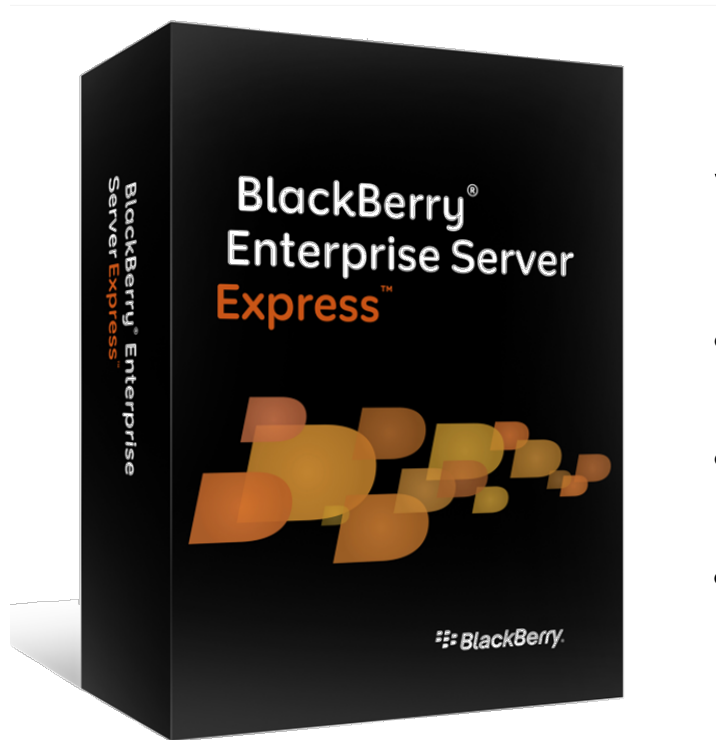


# BlackBerry Enterprise Server Express

Why upgrade from your current BlackBerry experience?

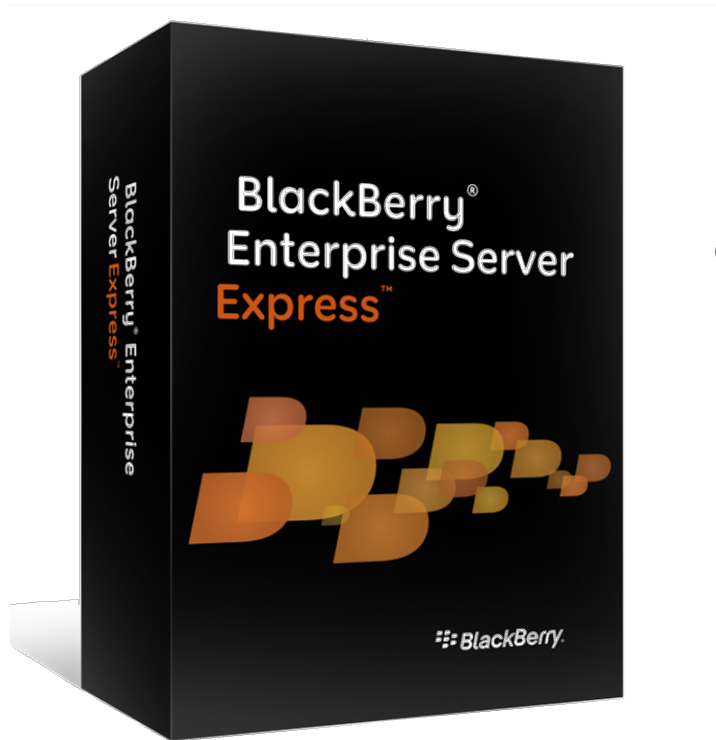
# Introducing BlackBerry Enterprise Server Express



## BlackBerry software transforms your smartphone into a productivity powerhouse

- Helps you get the most out of your BlackBerry® smartphone
- Provides best-in-class mobility with no compromises on security
- And best of all, now at a low cost

# Introducing BlackBerry Enterprise Server Express



## Making best-in-class mobility more accessible to businesses than ever before:

- Works with your existing Internet-enabled BlackBerry data plan
- Available as a FREE software download including FREE user licenses
- Ability to run on the same physical server as Microsoft Exchange (2003, 2007, 2010) or Microsoft Small Business Server (2003, 2008) to support up to 75 users.

