

BlackBerry for WLAN

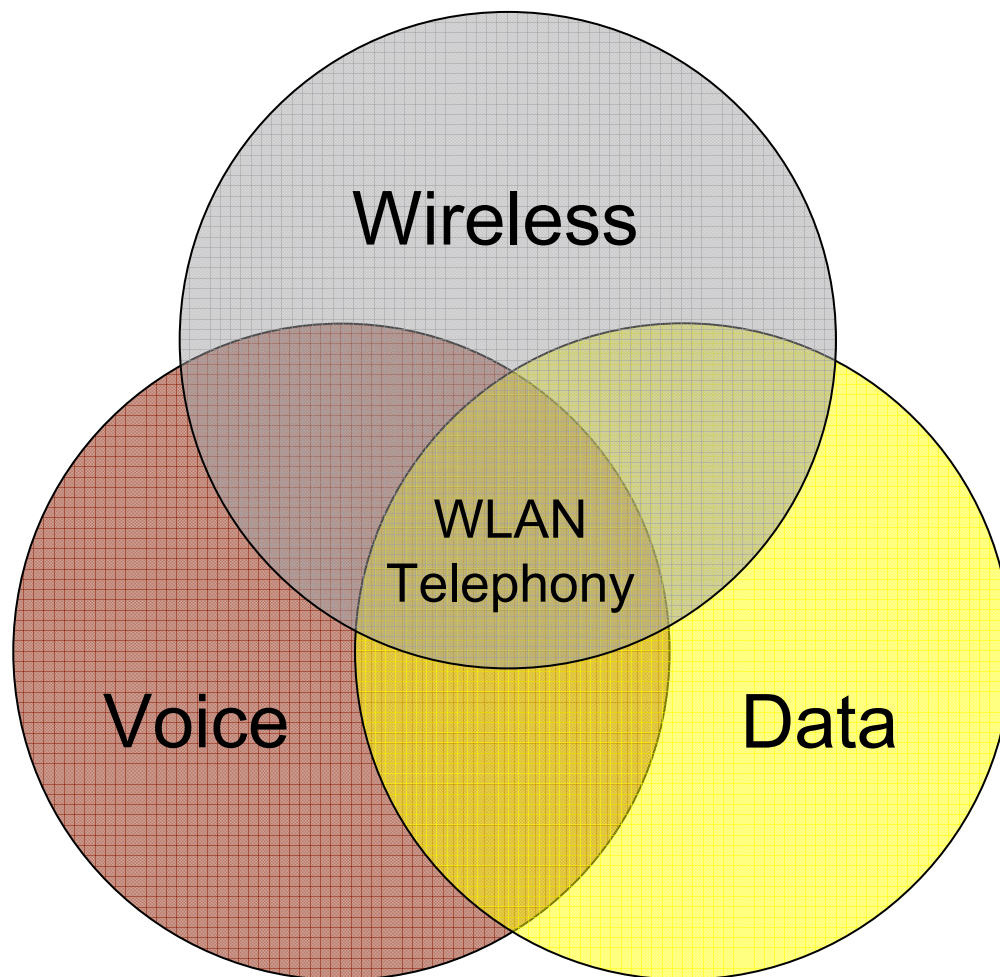
***What's new and not
so new when
extending BlackBerry
to WLAN and VoIP***

