::: BlackBerry®

BlackBerry Enterprise Partner Program

Solutions Provider Brochure

iOS

Committed to Your Success

Mobility is changing the way we do business. Companies are increasingly looking at mobility to transform the way they run their business, demanding secure solutions to mobilize their people, process, and data. Customers are requesting expertise and technical skills to deal with complex and sophisticated mobile business environments.

All these new market dynamics are also changing the way partners drive their bottom line and create the need to develop new skills to address them. At the same time, these changing demands generate unprecedented growth opportunities for BlackBerry partners.

The BlackBerry Enterprise Partner Program (BEPP) for Solutions Providers is built to help partners capture this growth opportunity. BlackBerry is recognized in the industry as a leader in secure mobility and we offer a comprehensive, world-class, secure mobile platform that addresses every aspect of the enterprise mobility curve. The BlackBerry Solutions Provider 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 mobility platform, we, together, exceed market expectations.
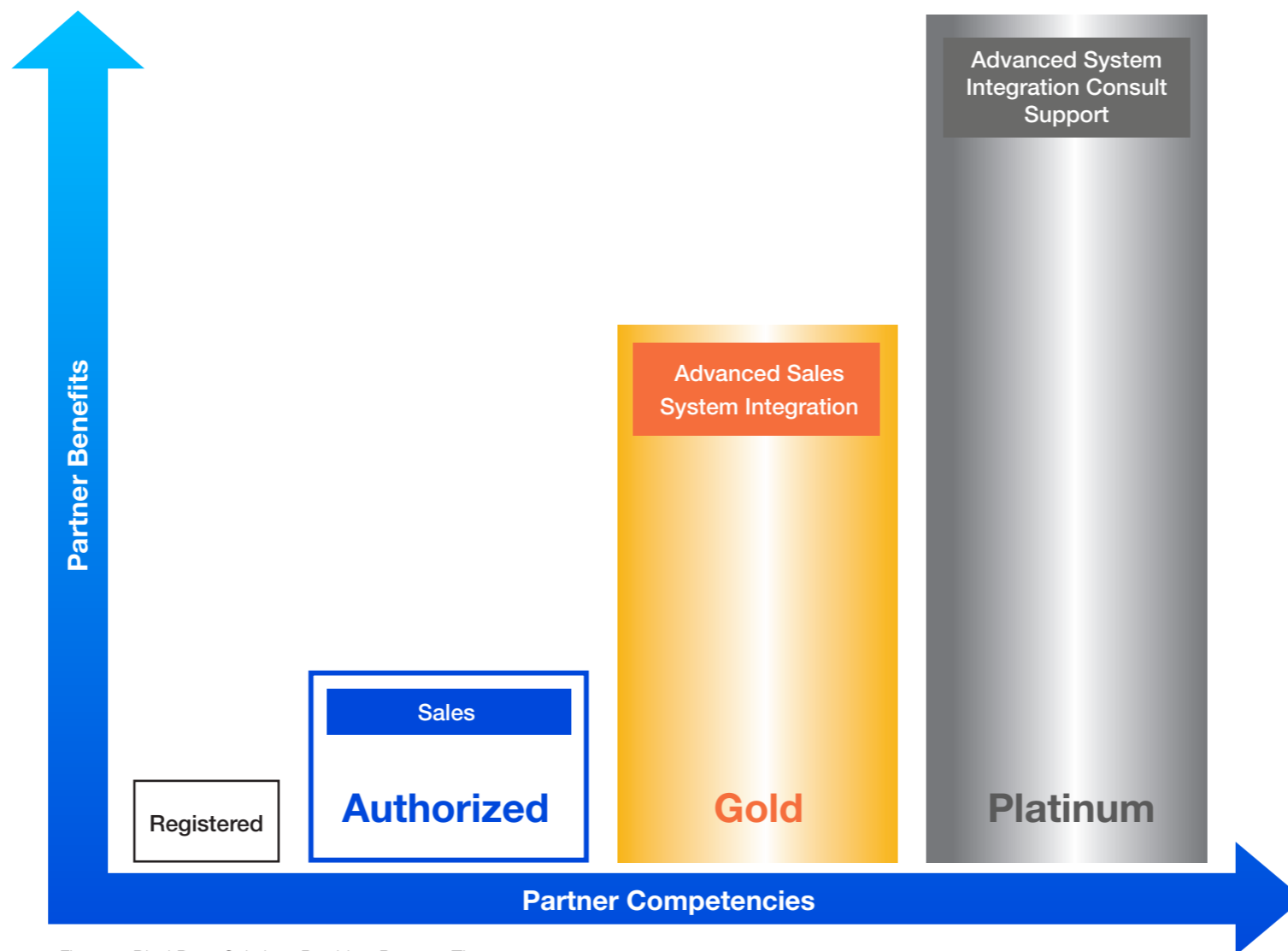

Figure 1: BlackBerry Solutions Providers Program Tiers

Your Path to Success Starts Here

The BlackBerry Enterprise Partner Program for Solution Providers is split into three distinct tiers that reflect the evolution happening within todays mobile environment.

