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.
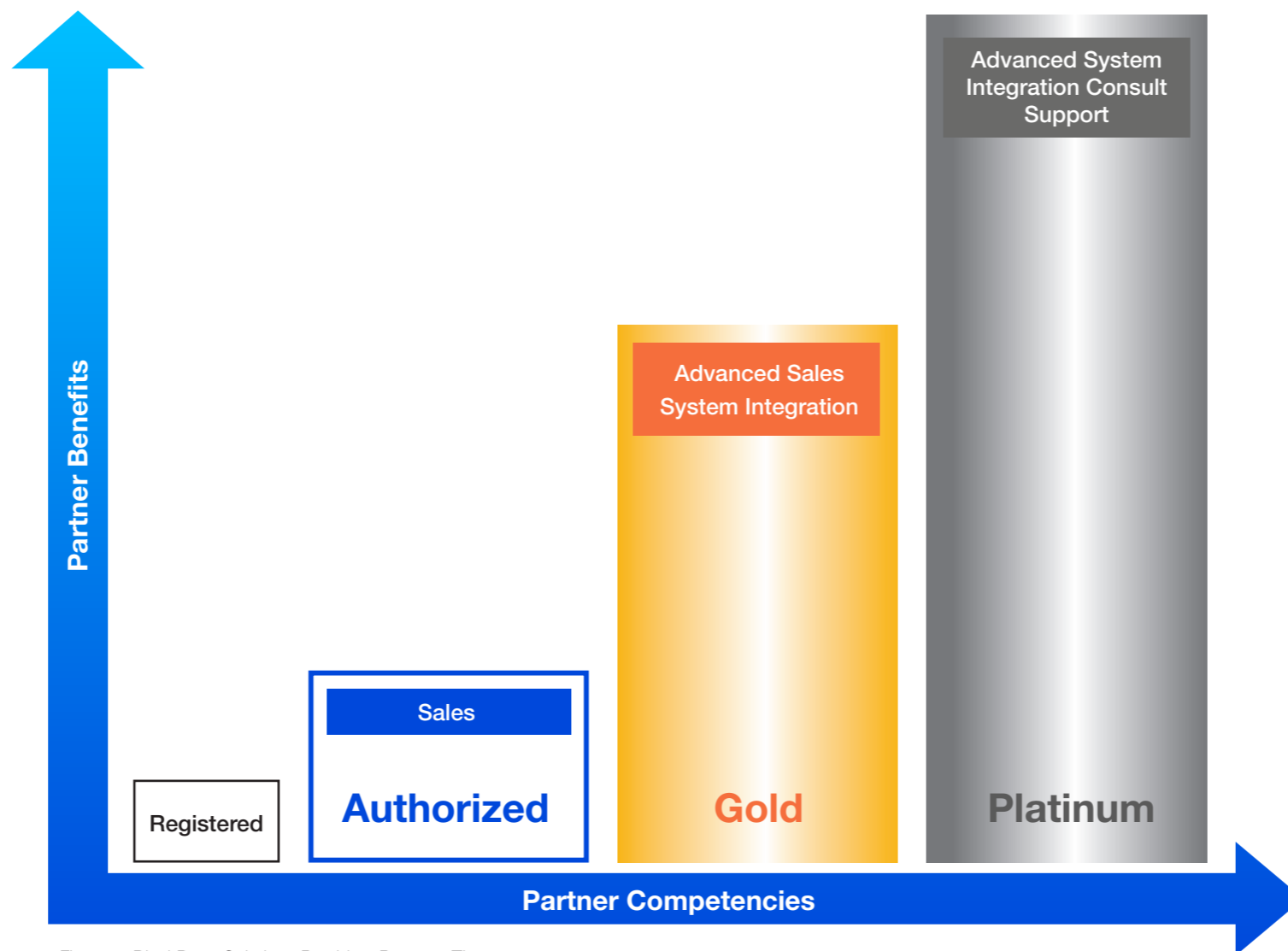
Your Path to Success Starts Here

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.

