



Collective Intelligence 2010

The future of enterprise collaboration

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- Background and History
- Strategic IBM Partnership
- Enterprise Solutions
- Providing Mobility for IBM Enterprise Products
 - BlackBerry Client for IBM Lotus® Sametime®
 - BlackBerry Client for IBM Lotus® Connections®
 - BlackBerry Client for IBM Lotus® Quickr®
- Enterprise Collaboration Architecture

- **Research In Motion**

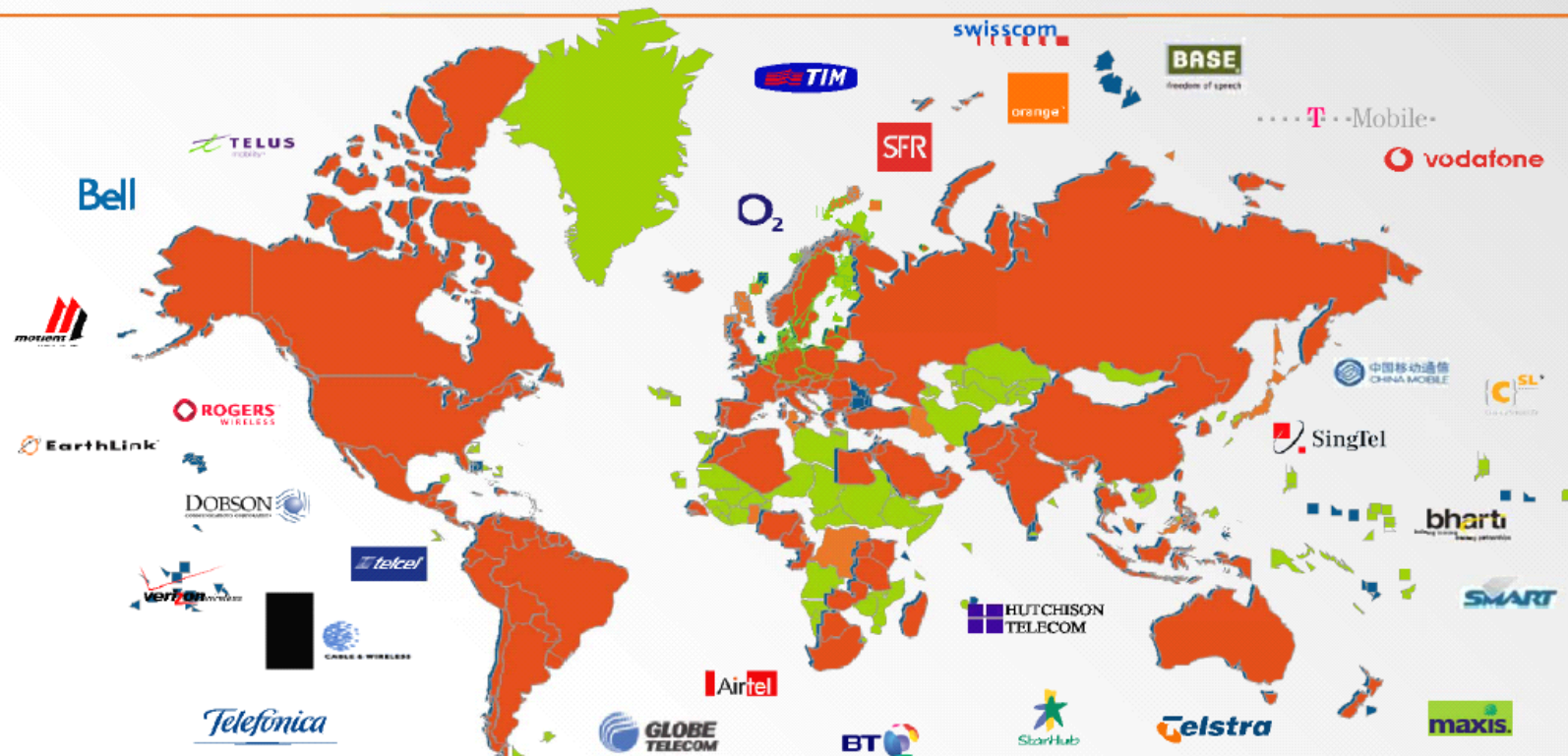
- Started in 1984 by two University of Waterloo students by signing a deal with General Motors
- Became the first wireless data developer in North America in 1988
- Introduced the first two-way wireless messaging pager, the Inter@ctive Pager in 1996
- Officially launched the BlackBerry wireless email solution in 1999
- To date, has sold over 50 million BlackBerry® smartphones!
- RIM's BlackBerry Infrastructure routes over three Petabytes (that's 3,000,000,000,000,000 bytes) of traffic each month