New partners enter the program as a Registered Partner. This entry-level status gives the is the ability to purchase BlackBerry Software and Service offerings. We encourage you to continue define and develop your business with BlackBerry. The faster your grow, the more benefits we can provide to you.

Authorized

Authorized Partners are enabled for base level resell of the Good Secure EMM Suites and have access to a solid set of benefits and may advance to a Gold or Platinum tier upon adhering to the program requirements. A clear benefit of being an Authorized Partner, is the ability to register your sales opportunities and protect your pre sales efforts.

Gold

This tier recognizes skilled and committed partners for their knowledge and expertise in design and deployment capabilities and benefits from higher recognition and rewards. This highly valued tier is earned by completing the Advanced Sales, Technical Sales and System Integration Competencies. Gold Partners can differentiate their company with these competencies and receive access to beta program to influence emerging BlackBerry technology and gain access to NFR software licenses at discounted prices - include full software upgrades and full BlackBerry support - to run and mobilize their business.

Platinum

This highest tier recognizes partners that have the most in-depth technology skills and expertise. Partners that have made significant investments in building capabilities in BlackBerry solution will benefit from highest support, closest relationship with BlackBerry, recognition, and rewards, including an incremental services discount.

This premiere tier is earned by highly skilled and committed partners that look to build out a highly qualified end to end service practice through the BlackBerry competencies to capture the rich consulting, deployment, integration, support and software life cycle management opportunities created in the move to the mobile business.

Specialization

These Authorizations are by invitation only and earned by Partners that demonstrate ability and complete the competencies for BlackBerry specialized or focused solutions.

Competencies Overview

By building and developing personalized value-added services you will increase your value and reduce your competition. Our Partner Program enables partners to gain new competencies and build new capabilities on a single secured mobility platform.
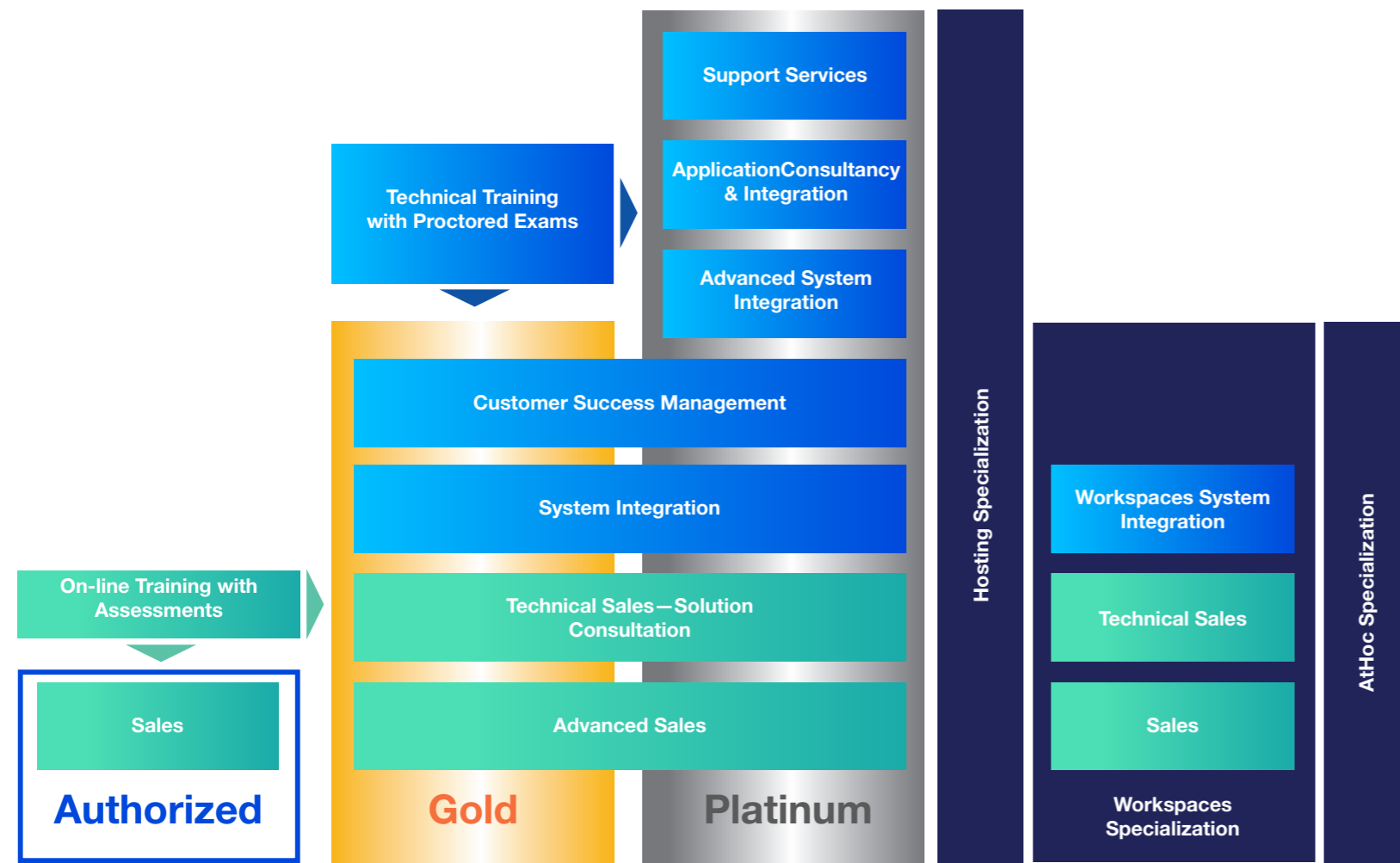

Figure 2: BlackBerry Solutions Provider Program Competencies

Note: Please refer to the Program Description Guide for availability.