# Transform your smartphone into a productivity powerhouse

## Agenda:

- End User Features
- Technical Features
- Pricing
- Questions



# End User Features



# Great things happen when your synchronized

- Getting everyone on the same page is a lot easier when you have smart tools to access information and share ideas.
- With BlackBerry® Enterprise Server Express, every BlackBerry smartphone synchronizes your email, calendar, contacts, task lists and memos wirelessly without ever having to connect to your computer



# Email



**BlackBerry Smartphone on an Internet-enabled carrier data plan**

Rich Content & HTML Email support

IMAP/Pop3 email support

**BlackBerry Smartphone + BlackBerry Enterprise Server Express**

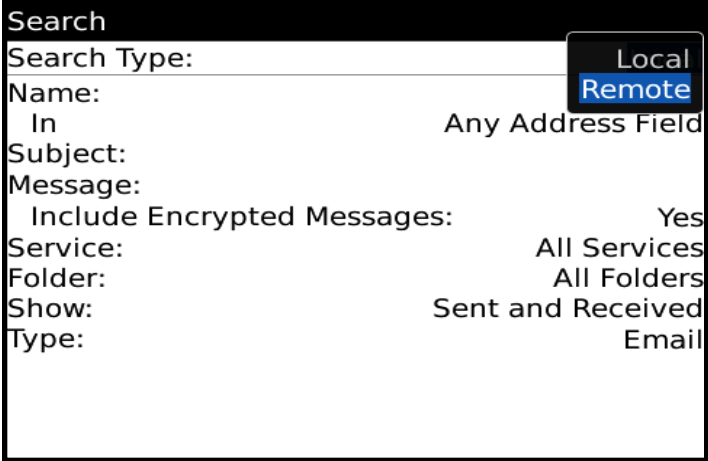
Rich Content & HTML Email support

IMAP/Pop3 email support

Full wireless sync with the mail server

Remote email search

Set out-of-office notifications



Remote email search

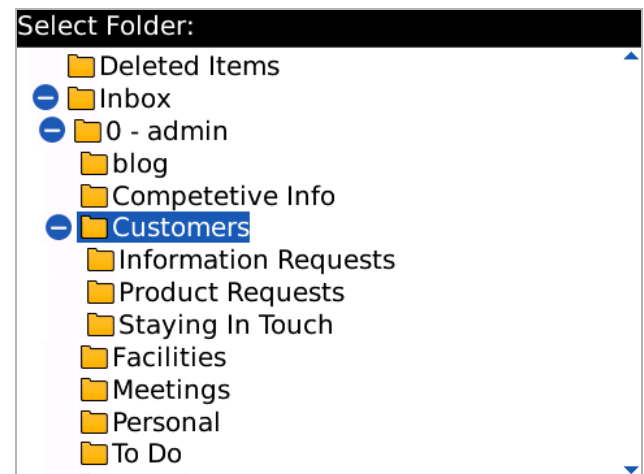
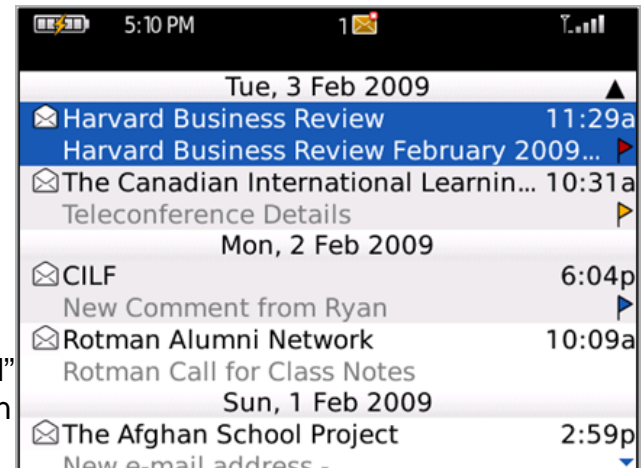
**BlackBerry Enterprise Server Express** adds full wireless synchronization with Exchange and advanced email features.

# Email



## The most advanced business email:

- **Microsoft Exchange/Outlook email support**
  - Email from the mail server appears as soon as it is received, no need to wait up to 15 minutes for it to appear on the device
- **Sync email status**
  - Reading an email on your BlackBerry smartphone marks it as “read” on desktop as well. Deleting an email can optionally be reflected on the desktop.
- **Flag For Follow Up**
- **Search for email no longer stored on the device**
- **Set up out-of-office reply**
- **View and manage email folders**
  - View custom email folders created on the desktop. View emails moved into folders by custom email filters setup through desktop.