Eric Ritter
Director, WLAN Solutions

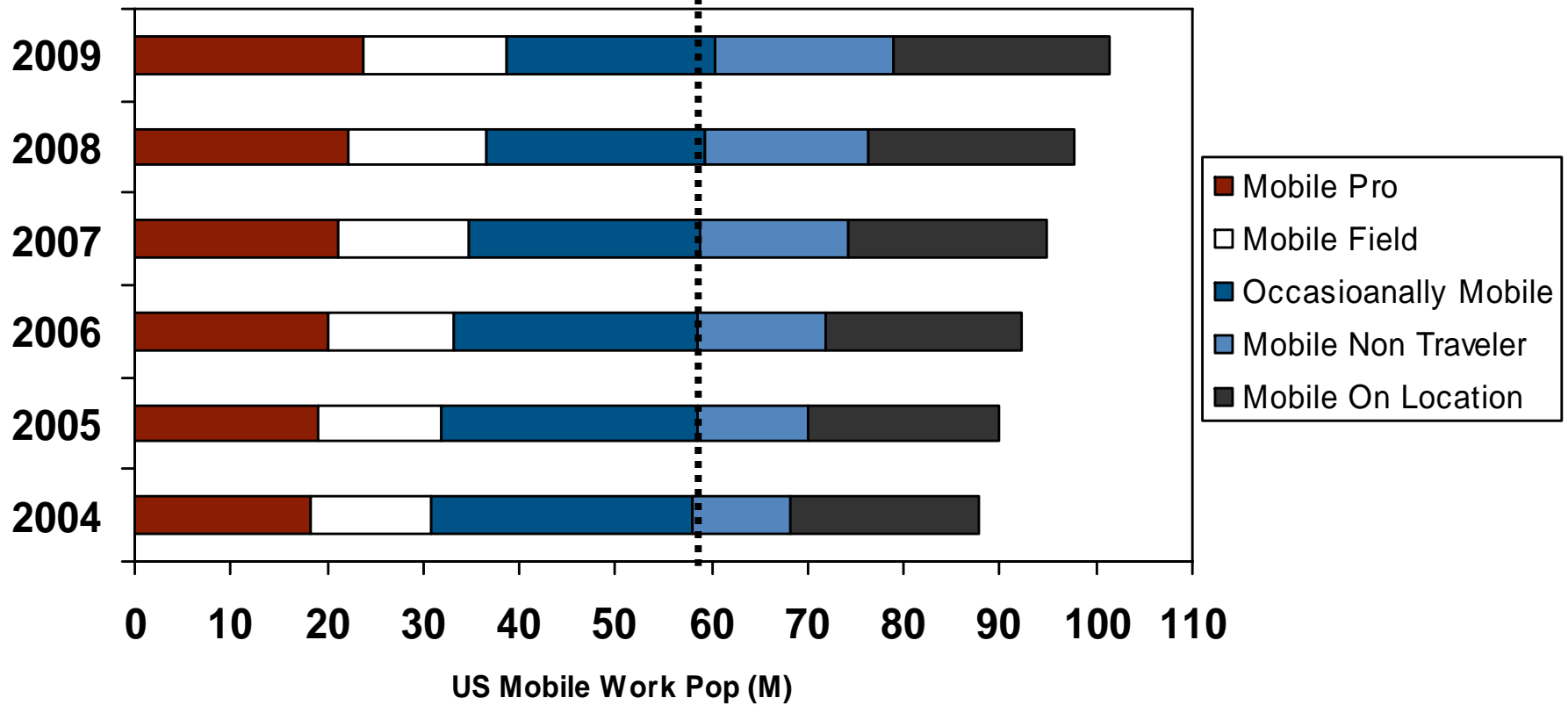
 **BlackBerry**

www.blackberry.com/go/wla

Worlds have collided

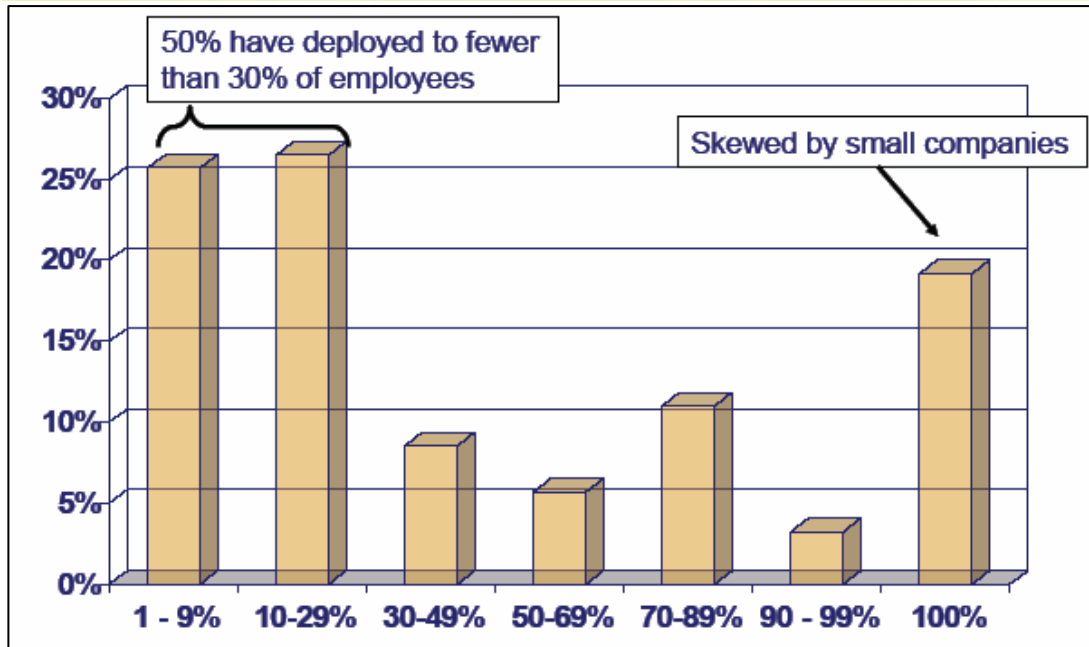


Evolving Mobile Worker base



IDC October 2005

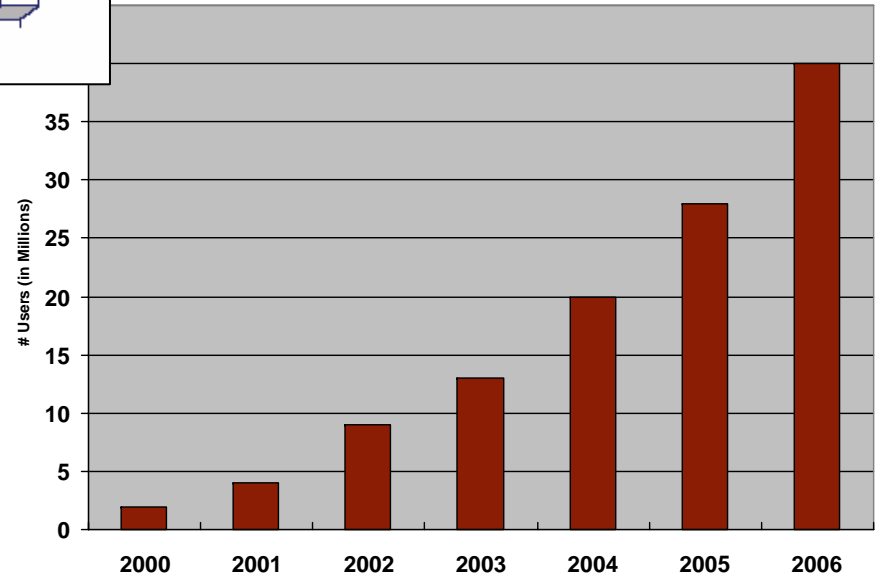
WLAN Deployment Growth



Exponential Growth - Yes!

However -- those who have deployed WLAN's have deployed to fewer than 30% of employees

Average stations deployed is smaller than you think



Source: Dell'Oro, Infonetics, Lehman Brothers Research; Gartner Research, 2003; IDC - WLAN Penetration in US Enterprises