What You Get

On joining the program, your business will maximize the full potential of mobility for your existing customers, leverage technology leadership, develop innovation and create new opportunities through the support, enablement, sales and marketing resources the program offers. The higher your tier in the BEPP for Solutions Providers, the more benefits you will receive.

Accelerate Your Growth

We will offer you marketing assets and demand generation resources to help you grow your business. Eligible partners will have priority access to new qualified opportunities coming from BlackBerry customer acquisition programs and marketing funds to extend their budget to market and sell BlackBerry solutions. Eligible activities require quarterly BlackBerry approval.

Enabling Partner Profitability

You will learn how to improve profitability by transitioning to a subscription-led model for higher margins and predictable recurring revenue.

The program offers additional opportunities to eligible partners to gain additional discounts and partner preference status through deal registration. These incentives are available to partners that register their opportunities and obtain BlackBerry approval.

Increase Your Value

We will enable your success by providing you with a range of skills and competencies that will help you build a differentiated, high qualified mobility practice around our secure software solutions and transform your customer's business.

We will foster partner differentiation to stand out in a competitive marketplace and help partners build industry credibility. We will endorse high valued partners that have achieved specific specialization and outstanding customer satisfaction levels through value branding initiatives.

Solutions Provider Benefits

		Authorized	Gold	Platinum
Plan	Incremental Services Discount			✓
	Access to Beta Community		✓	✓
	Local Partner Events	✓	✓	✓
Enable	Access to Shield Certification			✓
	Strategic GTM Engagement			✓
	Access to RFP Support			✓
	Access to Enterprise Software Roadmap		✓	✓
	Internal Use Software (NFR)	Limited to 10	✓	✓
	Access to specializations	By Invitation	By Invitation	By Invitation
	High Value Low Cost Online Training	✓	✓	✓
	Sales and Marketing Tools	✓	✓	✓
	Competitive Selling Resources	✓	✓	✓
	Partner Sales Webcasts	✓	✓	✓
	Partner Technical Webcasts	✓	✓	✓
Sell	BlackBerry-generated Leads		✓	✓
	PreSales HelpDesk		✓	✓
	Deal Registration	✓	✓	✓
	Partner Offers	✓	✓	✓
Support	Assigned TSM			✓
	Assigned CAM		✓	✓
	x5 Discounted Support Incidents with NFR		✓	✓
	x5 Complimentary Support Incidents with NFR		✓	✓
	Access to Partner Marketing Contact		✓	✓
	Access to Knowledge Base	✓	✓	✓
Market	Customer Reference Program		✓	✓
	Eligible for proposal-based Marketing Funds		✓	✓
	Partner Locator Priority Listing		✓	✓
	Partner Locator Placement	✓	✓	✓
	Partner Tier Logo	✓	✓	✓
	BlackBerry Webpage Toolkit	✓	✓	✓
	Partner Newsletter	✓	✓	✓
Retain	Support Case Analysis			✓
	Partner Renewals			✓
	Customer Satisfaction Excellence Award			✓

Solutions Provider Requirements

		Authorized	Gold	Platinum
Agreement	NDA (Non Disclosure Agreement)	✓	✓	✓
	Reseller Agreement	✓	✓	✓
	Min Active # Users			2000
Partnership	Participate in BlackBerry Annual Partner Satisfaction Survey	✓	✓	✓
	BlackBerry Presence on Partner Website	✓	✓	✓
	Participate in Beta Program		✓	✓
	Maintain company profile on BlackBerry Partner Locator		✓	✓
	LAB Enviroment Running Latest Version of Software		✓	✓
	Showcase Partner Tier Logo and Keep Current			✓
	Internal Deployment (NFR) and Associated Ts&Cs			✓
	Operate 12x5 Time Zone Specific Help Desk			✓
	Provide Telephone, Electronic & Web Support			✓
Training & Accreditation	Sales Accreditation	✓	✓	✓
	Advanced Sales Accreditation		✓	✓
	Technical Sales Accreditation		✓	✓
	System Integration Accreditation		✓	✓
	Customer Success Management Accreditation		✓	✓
	Application Consultancy & Integration			✓
	Advanced System Integration Accreditation			✓
	Support Services Accreditation & Annual Re-accreditation			✓
	Technical Support Incident &Ticket Performance Reports			✓
	(Direct to Customer) CSAT Survey			✓

Learn More and Join Today!

To learn more about the BlackBerry Enterprise Partner Program for Solutions Providers or to apply, please visit: **partner.blackberry.com**

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