# Calendar, Contacts, Tasks & Notes



**BlackBerry Smartphone on an Internet-enabled carrier data plan**

Tethered sync for updates

Company address book lookup with tethered sync

**BlackBerry Smartphone + BlackBerry Enterprise Server Express**

Full wireless sync with MS Exchange

Search and retrieve GAL info

Free-Busy lookup

Wireless notification of accept/decline

Forward meeting invitations

View, edit and save calendar attachments

Mar 5, 2009		3:54p		◀ M T W T F S S ▶				
Availability	AM	12 PM	1 PM	2 PM				
All Attendees (2)	[Blue bar]							
Kathy Smidt	[Blue bar]							
Morgan Parker	[Blue bar]							
<b>Start:</b>	<b>Wed, Mar 4, 2009</b>	<b>2:00 PM</b>						
<b>End :</b>	<b>Wed, Mar 4, 2009</b>	<b>4:00 PM</b>						
<b>Next Available Time</b>								

Free Busy Lookup

**BlackBerry Enterprise Server Express** adds full wireless synchronization with Exchange contacts and calendar plus advanced features.



# Address Book

## Stay in touch with company contacts at your fingertips and

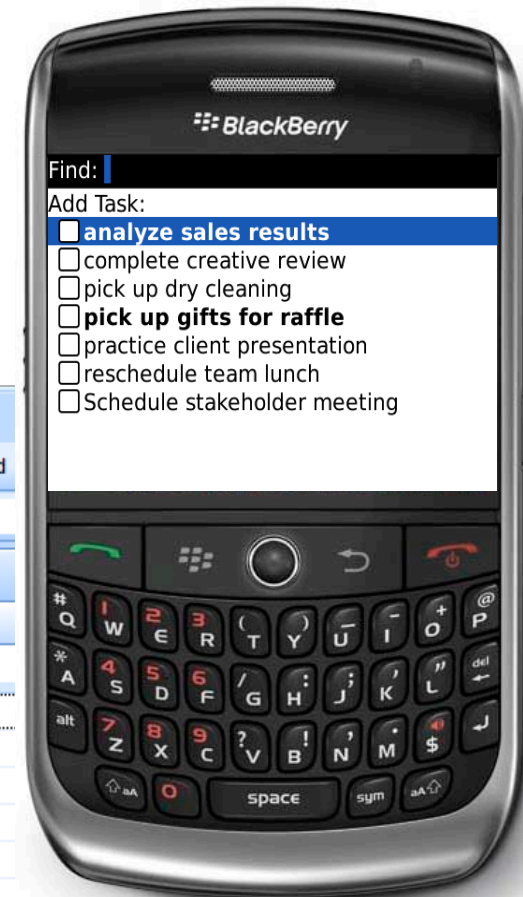
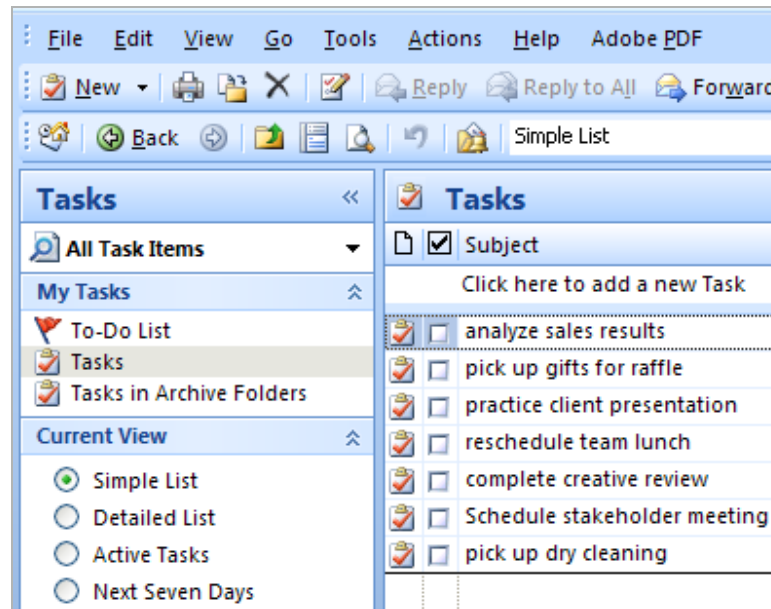
- **Address Book**
  - Contacts added in the Microsoft Outlook mail program automatically synchronize with the contact book on the BlackBerry smartphone (and vice versa)
  - No need to connect device to the computer to synchronize
- **Company address book lookups**
  - Find co-worker contact information
- **Company address book is stored on server, not on the phone**
  - It's always up to date, and doesn't take up any device memory