Partner Benefits

Advanced System Integration Consult Support

Advanced Sales System Integration

Sales

Registered

Authorized

Gold

Platinum

Partner Competencies

Figure 1: BlackBerry Solutions Providers Program Tiers

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.
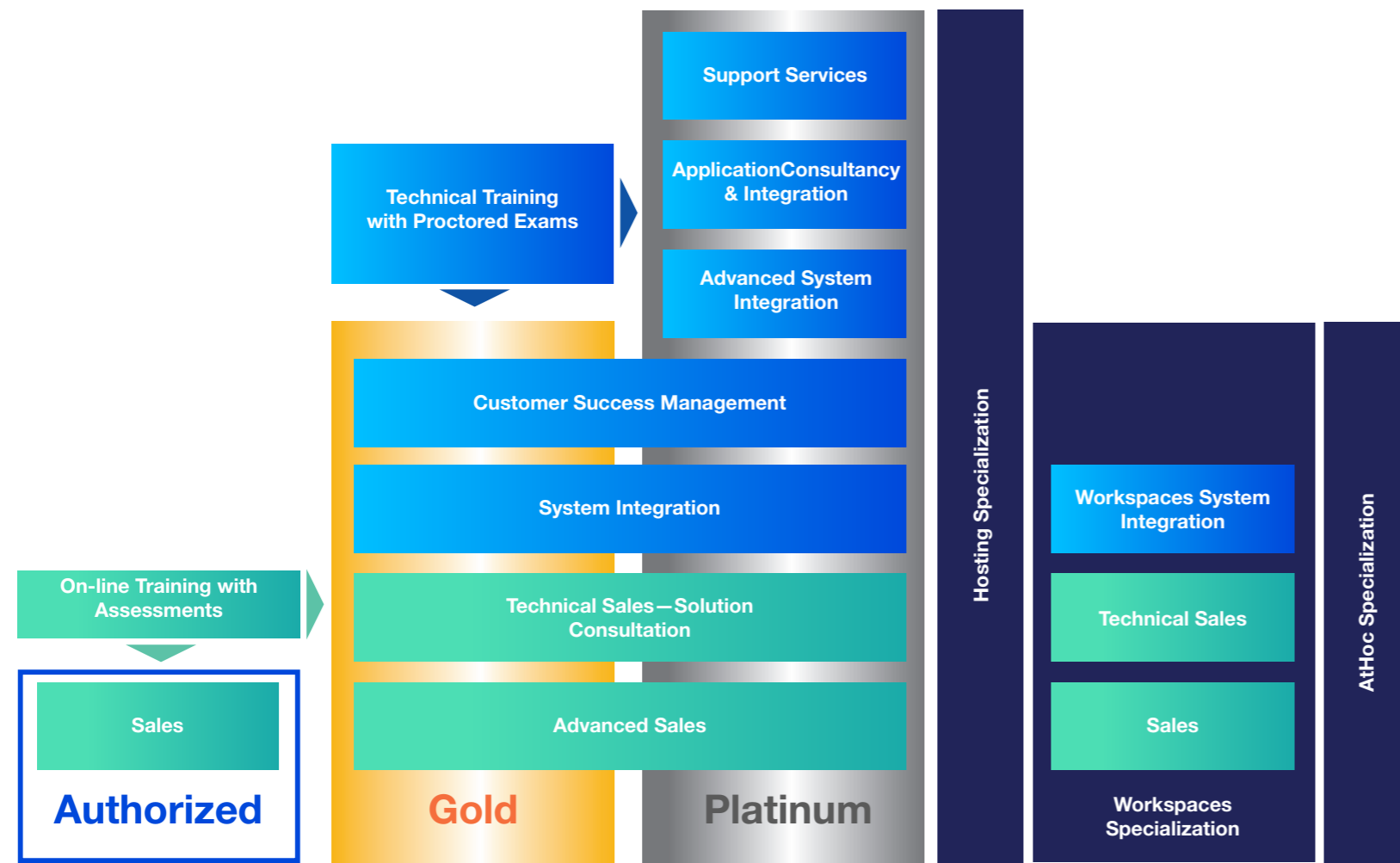
BlackBerry Enterprise Partner Program

Technical Training with Proctored Exams

On-line Training with Assessments

Sales		
Authorized		

Gold

- Customer Success Management
- System Integration
- Technical Sales—Solution Consultation
- Advanced Sales

Platinum

- Support Services
- ApplicationConsultancy & Integration
- Advanced System Integration

Hosting Specialization

Workspaces Specialization

- Workspaces System Integration
- Technical Sales
- Sales

AtHoc Specialization

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			✓

BlackBerry | ENTERPRISE PARTNER PROGRAM

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**

::: BlackBerry ®

The Value of BlackBerry Workspaces Specialization

Solutions Provider Specialist
BlackBerry Workspaces

iOS | | | macOS |

Specializations are powerful competitive tools

Value of Workspaces Specialization

- Expand your core competencies
- Enhance your reputation
- Unlock new business opportunities

In times of constant technological change, the right combination of knowledge and expertise is essential to meet evolving customer demands, expand into new markets, and grow revenue. And that's why at BlackBerry we have introduced Specializations, which offer you access to additional innovative technology solutions. As a member of the BlackBerry Enterprise Partner Program, you can take advantage of our Specializations and unlock new markets for your business.

