices with MobileIron, and build your business with BlackBerry.

The future is BlackBerry® UEM, not MobileIron® MDM. Managing devices is not enough, you need a modern unified platform that truly enables your employees to be productive on any device.

- BlackBerry UEM is a modern approach designed to be extensible with demonstrated management and enablement for the Enterprise of Things and the future devices in your enterprise.

- MobileIron's portfolio is focused on mobility management, while this is important, it falls short of BlackBerry's leading secure productivity tools for all the users inside and outside your enterprise.

- MobileIron does not provide consistent productivity applications across platforms. Whereas BlackBerry® Dynamics™ apps are cross-platform, with over 4,000 apps built on the BlackBerry® Dynamics SDK.

BlackBerry works better with Microsoft®. With growing interest in using Office 365® apps, BlackBerry is well ahead of MobileIron, particularly in regulated environments.

- While MobileIron focuses on competing against Microsoft, BlackBerry continues to expand its support for Microsoft.

- Seamlessly use native Microsoft Office mobile apps from within BlackBerry Work, our leading secure mobile email client.

- BlackBerry has supported the Intune Graph API since June of 2017 - enabling BlackBerry UEM to apply App Protection to Office mobile apps.

BlackBerry security is more flexible than MobileIron. BlackBerry provides more choices for supporting your users, whether native apps, Android, Samsung Knox™, or our own BlackBerry Dynamics apps.

- BlackBerry provides you with a high degree of choice when it comes to supporting your users. BlackBerry can support native and more container-based approaches.

- With BlackBerry, you have the flexibility to deploy a Common Criteria-certified app to any device you choose. BlackBerry Dynamics provides leading security and control for your custom apps.

Many organizations need to provide secure content and apps on devices they don't control. BlackBerry offers secure productivity without MDM. MobileIron is not able to support this key use case.

BlackBerry security can be plugged into a customers' app with our BBM® Enterprise SDK, quickly delivering a secure communications Platform as a Service to any app.

BlackBerry's R&D significantly outpaces MobileIron. BlackBerry's financial capacity has allowed us to invest in R&D at a scale that eclipses MobileIron's by a wide margin year after year.

- BlackBerry is continuing to invest in software, services, and support - continuing to expand our capabilities to securely enable the enterprise.

- Built to grow in capability to support our partners, BlackBerry UEM is architected to plug in new capabilities quickly and easily.

- BlackBerry UEM is architected to enable future innovations that will power the Enterprise of Things.

MobileIron Claims, BlackBerry Delivers

MobileIron Claims	BlackBerry Delivers
Protect data across mobile, desktop, and cloud services using defense-grade security.	BlackBerry integrates best-in-class security at every level across our apps and services. This gives you the flexibility to deploy our apps together or individually, without sacrificing security. BlackBerry provides market leading MDM, but does not require device management (MDM) agent for security. MobileIron's capabilities center around MDM, creating privacy issues for some users. MobileIron has limited support for unmanaged devices. MobileIron can't support high-security environments such as deployment of corporate owned, business only devices with Samsung Knox™.
MobileIron ranks in the top 5 for all 6 categories of the Gartner® Critical Capabilities for High-Security Mobility Management.	For the 2nd year in a row, Gartner gives BlackBerry the highest score in all 6 use cases of the Critical Capabilities for High-Security Mobility Management. Leading analysts also point to BlackBerry Work as the most widely deployed secure mobile email and personal information management app.
Expand mobile business operations with unified and scalable EMM platform. BlackBerry's platform is unproven.	BlackBerry UEM has been proven over the past three years, and is a recognized leader. BlackBerry UEM was built from the ground up as a modern cross-platform management platform for the Enterprise of Things. BlackBerry UEM supports tens of thousands of customers and millions of end-points across iOS, Android, and Windows 10® .
Drive productivity by providing employees fast, easy, and secure access on mobile.	With the BlackBerry Dynamics SDK, developers have built over 4,000 apps to support millions of active users across iOS, Android, and Windows 10. When you need to support key use cases with third party apps, they are more secure with BlackBerry. When MobileIron talks about productivity – their "full suite of enterprise-ready productivity apps" is heavily reliant on third party apps to support core use cases.