# Notes and Tasks

## Never forget with notes and tasks in your pocket

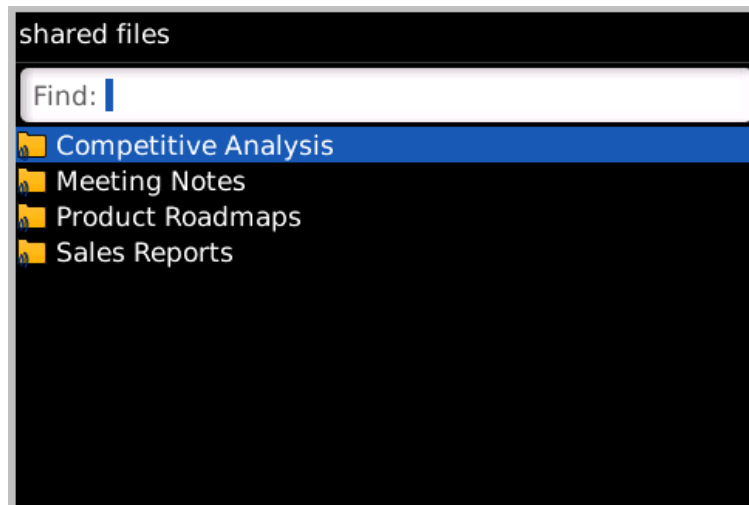
- **Wireless synchronization**
  - Notes and tasks are automatically synchronized between the BlackBerry smartphone and the Microsoft Outlook mail program
  - No need to connect the BlackBerry smartphone to the computer to synchronize



# Document viewing and editing

## Make last minute changes on the go

- **View, download, save and edit email attachments as you do today**
  - PDF, Word, PowerPoint, Excel, Images, Audio and more
  - Send files directly from the BlackBerry smartphone
- **Open, edit and save attachments included in meeting invitations**
- **Remote file access**
  - With Files application you can open, view, edit and save files that are stored on your corporate drive
  - PowerPoint, JPEG, MS Word, EXCEL, and PDF



# Instant Messaging, Internet, and Applications

	BlackBerry Smartphone on an Internet-enabled carrier data plan	BlackBerry Smartphone + BlackBerry Enterprise Server Express
SMS, MMS	☑	☑
BlackBerry Messenger	☑	☑
Web-based instant messaging (Yahoo!, icq etc.)	☑	☑
Web-based social networking and collaboration (Facebook, etc.)	☑	☑
Internet Browsing	☑	☑
BlackBerry® App World	☑	☑
Access to behind the firewall applications	☒	☑



# Applications for your business

<p><b>Professional Services</b> Legal &amp; Accounting</p>	
<p><b>Real Estate</b></p>	
<p><b>Financial Services</b> Investment &amp; Insurance</p>	
<p><b>Health Care</b> Physicians &amp; Home Care</p>	
<p><b>Education</b> Schools &amp; Colleges</p>	
<p><b>Field Service Automation</b></p>	
<p><b>Sales Force Automation*</b></p>	

# Applications for your business

<p>eCommerce, Finance &amp; Banking</p>	
<p>Media &amp; Entertainment</p>	
<p>Business productivity, Presentations</p>	
<p>Navigation</p>	
<p>News &amp; Publications</p>	
<p>Social Networking &amp; Instant Messaging</p>	
<p>Travel &amp; Weather</p>	

