

 BlackBerry®



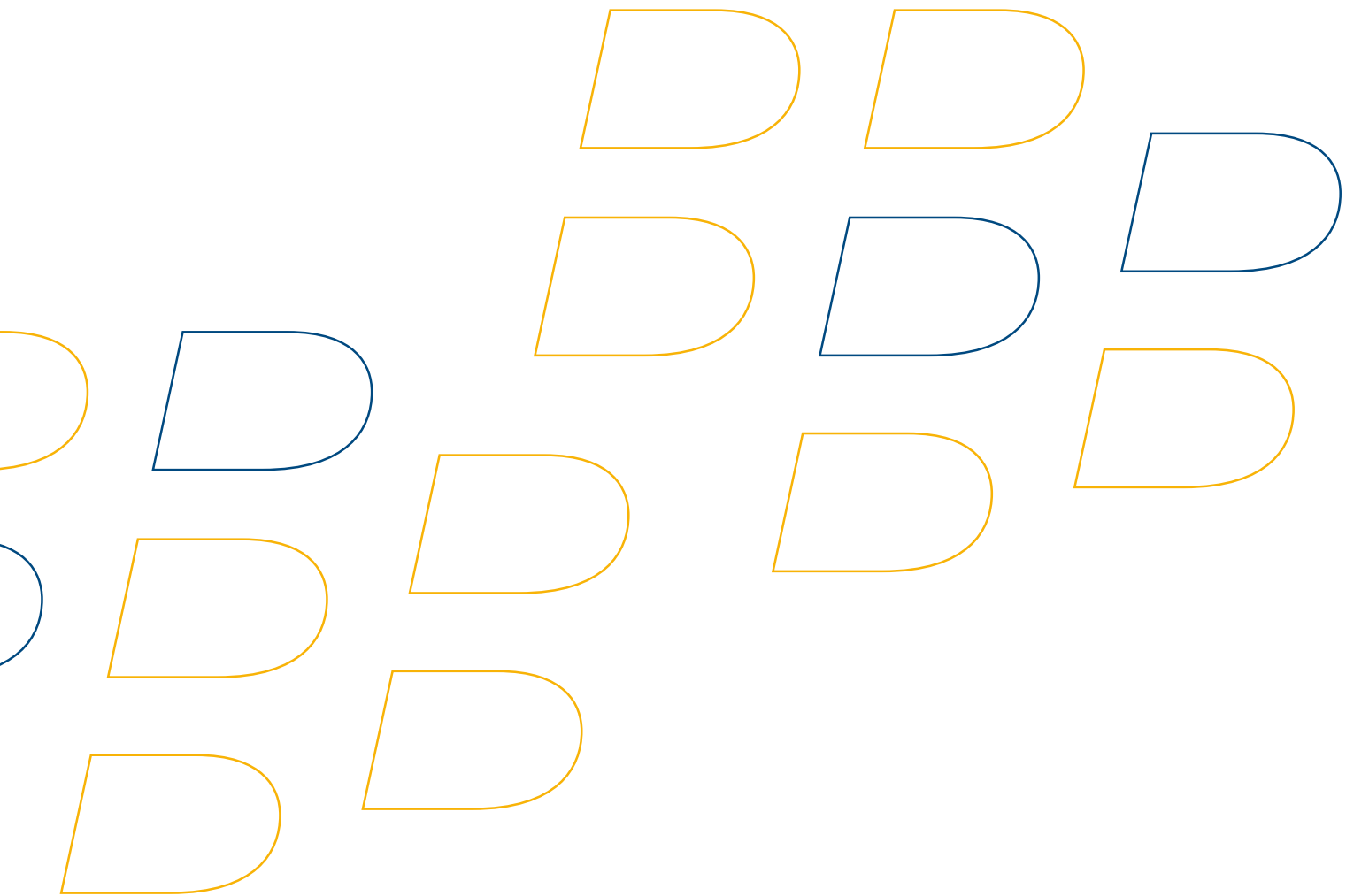
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The BlackBerry logo, consisting of the word "BlackBerry" in a white sans-serif font next to a white icon of a stylized berry with seven dots. The background of the entire advertisement is a photograph of a man and a woman in a restaurant setting. The man is in the foreground, holding a BlackBerry smartphone. The woman is in the background, looking at the phone. The phone's screen displays a business dashboard with a line graph and a bar chart. The overall scene is lit with warm, golden light, suggesting a sunset or sunrise. There are several semi-transparent, light-colored oval shapes overlaid on the image, creating a layered effect.

