BlackBerry Enterprise Partner Program for Solutions Providers

Program Description
Effective Date: January, 2020

This Program Description is your valuable resource for information regarding the BlackBerry Enterprise Partner Program for Solutions Providers (referred to within as the “Program” or “BEPP”) including the Program structure, eligibility, requirements and benefits, as well as the enrollment process.

IMPORTANT: This Program Description is a living document and your source for Partner Program changes and updates to Terms and Conditions. Please bookmark and check back on a regular basis.

This Program Description comes into effect as of the Effective Date and replaces all prior versions. BlackBerry may announce changes at any time to the BlackBerry Enterprise Partner Program which are captured in this Program Description, including but not limited to, changes to benefits, requirements and competencies, as well as the introduction of new products and changes to Specializations. If you, formally and in writing, reject the changes within 60 days of BlackBerry’s announcement, your Partner Program level may be changed and at BlackBerry’s sole discretion, your membership could also be suspended.
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.

**Why Join?**
By becoming a BlackBerry® Partner, you will have access to resources and tools to build competencies and, most importantly, grow your business.

**How Does the Partner Program for Solutions Providers Work?**
The BlackBerry Enterprise Partner Program (BEPP) embraces our diverse Partner ecosystem by allowing you to choose a partnership that aligns to your business model. Specialization is offered to embrace the needs of our customers and creates new selling and services opportunities for you.

You can also become a Specialist on the following solutions:

- **Workspaces Solutions Provider Specialist**
  - Develop in-depth skills for Enterprise File Sync and Share (EFSS)

- **AtHoc Solutions Provider Specialist**
  - Build your expertise in providing solutions for crisis communication

- **BlackBerry Shield Advisor**
  - Get the required skills and tools to provide cybersecurity risk assessments to customers

**Registered**
Upon accepting BlackBerry’s Indirect Reseller Agreement (IRA) and BEPP Program Terms and Conditions, new Partners enter the Program as a Registered Partner. This entry level status gives the ability to purchase BlackBerry Software and Services from a BlackBerry Distributor for 30 days. To continue the partnership and become eligible for benefits, including deal registration, and resources to help define and grow your business a move to Authorized tier is required.

**Authorized**
Authorized Partners have access to Partner Hub, Deal Registration and NFR and may advance to Silver, Gold or Platinum tier upon adhering to the program requirements. To become Authorized you must commit to completing our Sales Competency.
Silver
Designed to arm Partners with the knowledge and competencies to meet the demands of today's security and compliance needs with a Cloud solution that lowers the cost to entry. Silver Partners will benefit from being enabled and certified to perform setup, integration and admin tasks on the BB Cloud platform.

Gold
Gold Partners benefit from being enabled to deliver full design and deployment capabilities on the BlackBerry platform, as well as BlackBerry recognition and rewards. This highly valued tier is earned by skilled and committed Partners that wish to build a deployment service capability. Partners within this tier commit to deploying a lab and undertaking accreditation and this expertise is monitored and validated on a consistent basis.

Platinum
Platinum Partners are by invitation only and benefit from being enabled to deliver end to end BlackBerry solutions and are eligible for recognition awards and rewards, including an incremental services discount. This prominent tier is earned by highly skilled and committed Partners that wish to build out an end to end service through the BlackBerry competencies including the ability to provide business process integration and support services. Partners within this tier must maintain a minimum number of 2000 cumulative users, have their support organization pre-approved and commit to accreditation; this expertise is monitored and validated on a consistent basis – see the BPSS (BlackBerry Partner Support Services) Program Description for more information.
In addition, Platinum Partners are eligible for a Managed Hosting relationship.

Specializations: Are by invitation only and earned by Partners that demonstrate ability and complete the requirements, including competencies, for BlackBerry specialized or focused solutions. Invitations will only be extended to select Partners who are at least Authorized.

Please see specific Program Descriptions for more detail.

ENROLLMENT/ONBOARDING
Requests to join the Program are carried out online here. All applications go through a business approval process, and BlackBerry reserves the right to decline without notice.