# Technical Features



# Protect and Manage with Confidence

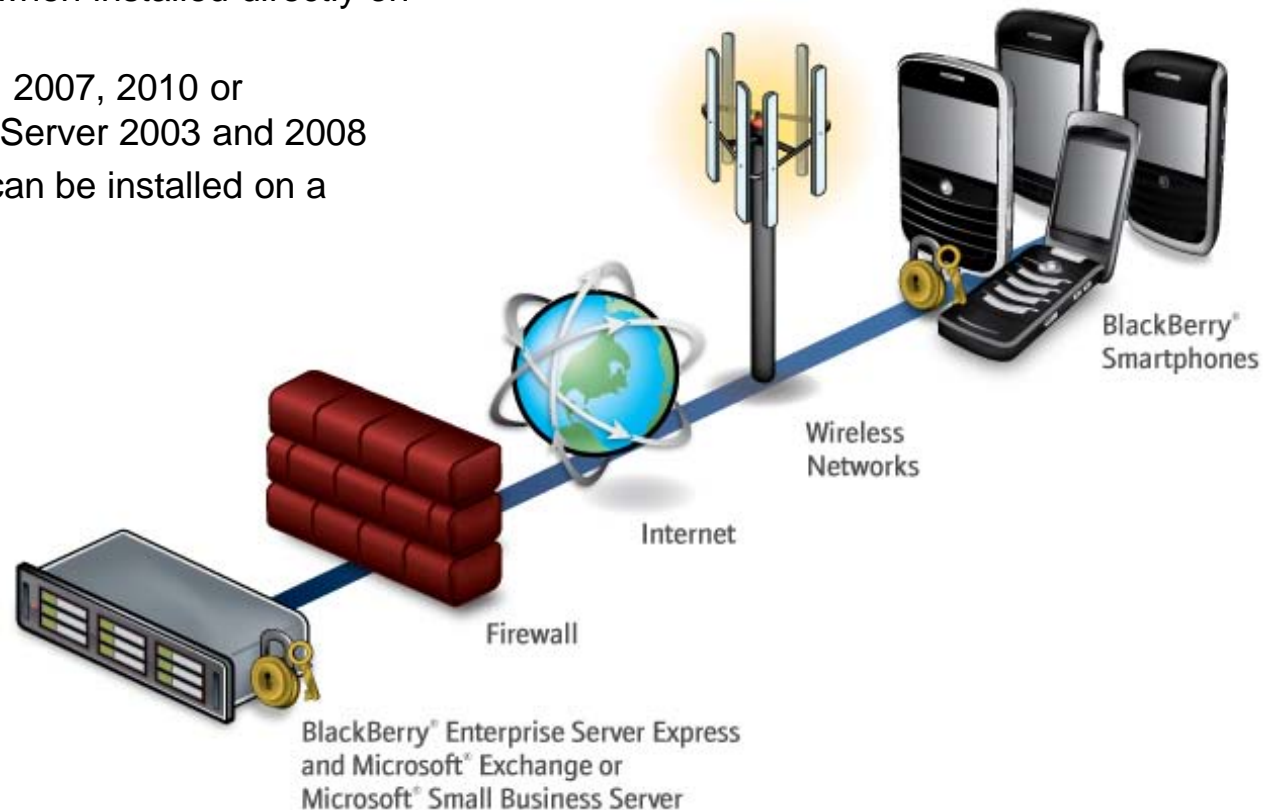
Have total confidence in your information staying confidential. BlackBerry solutions are trusted by government, healthcare providers and organizations around the world for their ease of management and high level of security. No compromises.



# Architecture

## Runs on the Microsoft Exchange or Microsoft Small Business Server

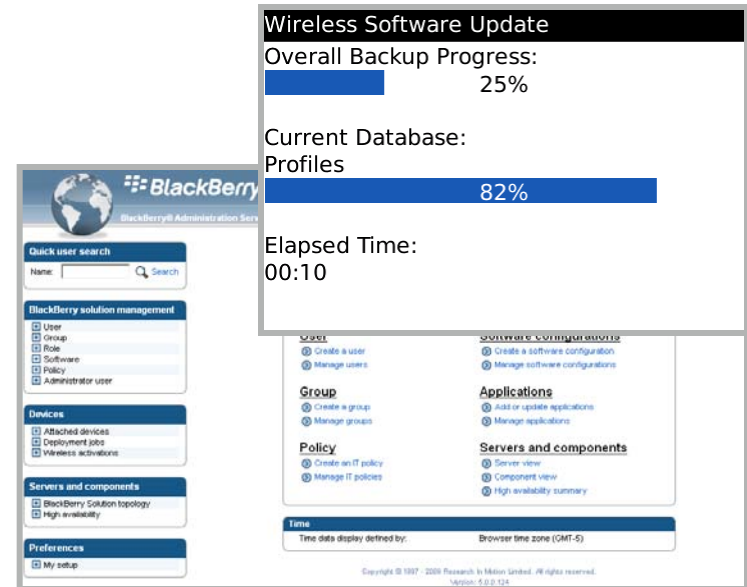
- Certified for up to 75 users when installed directly on the mail server.
- Microsoft® Exchange 2003, 2007, 2010 or Microsoft® Small Business Server 2003 and 2008
- For greater than 75 users, can be installed on a separate server.