**Years of
BlackBerry™**

Engineering + Innovation = BlackBerry

- 530 Carriers & Distribution Partners in Over 170 Countries
- Over ~190,000 BlackBerry Servers Installed World Wide



- **RIM & IBM work closely together**
 - Support and extend product awareness during annual conference gatherings
 - Deliver a shared product message for their complementary suite of products
 - Establish mutual performance goals to ensure continuity between their product sets
- **RIM & IBM executives commit resources to continue to grow and strengthen the organizational relationship**
- **RIM & IBM signed a Master Alliance Agreement to formalizing their strategic relationship**
- **RIM engages with IBM Sales & Marketing to provide product support**
 - Ensuring external product awareness



BlackBerry® Adds Mobility to Business Applications & Workflows

Desktop (email/PIM)

- Lotus Notes Domino
- Novell GroupWise
- Microsoft Exchange

Real Time Collaboration

- IBM Lotus Sametime
- IBM Lotus Connections
- IBM Lotus Quickr
- Novell GroupWise Messenger
- Office Communications Server 2007

Intranet/Web Services

- SAP
- hp
- Java
- Microsoft .net Framework
- ORACLE
- WebSphere software

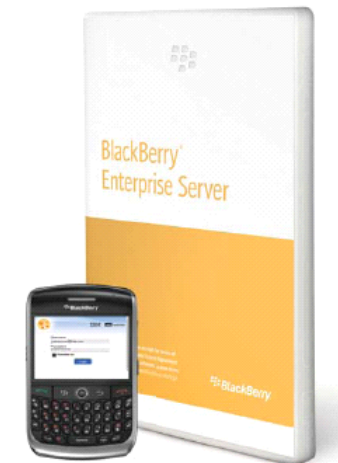
Voice Systems

- CISCO
- AVAYA
- NEC
- MITEL
- SIEMENS
- ALCATEL
- NORTEL

Other Applications:

- salesforce.com
- poync
- telenav
- BlackBerry App World
- Verizon
- Facebook
- Search
- Games

- **Secure**
 - Security and encryption built-in architecturally from server to device
 - One tightly managed firewall connection vs. multiple firewall holes
 - Enterprise compliance
- **Powerful Administrative Capability**
 - Upgrade device OS and applications over the air, without touching end-user device
 - No desktop software or 3rd party access to desktop required
 - Comprehensively control devices with IT policies
 - Scale-up from 20 to 200,000 users
- **Push Technology, Engineered End to End**
- **Highly Available & Reliable**
 - Mission Critical Design
 - Integral Monitoring, High Availability, and Failover
- **Voice & Application Extensibility**
 - Open Platform for 3rd party extension
 - Major Partnerships with IT & PBX Vendors



Providing Mobility for IBM Lotus® Enterprise Products

- **Seamless Lotus Notes® Domino® mail integration**

- Supporting HTML and Rich Text*
- Providing Domino® Doc Link support*
- Supporting enhanced Folder Management and Follow-up Flag functionality**
- Providing Notes® Native Encrypted emails creation functionality
- Supporting the Notes® ID Vault***
- Give users real-time Out-of-Office responses with OOO Service support***