Voice-Data Convergence - Finding the Balance



Voice-centric



Data challenges:
Navigation
Difficult to execute
Vendor specific



Data-centric



Voice challenges:
Form factor
Battery life
Operational costs

Convergence Sweet Spot

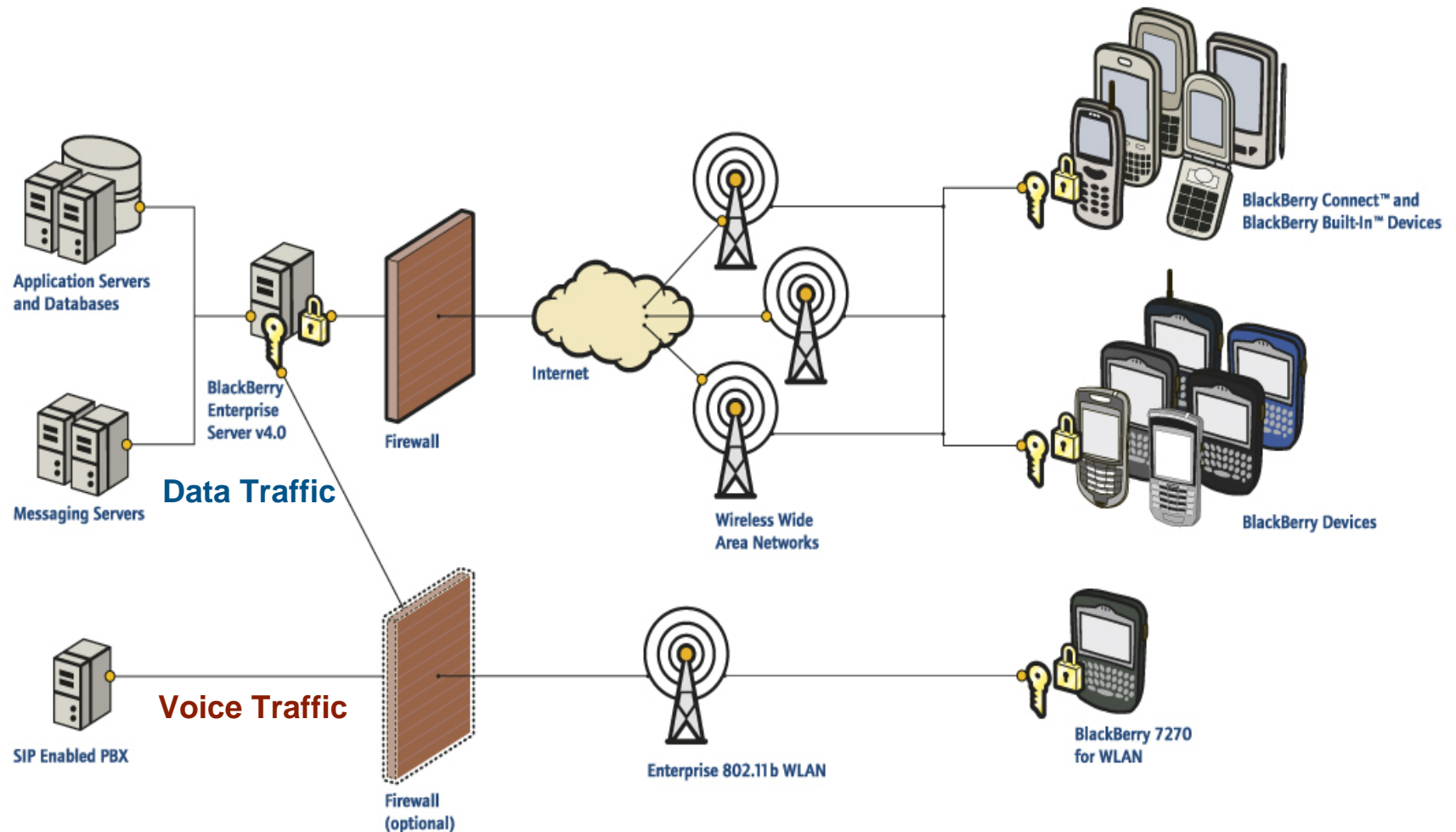
BlackBerry for WLAN – Introducing the Concept



- Extending BlackBerry® to another network – an enterprise's corporate WLAN
- Allow for BlackBerry to be used in areas where traditional BlackBerry coverage doesn't exist
- Introduce BlackBerry to a whole new set of users, "Corridor Warriors"
- Leverage the investment in the BlackBerry Enterprise Server®
- Connect to corporate voice services through SIP and VoIP

BlackBerry Enterprise Solution™

How the pieces fit together



BlackBerry WLAN Solution: Target Markets



- BlackBerry 7270 is for a 'new' campus worker audience
- Suited to Industry Verticals
 - Healthcare, Manufacturing, Hospitality, Education, Distribution, Retail
- Suited to Job Types or "Horizontal"
 - Roaming IT Staff, Contact Centre Supervisors, Maintenance
- Different drivers or buying visions:
 - Coverage drivers
 - Economic drivers
 - Application drivers



Overview of the Offering



- It's a BlackBerry handheld
 - Navigation and application suite is the same
 - Third party applications function the same
 - Full BlackBerry experience on an enterprise owned and managed wireless network
 - The features and functions you know today
 - Diagnostics on the device
- Uses BlackBerry Enterprise Server v4.1
 - Handheld to BlackBerry Enterprise Server communication through the BlackBerry Router, not the BlackBerry Infrastructure
 - New IT Policy setting for WLAN devices

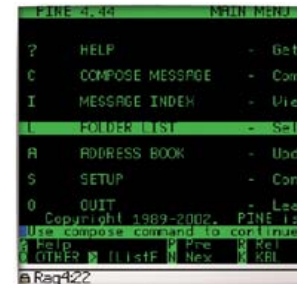
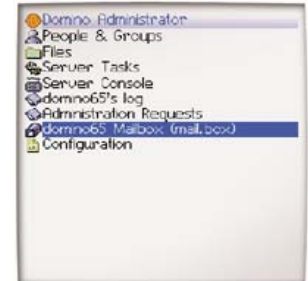
Voice, Data AND Applications - Much more than basic communications