Move beyond a legacy NOC-based architecture with an innovative, modern EMM platform.

BlackBerry's highly scalable, highly available Global Secure Network infrastructure, is trusted by more governments, offering a seamless always-on secure connection to work resources across iOS, Android, Samsung Knox, and BlackBerry Dynamics apps, for both managed and unmanaged devices. This allows BlackBerry to securely connect without a costly VPN.

Support? They don't talk about it.

BlackBerry provides support for all customers, with 24x7 follow-the-sun support available. Tailor your service to the level of assistance, expertise and resolution time your business requires.

Why it's time to switch from MobileIron to BlackBerry

Companies are embracing a growing set of devices, apps, and cloud services to support their digital transformation initiatives. With the fast-emerging Enterprise of Things, the need for secure connectivity and data sharing is pressuring traditional IT architectures. Companies that successfully manage this transformation will derive enormous business value. To do so, companies need a truly secure computing platform with the ability to connect and work any time, anywhere. BlackBerry is that partner, going beyond mobile device management, with unrivaled support for enabling true productivity across all mobile and desktop devices.

BlackBerry provides the network, infrastructure, software and tools to build your business securely. With market leading security, a best-in-class user interface across enterprise apps, and a broad ecosystem of third party apps, it's no surprise over 4,000 custom apps have been built by customers on the BlackBerry Dynamics platform. BlackBerry goes beyond mobile with complete management, control, and enablement capabilities for supporting users, identities, and services, with file level Digital Rights Management (DRM) across any device. We enable and secure government and enterprise communications around the world. Leveraging BlackBerry's heritage in securing the enterprise, we provide market leading Cybersecurity Consulting to help train organizations to respond to the latest threats.

> *"We have products on MobileIron, we have products on some other platforms, but our products on BlackBerry really do the best."*

> - BlackBerry ISV Partner

In today's enterprise, managing mobile devices is not enough to make your users productive and secure. For this reason, MDM focused vendors, like MobileIron, are unable to support the growing needs of your company. BlackBerry is the market leader when it comes to providing unified endpoint management – securing and enabling productive users on iOS, Android, Windows 10 and macOS®. With our own Global Secure Network infrastructure, and a trusted BlackBerry Dynamics development platform that has been built from the ground up to support the future enterprise with apps and services, BlackBerry enables users to be productive in ways that MobileIron can't. Don't manage devices with MobileIron, enable your users to be productive on any device with BlackBerry.

BlackBerry is trusted by the most security conscious organizations in the world to support their large deployments. BlackBerry continually invests and builds innovative products that secure and enable your users to be productive on all major OSs in the enterprise. Don't manage devices with MobileIron, empower your users securely with BlackBerry software.

MobileIron customers and key industry analysts are frustrated with multiple areas, from disjointed user experiences to lack of support for key use cases. These problems are themselves tied to a lack of innovation on MobileIron's part – the company's efforts do not extend beyond device management even though your needs do.

BlackBerry, on the other hand, goes well beyond just management, encompassing everything to do with secure productivity. With market leading secure productivity apps and services, analysts recognize BlackBerry for its vision and roadmap – and why, if you seek innovative solutions for your own organization, it's time for a switch from MobileIron.

The Future is BlackBerry UEM, Not MobileIron EMM

The enterprise has changed – and not just due to mobility. Cloud computing and big data, have made their way into the business world, bringing with them new challenges and capabilities. Though businesses are aware of the potential advantages that innovations such as SaaS can bring them, they often lack the resources and expertise to implement them effectively.

Unfortunately, most EMM vendors are little help in this regard. Like MobileIron, their portfolios are focused on mobility management, which – though important – is far from the only thing a mobility-minded enterprise requires to be successful. It's therefore essential that your business select a mobility partner that not only goes beyond the standard offerings, but also actively works to help facilitate your own innovations.