BlackBerry®

BlackBerry Business Solutions

WELCOME TO A WORLD WHERE YOUR
BUSINESS GOES WITH YOU.



What you'll find inside:



BLACKBERRY BUSINESS SOLUTIONS

In an ideal world, your business would be everywhere you are.



SOLUTIONS FOR BUSINESSES OF ALL SIZES

Solutions for businesses: big, small and in between.



INDUSTRY SOLUTIONS

From financial services to manufacturing and healthcare, there's a solution for every industry.



CROSS INDUSTRY SOLUTIONS

Get the job done from virtually wherever you are.



BlackBerry Business Solutions.

In an ideal world, your business would be everywhere you are. No matter if you're an entrepreneur with a handful of employees or a large enterprise with an international network, one thing's for certain: the world of business is changing. Customers are more demanding. Deadlines are tighter. Expectations are greater. And if you don't find new ways to stay competitive, you might be left behind.

Think about the way you do business right now. When you're out of the office, you likely take your laptop with you to stay in touch. But when you're not conveniently located near an Internet connection, that downtime is lost time. And that lost time can mean lost opportunities.

Of course, in an ideal world we'd have access to our files, our colleagues and our customer database at all times. We'd take the office with us and not worry about leaving it behind. And most importantly, we'd take advantage of every opportunity as it came up.

Welcome to BlackBerry Business Solutions

BlackBerry® Business Solutions are about much more than wireless email. They're about understanding and offering ways to improve everything from customer service to cost control and service delivery - whatever your industry or business challenge may be. BlackBerry Business Solutions are about wireless access to your critical information and communications through a combination of applications, services, peripherals and BlackBerry product offerings. They're about having everything you need, right where you need it.

BlackBerry Business Solutions allow you to connect and collaborate wherever you are. Not just through email, personal information management and voice, but with CRM, field service, ERP, order entry, Internet and intranet access, instant messaging and more – all the tools and applications that are necessary to make important decisions quickly. The great thing is, BlackBerry Business Solutions are specific to your business – its size, its processes and the particular needs in its industry – allowing you to have everything you need to be successful right at your fingertips.

Doesn't that sound ideal?





BlackBerry Business Solutions for businesses of all sizes.