# Easy to Manage

## Easy-to-use management console

- The BlackBerry® Administration Service provides web-based access to do the following:
  - Manage smartphones in your organization, including resetting passwords, or remotely wiping lost or stolen smartphones.
  - Choose from 35+ IT policies
  - Delegate tasks with 6 preconfigured IT administration roles.
  - Deploy and manage applications over-the-air
  - Schedule device, application and IT policy updates
  - Update BlackBerry® Device Software wirelessly



# Enhanced Security

	BlackBerry smartphone on an Internet-enabled carrier data plan	BlackBerry smartphone + BlackBerry Enterprise Server Express
<b>Data encryption used</b>	<input type="checkbox"/> Uses secure sockets layer encryption (SSL)	<input checked="" type="checkbox"/> Triple Data Encryption (3DES) or Advanced Data Encryption (AES)
<b>Password enforcement</b>	<input checked="" type="checkbox"/> User can set timeout which enforces lock after specified period of inactivity	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>• Administrator can force device to have timeout – enforces lock after specified period of inactivity</li> <li>• Administrator can set password character minimums and password complexity</li> <li>• Can automatically set device to wipe after specified number of failed password attempts</li> </ul>
<b>Remote Device Wipe</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Administrator can initiate device wipe, erasing all data on BlackBerry smartphone, as well as removable memory



# Pricing and Support Options





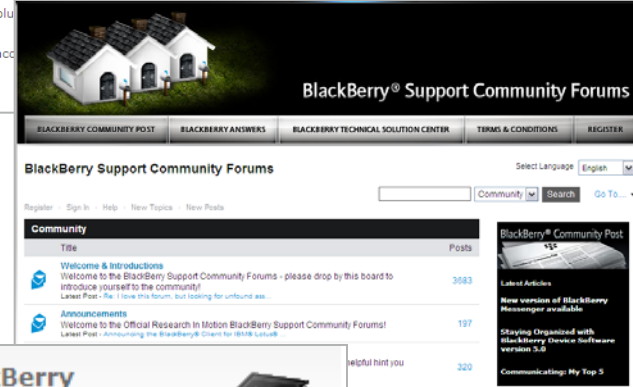
# Support you can lean on

BlackBerry knows businesses need reliable support to keep them working at peak efficiency. There's a full range of service options to suit every organization's need and level of support.



# Do It Yourself with Free Support Tools

- **BlackBerry Expert Support Center is home to a host of free online resources**
  - Assists in installation and ongoing management
  - Get access to tools and self-service resources
  - Manage your technical inquiries easily and independently
  - Use step-by-step video demonstrations to learn about and manage your BlackBerry Solution
  - Access relevant guides and articles to improve your know-how
- **BlackBerry Answers**
- **BlackBerry Support Community Forums**



# Installation from a Technology Reseller

- **Not comfortable installing yourself?**
- **A technology reseller can get you up and running in no time and help you get the most out of your software.**
- **Contact your preferred BlackBerry Value Added Reseller for pricing or more information.**
- **Visit [www.blackberry.com/partners](http://www.blackberry.com/partners) to find one close to you.**

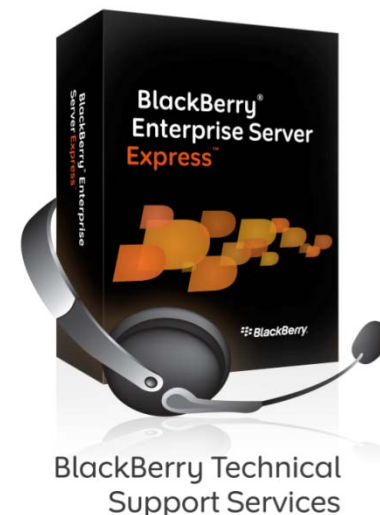


The screenshot shows a web page titled "The BlackBerry North American VAR Locator". At the top, there is a breadcrumb trail: "Home > Partners > BlackBerry Resellers >". Below this, the main heading is "The BlackBerry North American VAR Locator" in blue text, followed by the sub-heading "Locate a North American VAR Today!". A paragraph of text explains that BlackBerry products, solutions, and services are available for purchase from various types of organizations in the BlackBerry partner ecosystem, including BlackBerry technology resellers. To purchase and implement the BlackBerry solution for an organization, one can work with BlackBerry technology resellers located throughout North America. On the right side of the page, there is a photograph of a smiling woman in a dark pinstriped suit standing with her hands on her hips, and a man in a light-colored suit sitting on a white stool behind her, looking at a device.