Built from the ground up to revolutionize the EMM market, BlackBerry UEM is a comprehensive future-ready platform for the enterprise. BlackBerry UEM is a modern platform to manage all enterprise endpoints. With UEM, BlackBerry provides a modern admin console designed to be extensible and provide a comprehensive but intuitive set of capabilities. With demonstrated capabilities for managing and enabling the Enterprise of Things, BlackBerry UEM is architected to manage current and future IoT endpoints. New management capabilities can be 'snapped in' to inherit powerful capabilities such as high availability and scalable architecture, enterprise directory integration, roles and authorization, as well as user, group, and policy management.

In the world of enterprise services, you need to invest in partner that will be there to support your growing needs. A partner that is investing in securing the future Enterprise of Things. BlackBerry's financial capacity allows us to invest in R&D at a scale that eclipses MobileIron's total annual revenues by a wide margin year after year.

MobileIron is only focused on EMM-related services. Even where it makes attempts to extend its offering through business apps and collaboration tools, employees have complained of a disjointed end user experience. If MobileIron is highly dependent on partners for these services, what might it mean for customers? Multiple points of contact when issues arise? Several possible chinks in the armor? Will you face non-stop finger pointing?

In contrast, BlackBerry has successfully developed a complete suite of mobile productivity solutions that far exceeds what MobileIron offers. As noted by industry research, BlackBerry is especially well-positioned for regulated verticals with demanding security requirements. This is thanks to an enterprise mobility software portfolio with many high-security options that MobileIron cannot offer its customers.

BlackBerry Enterprise Mobility Suites includes:

• **BlackBerry® UEM:** Securely manage endpoints, apps, and content management on premise or in the cloud.

• **BlackBerry Work®:** The most secure personal information management app on the market, and the only one with Common Criteria EAL 4+ Certification.

• **BlackBerry® Enterprise BRIDGE:** Seamlessly use native Microsoft mobile apps from within BlackBerry Work - share files between Office mobile apps and Dynamics apps.

• **BlackBerry® Dynamics™:** The best secure multi-OS mobile application development platform.

• **BlackBerry Workspaces®:** An award-winning secure enterprise file synchronization and sharing (EFSS) solution.

• **UEM Notifications:** Administrators can send messages across multiple communication channels - SMS, Phone, and email to communicate effectively with users.

BlackBerry also offers advanced communications tools:

• **SecuSuite**®: A fully-compliant encrypted voice and text messaging solution

• **AtHoc**™: A networked crisis communications solution

As a MobileIron customer, do you rely on third-party email solutions? Has it lead to additional licensing costs? Do your iOS and Android users have to run different email clients? On top of a disjointed user experience, this duplication can add to user training and documentation needs, and complicate IT support / helpdesk requirements.

BlackBerry has a strong history of innovation that has revolutionized the work world. Every day, BlackBerry seeks to push the boundaries of what's possible, from the way our millions of users authenticate to the way IT prevents data leaks to how applications are developed and deployed.

"The number-one benefit of our BYOD program and the BlackBerry Enterprise Mobility Suite is faculty satisfaction. Full-time faculty say that working on a tablet with BlackBerry Work frees up 5 to 7 hours weekly. One reason is that they can grade assignments whenever they have a spare moment."

- IT Specialist, Large College in the United States

BlackBerry Beats MobileIron in Security and Capabilities

BlackBerry is the clear leader when it comes to secure management of mobility in the enterprise. For the 2nd year in a row, Gartner gives BlackBerry the highest scores in all 6 use cases of the Critical Capabilities for High-Security Mobility Management. BlackBerry customers can take advantage of key security features. For those organizations that require the most robust security capabilities, BlackBerry is especially well-positioned.

The BlackBerry suite of high-security solutions for regulated industries (such as government, defense, financial services, and healthcare) offers capabilities that MobileIron simply can't compete with – including the leading secure mobile app platform; secure document collaboration and file-level DRM controls; encrypted mobile voice, SMS, and data; and networked crisis communications and alerting.