Idokorro Mobile Admin & Mobile SSH



- Idokorro Mobile Admin provides complete mobile control of a network using a BlackBerry device.
- Allows IT administrators to perform a full range of system management and administration tasks:
 - manage users/groups, event logs, services, print jobs, rebooting servers and resetting passwords, send Console Commands, edit server documents and accept/reject administration requests from virtually anywhere.
- UNIX administrators can access UNIX servers using SSH/Telnet from their BlackBerry device.

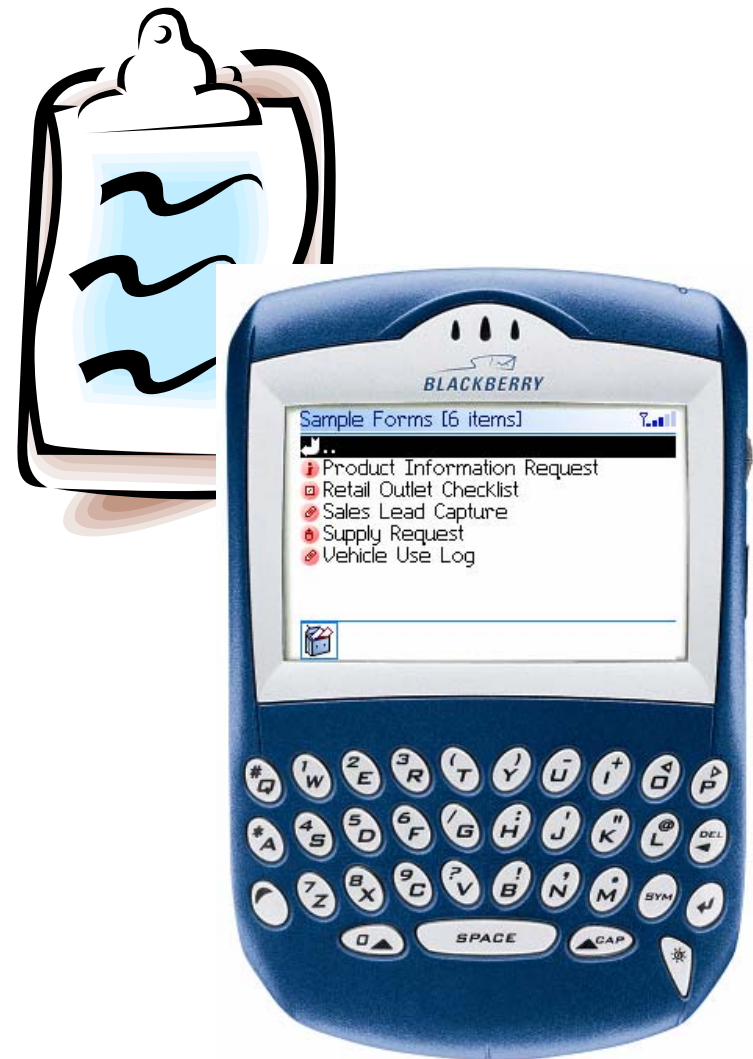


Flowfinity Forms



Turns your BlackBerry into a versatile data collection tool. Replaces paper forms and Excel sheets for mobile data collection.

- Web-based form editor
- Over-the-air form publishing
- Online/Offline data acquisition
- Data validation (mandatory fields, numeric, date fields, etc..)
- Bar code scanner ready
- Collected data fit Excel and databases
- User groups and access permissions
- BlackBerry Triple DES security
- Easily integrates with existing systems



Deo Wireless Platform



- Deo™ by Penchant Software is a dispatch management application that is fully integrated into Penchant's dispatchOffice™ enterprise platform.
 - wireless job updates,
 - Barcode scanning integration
 - In-field reporting functionality
 - Increases efficiency as Corridor Warriors accept, update and send completed jobs to the dispatcher in easy-to-use menus on BlackBerry device