# Affordable Programs

**BlackBerry® Technical Support Services for Small and Medium Business provides your business with reliable and affordable technical support directly from the BlackBerry support experts**

- Can be purchased as annual subscription per server from a BlackBerry Technology reseller



## BlackBerry Basic Support

\$225 – 24x7 incident submission electronically via the BlackBerry Expert Support Center with a 24 hour telephone or email response



## BlackBerry Enhanced Support

\$336 – 24x7 incident submission electronically via the BlackBerry Expert Support Center with a 4 hour telephone or email response



## BlackBerry Advantage Support

\$696 – 24x7 telephone support with immediate access



# Pricing

## BlackBerry Smartphones

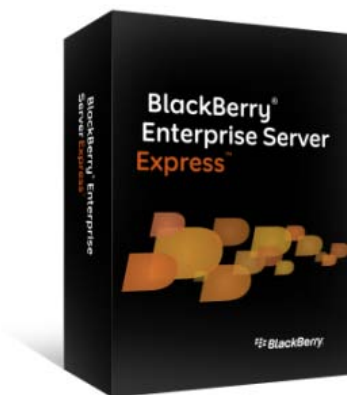
- Pricing varies, contact your wireless service provider
- **Runs on your existing BlackBerry data plan!!**

## BlackBerry Enterprise Server Express

- Available as a FREE software download including FREE CALs
- **No need to upgrade your email environment** to get all the features!
- No additional hardware required, can be installed on the existing email server for up to 75 users

## Reliable Technical Support

- BlackBerry Expert Support Center – Free
- Installation services (priced by the reseller)
- BlackBerry Technical Support Services - \$225 to \$696 USD MSRP



# Summary

- **Why upgrade from your current BlackBerry experience?**
  - ✓ More great business features
  - ✓ No need to tether to get instant access to your information
  - ✓ Better protect your business information
  - ✓ No additional costs...

Questions?




# Appendix A: Summary charts



# Email



	BlackBerry Smartphone on an Internet-enabled carrier data plan	BlackBerry Smartphone + BlackBerry Enterprise Server Express
Rich Content and HTML email supported	☑	☑
IMAP/POP3 email (Hotmail, Yahoo mail, etc.)	☑ Supports up to 10 inboxes	☑ Supports up to 10 inboxes
 Microsoft Exchange/Outlook email support	☐ - Email received by the mail server <b>can take up to 15 minutes</b> to appear on the device	☑ - Email received by the mail server <b>appears as soon as it is received by the desktop mail client</b>
Sync email status (Read/Deleted)	☒	☑
Set out-of-office notifications	☒	☑
Remote email search	☒	☑
Remote file explorer*	☒	☑

\*Accesses from the “Files” application on the BlackBerry smartphone. Not an “email” feature.

# Calendar, Contacts, Tasks & Notes



	BlackBerry Smartphone on an Internet-enabled carrier data plan	BlackBerry Smartphone + BlackBerry Enterprise Server Express
<b>Calendar, Contact, Tasks &amp; Notes Synchronization</b>	<p style="text-align: center;"><input type="checkbox"/></p> <p>Changes made to Microsoft® Outlook® <b>appear on the device after a tethered synch</b> with the PC (and vice versa)</p>	<p style="text-align: center;"><input checked="" type="checkbox"/></p> <p><b>Changes made to Microsoft Outlook appear immediately on the device</b>, using over the air wireless synch (and vice versa). There is no need to connect the device to the computer</p>
<b>Global Address Lookup</b>	<p style="text-align: center;"><input type="checkbox"/></p> <ul style="list-style-type: none"> <li>- Changes made to a company address book only <b>appear on the device after a tethered synch</b></li> <li>- Uses device memory</li> </ul>	<p style="text-align: center;"><input checked="" type="checkbox"/></p> <ul style="list-style-type: none"> <li>- <b>Search and retrieve contact information</b> of anyone listed in the company address book</li> <li>- Always up to date</li> <li>- Does not take up device memory since its maintained on the server</li> </ul>
<b>Free Busy Lookup</b>	<p style="text-align: center;"><input checked="" type="checkbox"/></p>	<p style="text-align: center;"><input checked="" type="checkbox"/></p> <p><b>Check a co-workers availability</b> when organizing meetings to avoid scheduling conflicts</p>
<b>Wireless Notification of Accept/Declines</b>	<p style="text-align: center;"><input checked="" type="checkbox"/></p>	<p style="text-align: center;"><input checked="" type="checkbox"/></p> <p>Receive notifications when invited attendees accept or decline meeting invitations</p>
<b>Forward calendar appointments</b>	<p style="text-align: center;"><input checked="" type="checkbox"/></p>	<p style="text-align: center;"><input checked="" type="checkbox"/></p> <p>Ability to forward meeting appointments to colleagues and peers from the BlackBerry smartphone</p>
<b>View, edit and save calendar attachments</b>	<p style="text-align: center;"><input checked="" type="checkbox"/></p>	<p style="text-align: center;"><input checked="" type="checkbox"/></p> <p>View, download, edit and save attachments included in meeting invitations</p>