Partner Program enrollment pre-requisites. Partner must:
a) Have the BlackBerry Enterprise Partner Program (BEPP) application form completed by an individual with the legal authority to bind the company
b) Be a legally registered company
c) Have a valid corporate website and email domain
d) Apply using a legitimate corporate email address. Group email addresses cannot be processed

Acceptance of BlackBerry Reseller Agreement and BEPP Terms & Conditions
An individual from your organization, that has the authority to bind the company, must accept the BlackBerry Indirect Reseller Agreement and BEPP Terms & Conditions as part of the application process. These agreements commit the partner to these Program guidelines and define the relationship between BlackBerry and the Partner Member.
In addition, Platinum Partners require a BPSS (BlackBerry Partner Support Services) Addendum and Managed Hosting Partners require a Hosting Addendum

Execution of Confidentially Agreement with BlackBerry
The BlackBerry Indirect Reseller Agreement includes a confidentiality agreement which is designed to protect the exchange of confidential information between two or more parties. As part of the Partner Program there may be occasions where sensitive information, such as pre-release software, will be offered to you as a benefit of your membership. Prior to this exchange we ask that an additional NDA be put in place.
Membership Term
Membership in the program is subject to terms, conditions and requirements that if violated could result in termination without notice. Partners have 30 days from acceptance into the Partner Program to (at least) meet the requirements of an Authorized Partner.

In addition, at BlackBerry’s sole discretion, Partners who do not complete future requirements and accreditations and/or have the correct number of individuals for a given competency will be demoted or terminated and have associated benefits revoked.

Territories
Restricted to anywhere BlackBerry makes its products commercially available e.g. non-embargoed countries.

Service Level Commitments
If BlackBerry makes a BlackBerry Solution available which includes a service level commitment to End Users in the Territory, Reseller agrees to co-operate in good faith with BlackBerry in relation to such service level commitments including, without limitation:
a) passing through the payment of any service level commitment credits (if applicable) to End Users, when made available to Reseller by BlackBerry, in accordance with BlackBerry’s reasonable instructions from time to time;
b) receiving notifications of service level commitment incidents from End Users; and

c) reporting to BlackBerry any service level commitment incidents notified to Reseller by End Users.

No other service level commitments by BlackBerry shall apply.

BEPP Authorization: Geographical Eligibility
Gold & Platinum Authorization is valid for all countries within the same Regional Group (detailed below). BlackBerry Enterprise Partner Program for Solutions Providers Regional Groups:
- EUROPE
- MIDDLE EAST
- AFRICA
- NORTH AMERICA
- LATAM
- AUSTRALIA & NEW ZEALAND
- CHINA
- JAPAN
- SOUTH ASIA
- INDIA
- NORTH ASIA

Primary Partner Contact
It is important for BlackBerry to know about both your organization, as well as the contacts within it. This information helps us to provide value, customize content to your needs and better engage with you. To this end the Program applicant is considered the Primary Partner Contact. Primary Partner Contacts are responsible for notifying BlackBerry of company name changes, mergers and staff moves and acting as the central point of contact for all BlackBerry notifications, news and content.

Communicating with Additional Partner Contacts
By agreeing to the BlackBerry Indirect Reseller agreement and BEPP Terms & Conditions you also agree to BlackBerry sending Program related communications to additional contacts from your company that we hold in our database.

Program Notifications and Changes
Important Partner Program notifications of changes and or updates will be provided to the Partner Primary Contact (see definition above) independently or via the monthly Partner Newsletter. Additional contacts can sign up for notification here.
COMPETENCIES: ACCREDITATION

The Program is designed to increase the value of our partners, stimulate growth and drive profit, by ensuring partners are better armed to successfully design, architect, implement and support BlackBerry solutions. By offering a partner program that enables partners to gain new competencies and build new capabilities on a single secured platform, we, together, exceed market expectations.

Accreditation

One of the most important benefits and a requirement of the Partner Program, is access to training. We will enable your success by providing you with a range of resources and training that will help you build a differentiated, high qualified practice around our secure platform and transform your customer’s business.