Today's employees need collaboration tools that allow them to access any content, anytime, anywhere, and then share that content with both internal and external partners.

But losing control of how content is shared can expose an enterprise to many potential risks. BlackBerry® Workspaces is the leading secure EFSS (Enterprise File Sync and Share) solution, enabling users to share, edit and control their files on every device. Only BlackBerry Workspaces can provide the level of security that organizations need — wherever files are, wherever they need to go, and whoever needs to access them.

BlackBerry Workspaces Specialization allows partners to develop in-depth skills for the EFSS space and build credibility with your customers.

Why should your company apply?

This Specialization is aimed at partners who specialize in mobility and/or EFSS solutions, and are looking to capitalize on the massive growth in EFSS deployment and add new high-margin revenue streams from professional services.

Workspaces Specialist partners are the only BlackBerry partners who have demonstrated capability to deploy, implement and support Workspaces Solutions. This specialization validates your technical competency and differentiate you from other partners by recognising you as the go-to experts in the growing EFSS market.

What are the benefits?

Workspaces Specialists benefit from being able to deliver their own integration services and developing a higher-margin, higher-return, services-based business model. Additional rewards include access to NFR licenses and to BlackBerry's Internal Knowledge Base, as well as preferential engagement with the BlackBerry sales team.

Additionally, as a BlackBerry Workspaces Specialist you can use our upcoming Partner Locator to promote yourself with customers, and also connect with other BlackBerry partners.

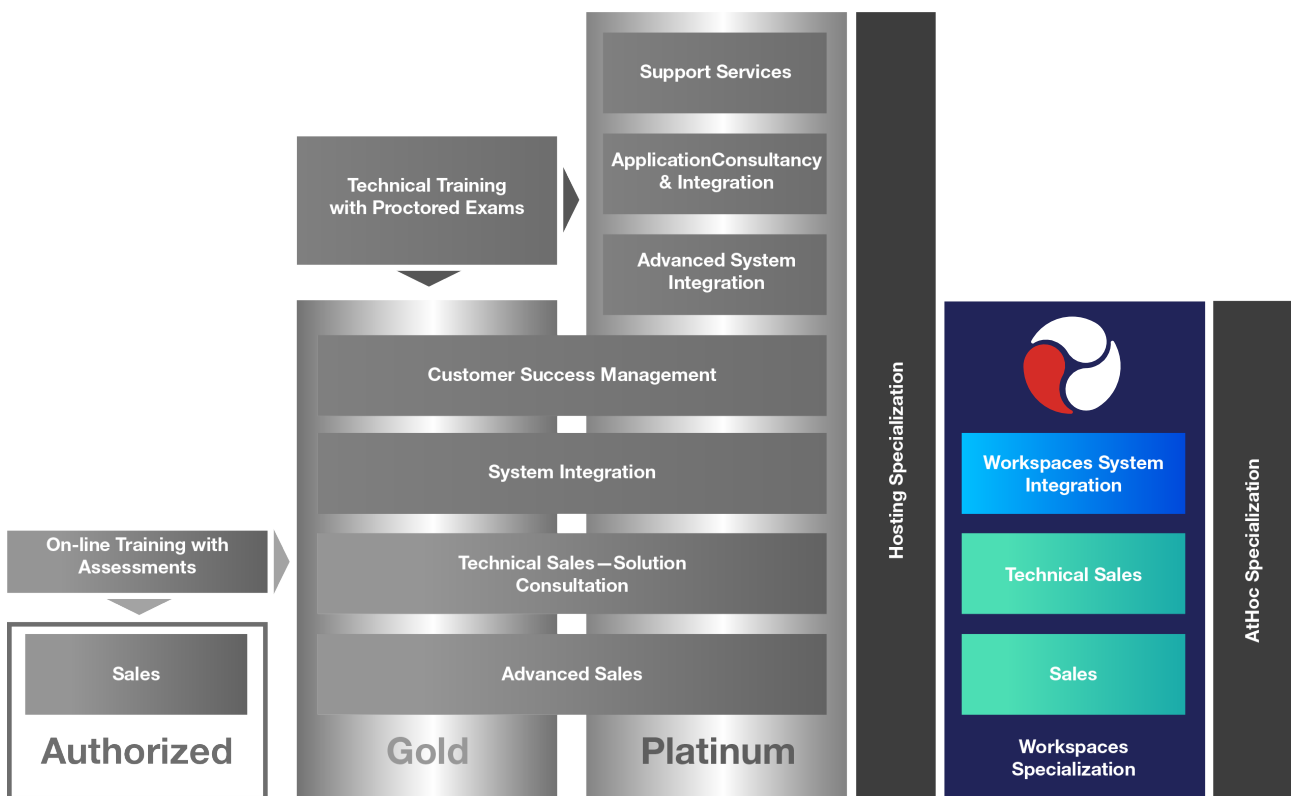## Specializations are powerful competitive tools