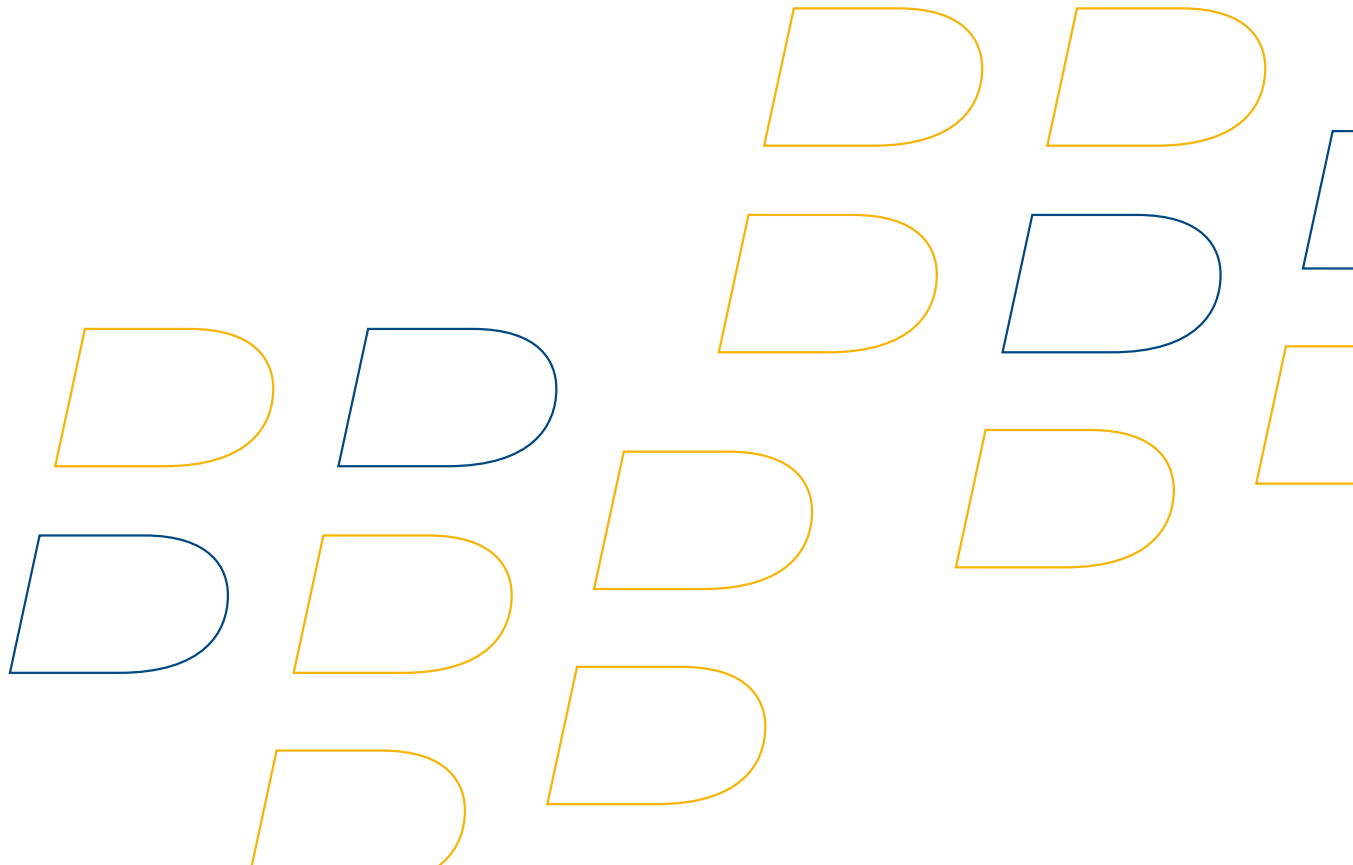
Whether you're a large enterprise with divergent workforces, a medium-sized business on the fast track to success or a small business just starting out, BlackBerry Business Solutions can give you the competitive advantage you're looking for.

From the smallest business to the largest, success is a common goal.

Staying connected and collaborating is the key to success for any business. That means wireless solutions aren't just a "nice to have." They're necessities. They help Fortune 1000 companies keep up with processes and workflows across diverse functions and geographies. They allow medium-sized businesses to be more responsive to customers and build customer loyalty. And they help small business owners find enough time in the day to balance work and life.

BlackBerry Business Solutions are solutions for any sized business – whether you have 2 employees or 20,000.

Just imagine how efficient and successful your business can be.





Industry solutions.

From financial services to manufacturing and healthcare, there's a solution for every industry. No matter what industry or markets your business is in, or what business model and processes it follows, the goal is to be competitive, efficient, productive and above all, achieve success.

Our understanding of what makes your business unique and how your industry operates means we can provide BlackBerry Business Solutions that address your specific concerns with the right combination of applications, services, accessories and BlackBerry products.

From financial services to manufacturing and healthcare, read on to find out how we can apply industry best practices and wireless know-how to creatively solve your business issues.

Financial services.

It goes without saying that the financial services industry is highly competitive. It demands constant communication with clients and colleagues, as well as immediate access to corporate, customer and market data. Wouldn't it be ideal if you could stay competitive when you're on the move and be able to get to the information you need, when you need it?

Whether your specialty is banking, insurance or investments, we can equip you with all the tools and applications that you need with you at all times.

Professional services.

Whether you're in law, accounting or consulting, distinguishing yourself and your firm within highly competitive and ever-changing professional service markets is becoming an increasingly difficult task. How do you stay on top when clients have higher and higher expectations for service and responsiveness?

Whether your firm has 5 attorneys or 500 consultants, we offer wireless access to time and billing systems, CRM and integration with third party research and case management applications.