Access the Accreditation at a Glance Matrix (click to access)

On Line Training & Assessments

These accreditations are a set of self-paced online training assessments and modules hosted on blackberryuniverse.com (navigate to BlackBerry Enterprise Partner Program section)

Sales (Authorized)

The Sales Accreditation features the value proposition and benefits of BlackBerry Solutions. At least 1 Sales Representative must maintain accreditation to the latest version of software. To earn the BlackBerry Sales Accreditation a candidate will need to pass each assessment with at least 80%

Advanced Sales (Gold & Platinum)

The Advanced Sales Accreditation features the value proposition and benefits of BlackBerry Enterprise Solutions. At least 1 account manager must maintain accreditation to the latest version of software. To earn the BlackBerry Advanced Sales Accreditation a candidate will need to pass each assessment with at least 80%
Technical Sales (Gold & Platinum)
The Technical Sales Accreditation enables a Systems Engineer to have deep technical discussions with customers and the ability to perform targeted product demonstrations and provide solution deployment guidance. At least 1 Technical Sales Engineer must maintain accreditation to the latest version of software. To earn the BlackBerry Technical Sales Accreditation a candidate will need to pass each assessment with at least 80%

Technical Training & Proctored Exams
These accreditations are a mixture of self-paced online modules and Instructor Led Training available from a BlackBerry Authorized Training Partner (ATP). Learn more about Technical Training and Accreditation here

Cloud / BCIP
This accreditation is targeted at individuals who will perform customer setups, integrations and administration tasks on the BlackBerry Cloud UEM platform.

Systems Integration/BSIP
This accreditation enables the delivery of the following capabilities for BlackBerry software. At least 1 System Integration Engineer must maintain the BlackBerry Systems Integration Professional (BSIP) accreditation to the latest version of software.

- Design – To create a solution to perform a function, to meet defined business requirements captured through interviews and analysis. The design process is often facilitated through customer workshops and would generally result in high level and low level design documents.
- Architect – To define the overall placement and types of technology, products and services used in a network and how they integrate with other end points, services, including data flows between distributed components and customer’s IT infrastructure (Application, Content and Web Servers).
- Implement – To install and configure components of the solution as defined through the design and architecture exercise, offline configurations, pilot testing and complete the work required for the solution to be ready for production.
  Deploy – To move the fully configured solution hardware/software into production, onboard the production users and devices, then to monitor and fine-tune until an acceptable status is reached.

Applications Consultancy and Integration/BAIP
This accreditation provides the expertise required to integrate business process and secure government / enterprise grade applications via the BlackBerry Dynamics SDK. Through this accreditation you will acquire unique value by understanding the business logic for applications without re-inventing underlying application architecture. At least 1 BlackBerry App Consultant must maintain accreditation to the latest version of software. The accreditation is a mixture of self-paced online modules and Instructor Led Training

Support Services/BSP
This accreditation mandates BSIP as a prerequisite and ensures that Partners remain the owner of the first line engagement with their customers, increasing customer intimacy and satisfaction. All Named Callers and at least 2 Dedicated BlackBerry Support Agents must maintain the Support Services Professional accreditation (BSP) to the latest version of software. The two (2) Dedicated Support Agents will act as the Subject Matter Experts for the BlackBerry Solution that the other Named Callers can be relied upon for Support and Guidance. The Partner must identify these Dedicated BlackBerry Support Agents at the time of onboarding. The accreditation is a mixture of self-paced online modules and Instructor Led Training and BSIP is a prerequisite

Competency Terms and Conditions

a) Accredited individuals must maintain accreditation to the latest version: within 60 days of release of new accreditation and or Delta Training
   i. Typically, two (2) per calendar year.
b) BlackBerry Support Professionals (Named Callers) may be required to re-take Accreditation exams every two years.
In addition BlackBerry reserves the right to mandate training if reporting identifies that a Named Caller cannot adequately support the BlackBerry solution.