Compared to MobileIron, BlackBerry has more certifications, a broader global footprint, and more extensive expertise in enterprise security. BlackBerry also offers numerous capabilities MobileIron doesn't, including a Global Secure Network infrastructure for seamless, BlackBerry owned end-to-end data encryption and a wide range of unique solutions for high-security use cases - such as encrypted voice and text communications for government and enterprises.

Security certifications matter in mobility, and even more so for regulated industries. BlackBerry has been awarded the most relevant and respected certifications in the world – more than any other mobility management provider. Among the most noteworthy are its Common Criteria certifications. Supported by EAL4+ certification for BlackBerry Work (an all in-one productivity app for secure email, calendar, contacts, files and more) and for the majority of BlackBerry collaboration apps, enterprises can be assured that their mobile data is safeguarded to the highest level recognized internationally under the Common Criteria program.

MobileIron cannot effectively implement an offline wipe policy or time bomb capability. BlackBerry UEM's Connectivity Verification policy ensures secure apps that haven't connected to corporate servers within a period of time frame set by IT, will be automatically wiped. BlackBerry Dynamics apps will still be wiped even when the device is disconnected from the network (put into airplane mode). This gap in data and app security calls into question MobileIron's commitment to offering secure EMM. With BlackBerry Connectivity®, your organization can extend BlackBerry's renowned security to all the key platforms your users rely on. Supporting native mobile apps with seamless access to corporate assets behind your firewall.

MobileIron doesn't offer the same breadth of coverage, exposing you to potential vulnerabilities and attack vectors, and you may need to rely on a separate VPN solution. With digital crime on the rise – known security incidents have increased 66% year-over-year since 2009 – is a patchwork approach to security a risk you're willing to live with? BlackBerry's Secure Connectivity model requires no additional hardware and no configuration or firewall changes, making it easy to implement and maintain.

These are just a few of the ways BlackBerry delivers seamless, consistent security across platforms, alongside device-independent app containerization, extensive compatibility, and flexible device ownership models. BlackBerry simultaneously keeps users productive and ensures IT can sleep at night.

BlackBerry Offers Security with Greater Flexibility Than MobileIron

BlackBerry provides you with a high degree of choice when it comes to supporting your users. BlackBerry can support native and container-based approaches. BlackBerry can support native iOS and Android, Android Enterprise (formerly Android for Work), Samsung Knox, and BlackBerry Dynamics apps, our own set of productivity apps for all OSs. MobileIron is dependent on iOS and Android to provide security for apps and data. For securing data in motion, MobileIron uses a partner's VPN technology to support MobileIron Tunnel.

BlackBerry's Global Secure Network infrastructure enables seamless and secure access to corporate resources, without requiring scale-out of your infrastructure to meet the growing need to access internal resources beyond email while mobile. BlackBerry infrastructure validates ALL connections before they access your enterprise network, and we deliver this at scale, globally for our customers. BlackBerry becomes an extension of your network security team. BlackBerry's Global Secure Network reduces your attack surface and provides a lower total cost of ownership. This architecture uses outbound initiated ports and never requires an inbound port to be opened. MobileIron requires a concerning number of both inbound and outbound ports, and requires additional scaling of inbound connection gateways.

Organizations in regulated or highly secure environments often require a device management strategy known as Corporate-Owned, Business-Only (COBO) for at least a portion of their workforce. Ovum cites BlackBerry as being "the originator and most prominent vendor offering this all-inclusive hardware and software package for COBO deployments, and remains the leader in terms of end-to-end device security and management."

Many organizations need to provide content and apps on devices they don't control, but this is a use-case MobileIron can't support. MobileIron isn't able to extend security and management without provisioning an MDM profile or installing an MDM agent on the device. The capability to secure enterprise users without MDM will become more important as European privacy laws, such as GDPR, expand regulations in both reach and penalties. BlackBerry allows you to tailor your deployment to meet the needs of both IT and users - even in highly regulated environments.