What are the requirements?

BlackBerry Workspaces Specializations have a number of pre-requisites and requirements intended to verify the level of knowledge and established practices of your company.

To start with the BlackBerry Workspaces Specialization, partners have to apply and accept our terms and conditions here. Existing BEPP for Solutions Providers Partners need not apply again. Specializations are by invitation only and only Partners with at least Authorization Tier can apply for the Workspaces Specialization. Please refer to the **Workspaces Program Description** for all requirements and latest information.

The image below summarizes the competencies. For more information around the competencies, please read the Workspaces Accreditation Matrix.

Technical Training with Proctored Exams

Support Services

ApplicationConsultancy & Integration

Advanced System Integration

Customer Success Management

System Integration

On-line Training with Assessments

Technical Sales—Solution Consultation

Advanced Sales

Sales

Authorized

Gold

Platinum

Hosting Specialization

Workspaces System Integration

Technical Sales

Sales

Workspaces Specialization

AtHoc Specialization

If you wish to find out more about the overall BEPP for Solutions Providers Program, please refer to the BEPP for SP Program Description.

This German IT Firm Leads the Charge in Mobile Collaboration – With A Little Help from BlackBerry

The Organization

As one of the leading IT companies in Germany, Axians IT Solutions GmbH provides its clients with powerful solutions geared explicitly towards their unique business requirements. To uphold their reputation and meet customer expectations, they need to be just as flexible as their product portfolio, while also ensuring productivity and customer proximity. To accomplish this, Axians makes use of nearly 1000 different in-house mobile devices – and to securely manage them, it relies on the BlackBerry Enterprise Mobility Suite - Collaboration Edition.

axians

Industry Information Technology

Location Ulm, Germany

Employees 800

Products BlackBerry Enterprise Mobility Suite-Collaboration Edition; BlackBerry UEM; BlackBerry 2FA

http://www.axians.com/en/

https://www.axians.de/de/portfolio/mobility/

"Providing everything our firm needs – app rollout, VPN access, and system monitoring on various end devices – is a challenge for most EMM systems. Since using BlackBerry's platform, however, these have become routine for us. The data of our business applications are protected from unauthorized access on every device and with complete ease.

- Peter Wild, CIO, Axians

"When it comes to IT, we need to think ahead and make mobile working more secure. We now have a solution that lets us do just that, and can optimize app rollout, corporate intranet access and system monitoring on various end devices. These are huge, challenging accomplishments on other EMM platforms, but with BES, they're routine. Thanks to BlackBerry, it's never been easier to protect our data and business applications from unauthorized access, even on mobile."

- Peter Wild, CIO, Axians

The Challenge

Founded 28 years ago, in Ulm as Fritz & Macziol, Axians is one of Germany's largest IT service providers and part of the VINCI group. The manufacturer-independent IT company offers a holistic portfolio of consulting services, software, hardware and IT operation, with services ranging from cloud and mobility solutions to business analytics. Axians' experts take an integrative approach to building these solutions, working closely with clients to satisfy the individual needs of each.

Customer proximity is an essential aspect of the consulting process, along with access to corporate data. In light of this, mobility is also critical. To better serve their clientele, Axians' employees must be able to remotely access corporate data at a moment's notice. "Mobility plays a key-role in on-site consulting and work, and employee devices must always be ready for fast and flexible use, especially

in consulting and sales," explains Axians' CIO Peter Wild. "Consultants don't have time to worry about data security. They need to focus on their business."