c) BlackBerry provides a grace period for staff moves or changes of 4 months
   i. Support Services Professionals and Named Callers must have at least one other person still on staff that is fully accredited and listed as a Named Caller

d) Named Callers will not be enabled to place support calls until accredited

e) The Solutions Provider Program allows for the sharing of roles but is subject to the individual being able to carry out the role as part of their main role and responsibilities
   i. Gold: 1 person can fulfil up to two (2) personas
   ii. Platinum: 1 person can fulfil up to three (3) personas
   iii. BlackBerry reserves the right to monitor at any time

f) Partners who do not have the correct number of individuals for a given competency will be demoted and could have their membership suspended

VALIDATION REQUIREMENTS *(additional to competencies)*

Participate in BlackBerry Partner Satisfaction Survey

Partner satisfaction continues to be one of BlackBerry’s highest priorities and actively listening to our Partners provides us the information we need to continually improve. Participation in the BlackBerry Annual Partner Satisfactory Survey is required for all partner tiers.

BlackBerry External Web Page

*Use your Partner logo to showcase your proficiency and your specific BlackBerry offers and services.*

Partners are encouraged to have a BlackBerry presence on their website. The latest BlackBerry solutions must always be presented, in line with current branding guidelines, and a web toolkit with BlackBerry marketing messages and branding is made available.

Lab Environment

BlackBerry requires its Partners to be showcases of the BlackBerry advantage and therefore requires Silver, Gold and Platinum Partners to deploy an up to date lab and keep current for inspection on a quarterly basis. BlackBerry offers NFR (not for resale) licenses as standard with significant discounts (see below) to support this requirement: more available upon request.

Active Beta Participation

*Help shape the BlackBerry Experience*

Silver, Gold and Platinum Partners are required to experience new product features before their customers by participating in product Beta. Beta participation provides you with hands on experience of pre-release software and ensures technical readiness for product launch. Feedback must be completed against test plans provided. Becoming a Beta member gives you the unique opportunity to get the newest BlackBerry software before it’s released to the public. Once you’ve tested the software, you can offer your feedback and suggestions directly to us about how to improve the application experience for all users.

Successful Completion of Customer Deployment

Gold Partners must successfully complete a minimum of 1 (one) Customer deployment, which will be validated by BlackBerry, within 3 months

Support Services Organization Validation

Platinum Partners must complete a **BPSS Registration form** in order for BlackBerry to confirm that the adequate tools and processes are in place to operate and provide support services to End Customers.

Wide Internal Deployment

Platinum Partners must validate and maintain their competency by deploying widely internally, within their production environment, to:
• Run their business and uphold their expertise
• Drive awareness
• Foster the effective sale and support of BlackBerry solutions.

BlackBerry offers NFR (not for resale) licenses as standard with significant discounts (see below) to support this requirement: more available upon request.

**Additional Platinum Support Services Requirements (click to access)**

**IMPORTANT:** For complete details please review the BlackBerry Partner Support (BPSS) Program description and complete the BPSS Registration form.

**IMPORTANT:** You must execute an agreement (including the relevant addendums) with BlackBerry prior to making

**Program Offerings**

*Note: Registered Partners are not eligible for Benefits*

**Deal Registration**

A clear benefit of being Authorized, is the ability to register your sales opportunities and protect your pre sales efforts. All qualifying orders become eligible for additional discount, get preferred partner status and access to sales support. Discounts are passed through usual purchasing channels.

For more information, please see policy here

**Internal Use Software (NFR)**

*Boost familiarity & productivity at the same time with risk free internal use software*

Moving well beyond providing a lab environment, BlackBerry wants its Partners to be showcases of the BlackBerry advantage and with access to world-class secure solutions Partners can dramatically cut IT expenses as soon as the software is released.