With BlackBerry, you have the flexibility to deploy a Common Criteria-certified suite of apps to any device you choose. These apps provide containerized email, secure browsing, chat, and other productivity capabilities, without requiring you to set up an MDM profile or installation of a management client. Users with more than one type of device can access these apps however they choose, with a consistent user experience throughout. When no longer required, access can be easily revoked and importantly no corporate data remains on the device.

Mobile Application Management (MAM), Mobile Content Management (MCM), and Identity and Access Management (IAM) are all critical in these situations: since there's no MDM client to work with, these capabilities need to provide security on their own.

BlackBerry offers superior IAM through BlackBerry® Enterprise Identity. With BlackBerry Work providing industry-leading PIM and application containerization. And for MCM, BlackBerry Workspaces delivers an industry-recognized secure enterprise file synchronization and sharing (EFSS) platform; one that offers an unprecedented degree of control to IT at the document level. All together providing security and management without the need for controlling the device itself.

Again, none of this is possible with MobileIron. If you truly want flexibility to support all your employees with best-in-class security then BlackBerry is the better option.

> *"We considered a lot of different solutions, but ultimately it was BlackBerry UEM that stood out. Frankly, their offering is the best – a seamless user experience at a controlled cost, and the flexibility to change how we manage devices and data depending on our business needs. This was something no other vendor provided."*
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> - Director of Innovation, Large European Bank

Investing in Best of Breed Solutions for the Future

BlackBerry's R&D significantly outpaces MobileIron. BlackBerry's financial capacity has allowed us to invest in R&D at a scale that is several multiples beyond MobileIron's year after year. BlackBerry is continually increasing our investment in software - continuing to expand our capabilities to securely enable the enterprise. From the most modern UEM platform, to building new apps and services to drive collaboration and productivity. It was this modern UEM platform, that allowed BlackBerry to quickly integrate leading technologies from Good Technology. Built to grow in capability to support our partners, BlackBerry UEM is also positioned to integrate future acquisitions. BlackBerry wants to bring the best, most comprehensive, feature rich capabilities quickly for customers. When needed, this is addressed through acquisition of best-in-breed solutions.
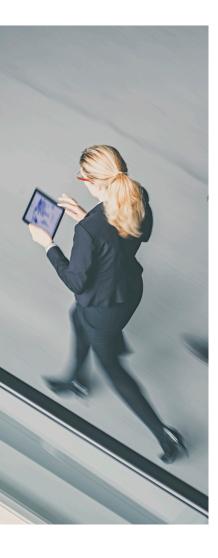
Content Collaboration Platforms (CCP) are a prime example. BlackBerry Workspaces is a modern, highly-secure collaboration platform that enables effortless, multi-OS file sharing, with strong DRM controls that keep files directly under the control of IT at all times. It protects sensitive documents even when they're shared outside the organization, and does so with richer file controls than any of its competitors.

There's also AtHoc, a pioneer and recognized leader in crisis communication. Through a seamless, reliable interface, AtHoc allows organizations and employees to exchange critical information in times of crisis. 70% of US Federal Government employees are connected using AtHoc. It's the core crisis communications tool of several departments within the United States Government, including the Coast Guard, Department of Defense, Department of Homeland Security, and US Senate. It also safeguards countless other government agencies and leading commercial enterprises.

SecuSUITE for Government is another example: a software-based solution that provides secure calling and text messaging on mobile devices. SecuSUITE provides direct connections to more than 600 global carriers, allowing government agencies to communicate across phone networks and around the world, within an organization and beyond. By protecting sensitive information against electronic eavesdropping and third-party attacks, SecuSUITE makes things hard on hackers, but easy on IT.

BlackBerry is leveraging its security heritage to help organizations combat the latest cybersecurity threats. BlackBerry® Cybersecurity Consulting helps you develop risk appropriate mitigation strategies, implement and maintain IT security standards and techniques. BlackBerry will train your employees to defend your organization against the risk of future cyber attacks.

When it comes to IT, we need to think ahead and make mobile work more secure. BlackBerry has provided us with just the right solutions for this purpose."

- CIO, IT Service Provider

About BlackBerry

BlackBerry 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 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, and follow the company on LinkedIn and Twitter.