# Enhanced Security

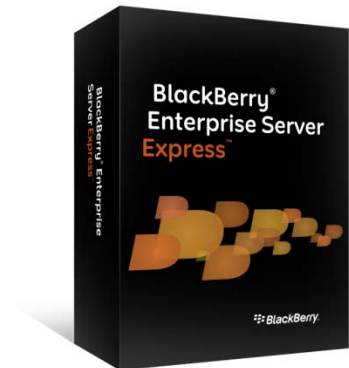
	BlackBerry Smartphone on an Internet-enabled carrier data plan	BlackBerry Smartphone + BlackBerry Enterprise Server Express
<b>Data encryption used</b>	<input type="checkbox"/> Uses secure sockets layer encryption (SSL)	<input checked="" type="checkbox"/> Triple Data Encryption (3DES) or Advanced Data Encryption (AES)
<b>Password enforcement</b>	<input checked="" type="checkbox"/> User can set timeout which enforces lock after specified period of inactivity	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>• Administrator can force device to have timeout – enforces lock after specified period of inactivity</li> <li>• Administrator can set password character minimums and password complexity</li> <li>• Can automatically set device to wipe after specified number of failed password attempts</li> </ul>
<b>Remote Device Wipe</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Administrator can initiate device wipe, erasing all data on BlackBerry Smartphone, as well as removable memory



# Technical Support Services

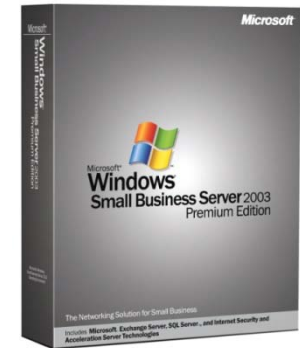
With Technical Support for BlackBerry Enterprise Server Express, organizations are never left to fend for themselves.

	<b>BlackBerry Smartphone + BlackBerry Enterprise Server Express</b>
<b>Available professional installation support</b>	<input checked="" type="checkbox"/>
<b>Access to the BlackBerry Expert Support Centre</b>	<input checked="" type="checkbox"/>
<b>Additional levels of pay-for technical support available</b>	<input checked="" type="checkbox"/>
<b>Access to online BlackBerry Community Support Forums</b>	<input checked="" type="checkbox"/>
<b>Access to BlackBerry Answers Desktop and Mobile support resource</b>	<input checked="" type="checkbox"/>



# Supported Email Platforms

	BlackBerry Enterprise Server Express:
Microsoft Exchange 2003	☑
Microsoft Exchange 2007	☑
Microsoft Exchange 2010	☑
Microsoft Small Business Server 2003	☑
Microsoft Small Business Server 2008	☑



All features are supported regardless of your email environment – so there’s no need to perform expensive upgrades to your email infrastructure to get advanced wireless features.

# Pricing

	BlackBerry Smartphone on an Internet-enabled carrier data plan	BlackBerry Smartphone + BlackBerry Enterprise Server Express
BlackBerry smartphone	<input checked="" type="checkbox"/> Pricing varies by carrier	<input checked="" type="checkbox"/> Pricing varies by carrier
Carrier Data Plan	<input checked="" type="checkbox"/> Internet enabled data plan	<input checked="" type="checkbox"/> Internet enabled data plan OR Enterprise data plan
BlackBerry Enterprise Server Express Software	<input type="checkbox"/> Not required	<input checked="" type="checkbox"/> Free
User CALs	<input type="checkbox"/> Not required	<input checked="" type="checkbox"/> Free
Server Hardware required?	<input type="checkbox"/> Not required	<input type="checkbox"/> Supports up to 75 users when installed directly on the same server as the Microsoft Exchange mail server or 2,000 + users on a separate server