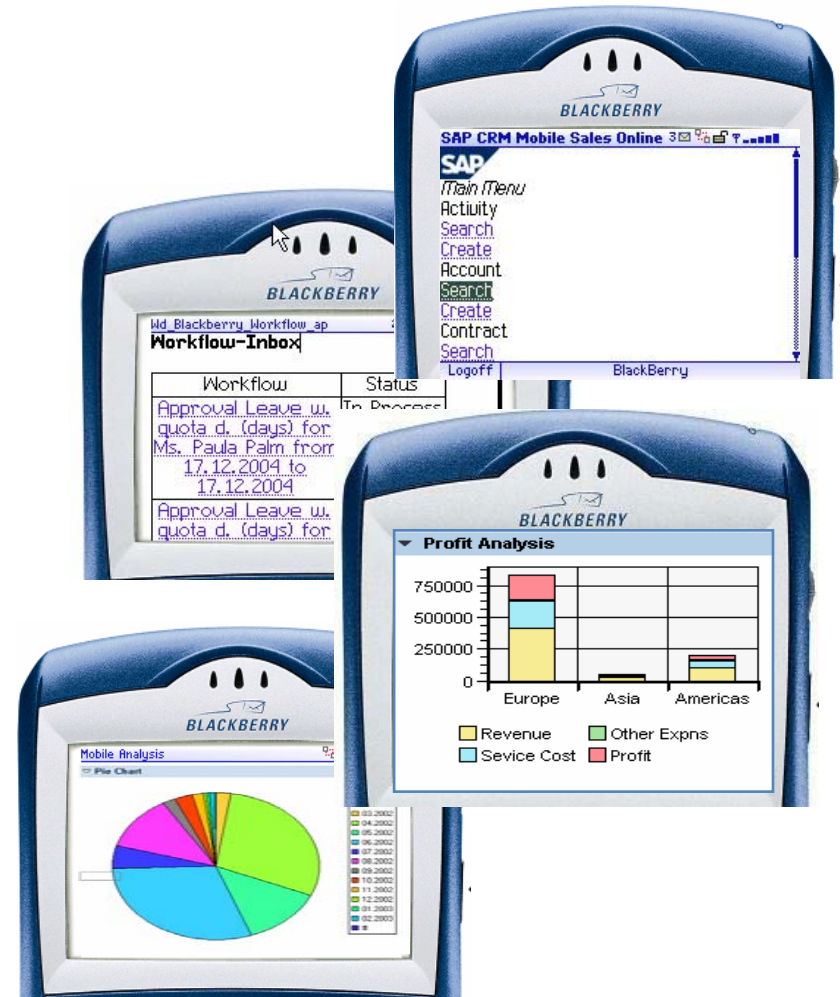


Penchant
Software®

SAP on BlackBerry WorkSpace



- NetWeaver
 - Recognizes the BlackBerry Browser
 - Transcodes HTML content to WML specific to form factor
 - No requirement to build stand alone mobile apps
 - Support for all applications
- CRM & Analytics
 - Specified set of transactions
 - Out of the box functionality
- Other Applications
 - Sample code available
 - WebDynPro development



THE BEST-RUN BUSINESSES RUN SAP



The Bottom Line....



When the CxO asks, *“What am I getting for this investment?”*


- Bring mobility benefits to [new users](#) in your organization with the use of your enterprise web-based applications, email, and voice communications on a device that is already familiar
- [Leverages existing investments](#) in BlackBerry Enterprise Server, WLAN and (if voice desired) your SIP-enabled telephony infrastructure and applications
- Based on [standards](#) and applications that you support today: 802.11b (WLAN), your email platform, your handhelds (BlackBerry Enterprise Server and BlackBerry handheld), and your investment in standards based VoIP/IP Telephony
- [Secure](#) using standard BlackBerry end-to-end encryption (AES or Triple DES), and WLAN and VPN authentication and security measures

THANK YOU FOR YOUR TIME

An advertisement for the BlackBerry 7270. It features a central image of four people (two women and two men) with the text "THE CORRIDOR WARRIOR" overlaid in large, bold, blue letters. Below this, the text "BLACKBERRY 7270 FOR WLAN" is written in green. To the right of the text is a black BlackBerry 7270 device with its screen displaying various application icons and the time "12:26 PM". The BlackBerry logo is in the bottom right corner of the advertisement box.

THE CORRIDOR WARRIOR

BLACKBERRY 7270 FOR WLAN



BlackBerry

Or Visit:

www.BlackBerry.com/go/wlan