Gold, Platinum and Specialist Partners qualify for up to 100 licenses with significant discounts for internal deployment of their production environment to run their business, drive awareness and foster the effective selling of BlackBerry solutions. The NFR offer includes full software upgrades and full BlackBerry support.*. For more information, please see policy here

*For NFR ONLY and cannot be used for Customer support incidents*

• **Authorized:** 10 Licenses
• **Silver** 50 Licenses
• **Gold:** 100 Licenses
• **Platinum:** 100 Licenses
• **Specialists:** 100 Licenses

**Enterprise Partner Logo**

The Program logo is a way to differentiate your business and get the recognition you deserve. Its branding indicates that your company has a significant level of industry experience, your tier and a close relationship with BlackBerry.

Your logo can be used on web sites, marketing and sales documents, slide presentations, and other collateral.

**Partner Locator (under re-construction)**

Through the BlackBerry Partner Locator we promote authorized Partners in order that customers can confidentially locate and select Partners that are able to help them with their full range of needs. The Partner Locator will give priority listing to partners with the largest number of BlackBerry qualified individuals. It will also recognize Customer Satisfaction Excellence earned by Platinum Partners.

**Complimentary Pre-Sales Support Tickets**
Accredited individuals from Gold Partners are entitled to raise five (5) complimentary support tickets per calendar year to support customer POCs and deployments. Any additional cases will be charged at a standard rate. *Using this benefit to call on behalf of a customer is not permitted.*

*NFR purchase is mandatory to activate*

### PreSales HelpDesk

Accredited individuals can enjoy the benefit of access to an (email) helpdesk and receive pre-sales support from BlackBerry TSMs on pre-sales questions including demo requests and roadmap enquiries. Details are available from your Account Manager.

### BlackBerry Experience Labs (BBX Labs)

Accredited Technical individuals from Gold and Platinum Partners may be entitled to the following access:

- **Silver**: 5 individuals
- **Gold**: 5 individuals
- **Platinum**: 10 individuals

### Marketing Funds

Through quarterly approved discretionary marketing funds BlackBerry provides Silver, Gold, Platinum & Specialist Partners with tools and resources to help them market themselves and increase BlackBerry sales. Discretionary funds will be considered for campaigns that align to current BlackBerry sales initiatives and that demonstrate the highest ROI.

BlackBerry allocates funding based on a Partner's ability to prove performance against a set of pre-established metrics and reviews and approves payments. Partners must submit their co-funding requests two months in advance of the qualifying quarter, using the template provided. For more information, please see policy [here](#).

### BlackBerry Generated Sales Leads

Gold & Platinum Partners will have priority access to new and qualified opportunities as a result of BlackBerry demand generation programs. These leads will be made available in the Partner Hub and Partners need to accept or reject assigned leads within 4 days of allocation and update a lead's status at least once a month.

### Demand Centre

The BlackBerry Demand Centre delivers calling activities against scheduled campaigns and enables us to quickly respond to changing B2B buying behaviour by leveraging key corporate assets and best practices to achieve a more efficient demand waterfall.

Partners enrolled in the Program are able to take advantage of the Demand Centre to help drive demand in their target accounts: Gold, Platinum and Specialists partners will take priority.

Languages currently supported: English, German, French, Spanish & Italian

### Access to BlackBerry Internal Knowledge Base

Platinum Partners will be granted access to the BlackBerry Internal Knowledge base for increased access to troubleshooting content that has not yet been made available to the public. This is provided, along with increased Knowledgebase search capabilities, to ensure partners have as much access to knowledge and troubleshooting information as possible to drive increased customer satisfaction and improve time to resolution on support cases.

### Partner Renewals

BlackBerry will provide Platinum Partners with reports on a quarterly basis via their assigned Channel Account Manager that detail upcoming renewal opportunities where the Partner is the incumbent reseller from the previous term.

*Partners are expected to renew subscriptions and ensure End Customers' are continuously paying for and entitled to BlackBerry Partner Support Services. If there is a lapse in time between the End Customers' expiry date and the time by which the Partner renews the End Customers subscription, the subscription effective date will be the day following the original expiration date. If a Customer is renewing from a BlackBerry Technical Support Services subscription and into a BlackBerry Partner Support Services subscription from the Partner, the subscription effective date will be the day following the original BlackBerry Technical Support Services subscription date.*
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