When client service is at stake, there's no time to sit idly by. Downtime can be turned into productive time. And that can mean a healthy competitive advantage.



Public sector.

All levels of government are faced with the challenge of improving accessibility, streamlining communications and information, reducing paper-based processes and increasing collaboration. That's why it's ideal to find new and improved ways for law enforcement, first responders, government agencies or other public servants to gain access to and stay in touch with critical information and communications.

After all, when it comes to improving productivity and responsiveness within the government, everyone benefits.

Healthcare.

If you've ever wondered how BlackBerry Business Solutions can fit into the healthcare field, consider what healthcare professionals could do with virtually instant access to critical patient data and health records at all times. In fact, never before have clinicians been able to practice medicine virtually anywhere, at anytime with wireless access to the patient information they need at the ready.

Whether a hospital or clinic, BlackBerry Business Solutions enable voice, email and group messaging access to critical patient data in a single, easy to manage, secure way.

Manufacturing.

Domestic manufacturers are constantly looking for competitive advantages, especially as competitors move offshore and the buying power of customers becomes greater.

What if manufacturers could be equipped with the hardware, software and applications needed – not just for email, but for applications that let you work collaboratively both internally and across your supply chain?

Now everyone from the shop floor supervisor to the outside sales professionals to the fleet managers and executives can stay in touch and get the job done in virtual real-time, from wherever they happen to be.

Don't see information on your industry here? Check out www.blackberry.com/solutions where you'll find the ideal solution for your industry.





Cross industry solutions.

Get the job done from wherever you are. You can help strengthen customer relationships simply by putting key information in the hands of mobile employees. Whether away from their desk or on the road, they can stay connected to the information they need to make decisions that can impact the future of your business.

Sales force automation solutions.

Imagine if your sales force could have wireless access to unlimited customer data and be able to update information, virtually anytime, anywhere. You'd gain a competitive advantage by identifying opportunities and closing deals faster. And you'd improve customer satisfaction simply by responding quickly with the most up-to-date account, inventory and order information right at your fingertips.

And whether you use a CRM or sales force automation system, BlackBerry Business Solutions can quickly and easily mobilize your current application platform, whether it's SAP®, Siebel®, Oracle®, PeopleSoft®, Microsoft® CRM or ACT!. There's no need to worry about compatibility.

Field service solutions.

When you have services teams in the field, ideally they'd have access to on-the-spot billing and credit card information transfer, inventory look-ups and improved schedule updates. Using mobile field service applications gives field-based employees the tools they need to keep up with increasing demands.

That means service cycle times are reduced, customer service issues are resolved faster, inventory management is improved and decisions and information is accessed immediately.

What more could you ask for?

Business intelligence solutions.

Truth be told, sitting at a desk is rapidly becoming a thing of the past. In fact, executives and decision makers are more mobile than ever in an effort to gain and keep a competitive advantage.

Business Intelligence systems extend to BlackBerry smartphones allowing you to access and prioritize critical data, review information at-a-glance, check performance against targets and receive pre-defined alerts, wherever they are. It works by translating corporate data into a rich presentation using graphs, charts and other graphics to show multiple results together.

Because in an ideal world, executives and decision makers would receive the valuable decision support they need, right when they need it. Now they can, right on their BlackBerry smartphone.

In an ideal world, your solution would be built with your business in mind.

Your business is serious business. And that means you can't afford to have it compromised by costly, ineffective or insecure technology. BlackBerry Business Solutions are built with your business in mind. In fact, IT departments prefer BlackBerry Business Solutions that include the BlackBerry® Enterprise Solution because they offer simplified management and centralized control of the wireless environment while meeting strict requirements for a secure, flexible solution that can easily mobilize your current systems. And they allow you to leverage your existing investments in CRM, ERP or other in-house systems.

After all, in an ideal world the best solution for your business would be based on *your business*.

Welcome to an ideal world.

Looking for ways to demonstrate the value and ease of implementation within your organization?

BlackBerry Business Solutions include all the security, usability and features you demand from your IT systems.

To find out how BlackBerry Business Solutions fit into your business, visit www.blackberry.com/solutions