The diversification of Axians mobile fleet presented a roadblock in this regard. As an expert in mobile business solutions, the firm primarily used BlackBerry smartphones until 2013. Eventually, however, it responded to employees' increasing demand for more choice, and introduced iPhones to its entire sales staff nationwide. Suddenly, its original mobility strategy was no longer viable – it now needed to manage applications, processes, and data across multiple platforms and devices. To ensure its small team of administrators can centrally monitor and manage its fleet of 900 smartphones, Axians has deployed the Blackberry Enterprise Mobility Suite - Collaboration Edition.

The Solution

The Search for Better EMM

Axians goal was to optimize the work of its administrators and increase the transparency of its in-house mobile environment. It needed a solution that could centrally manage BlackBerry, Apple, and Windows devices – and that solution needed a minimal server footprint. It evaluated several EMM platforms, including Apptech and 7Principles, but none met its requirements.

Eventually, after a two-week test period, and in light of a positive experience with previous BlackBerry solutions, Axians chose BlackBerry.

The selection was a joint decision between management, IT, Sales, and Human Resources, says Wild. Only BlackBerry's EMM solution supported the multi-platform strategy the company desired, and only BlackBerry provided the level of productivity its employees needed. Prior experience with BlackBerry's solutions also played a part – Axians used BES5 in 2012, and BES10 as of 2014.

Solving the Secure Mobility Problem

Security was also a decisive factor in the search for an EMM solution. Axians needed to ensure secure access to the corporate network and its data by all end devices in the mobile fleet. It also needed some way of ensuring cross-platform access to its corporate mail application and electronic calendar.

The company originally relied on a VPN encapsulation solution, along with secure authentication through certificates. This has been supplemented by BlackBerry's leading security infrastructure – BlackBerry 2-Factor Authentication and BlackBerry Work.

Better, Safer App Deployments

Another important selling point involved deployment of the applications used by Axians' employees, which comprised both native, internally-developed apps such as the Axians toolkit, and third-party apps such as HR works. Thanks to the containerization technology of BlackBerry Dynamics, these apps can

be installed securely and with ease, without requiring a detour to the IT department or the device manufacturer.

"With BlackBerry Dynamics, we can realize scalable, multi-app solutions for customers and employees alike, free from traditional security restrictions and concerns," says Thomas Völker, lead consultant for Enterprise Mobility at Axians Division Business Productivity. "Every app is packed in its own container and accesses the host operating system via a shared container instance. We don't need an extraneous virtualization tool to distribute our applications, and apps can be accessed from any device via single sign-on."

For Axians, the use of BlackBerry's container technology means moving away from simple device administration towards managing and securing everything from business processes to content and data on end devices.

The Results

Freedom through BlackBerry

Thanks to the Collaboration Edition of BlackBerry's Enterprise Mobility Suite, Axians can now manage every device in their fleet and secure any mobile ecosystem from applications through to business content. The EMM solution also allows Axians to set up different app farms within the company, tailoring the mobile experience they offer based on the client. Administrators now have total control over security-critical apps and services, and can easily block them, regardless of where a device is located.

All of this is available through a central console with a light server footprint – a perfect tool for Axians' relatively small administrative team.

Time Savings and a Better Business Relationship

Central management of Axians' mobile clients made it possible to speed up the rollout process in its application management system by 30%. It has also enjoyed overall time savings of up to 25% compared to native device management methods. The close cooperation between the two companies has also brought them closer together.

"As a BlackBerry partner we have leveraged the benefit of NFR licenses to access BlackBerry software to run our business, but we also use it for testing and customer demos. Being able to demonstrate to our customers and prospects how we are using the solution in our own company is very powerful, and a strong proof point that we believe in it. Not only do we save on IT costs, but we also acquire great sales and technical knowledge that we can then leverage for successful selling," says Thomas Völker.

For instance, Axians was recently selected as a BlackBerry Enterprise Partner – customers can now benefit from the firm's practical expertise with BlackBerry to securely realize mobile concepts such as BYOD, Corporate Owned Personally Enabled, Corporate Owned or Business Only deployments for their employees on all mobile devices.

Future Plans

Currently, Axians is evaluating employee satisfaction with the Collaboration Edition of BlackBerry's Enterprise Mobility Suite, optimizing it based on feedback. In particular, their focus is on the BlackBerry Dynamics secure container, which separates work and personal data.