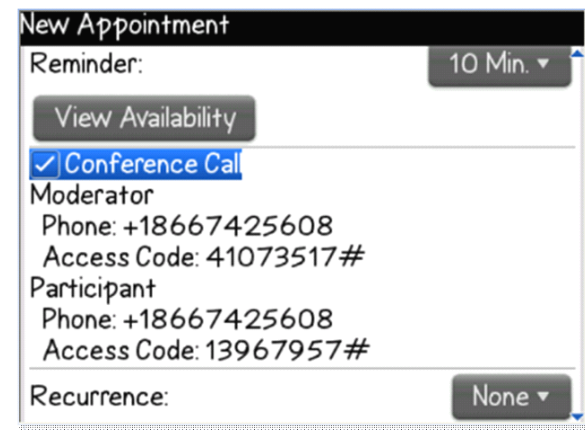
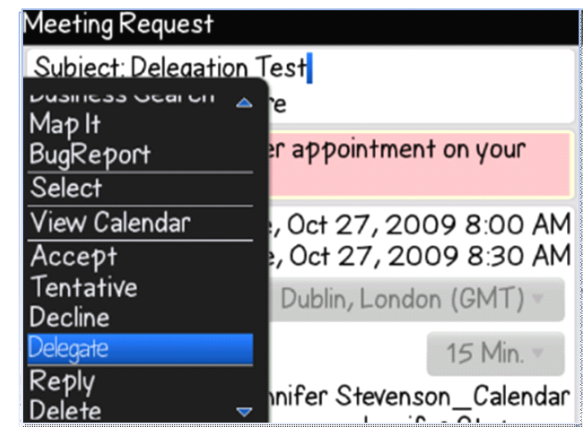
- **Extending Lotus Notes® Domino® calendar**

- With Free/Busy Lookup functionality*
- By providing Delegation support**
- With Attachment support**
- Seamlessly integrating the Lotus Notes® Conference Call Information** field or set Conference Call** information directly from the BlackBerry® smartphone

* With BlackBerry Enterprise Server 4.1.6 and BlackBerry HH Code 4.5+

** With BlackBerry Enterprise Server 5.0 and BlackBerry HH Code 5.0+

*** With BlackBerry Enterprise Server 5.0.1 and BlackBerry HH Code 5.0+



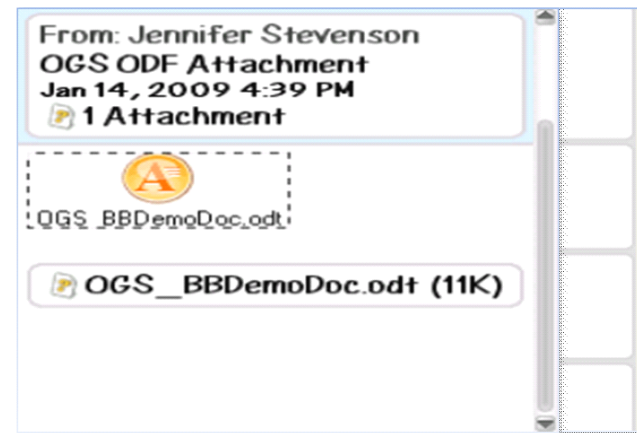
Providing Mobility for IBM Lotus® Enterprise Products

- **Enhance Contact capabilities by supporting*:**
 - **Navigation integration**
 - BlackBerry® Maps, Google® Maps or “Map It”
 - **Presence awareness**
 - Enterprise Instant Messenger or BlackBerry® Messenger
 - **Collaboration integration**
 - IBM Lotus Connections® Activities & Profiles
 - **Personal Distribution Lists**
- **Make it easier for your enterprise to lower their overall costs by deploying the Symphony® suit of products & extend mobile productivity with support of:**
 - Symphony® Documents**
 - Symphony® Presentations***
 - Symphony® Spreadsheets***

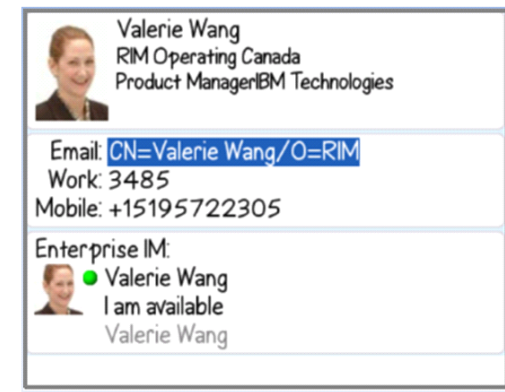
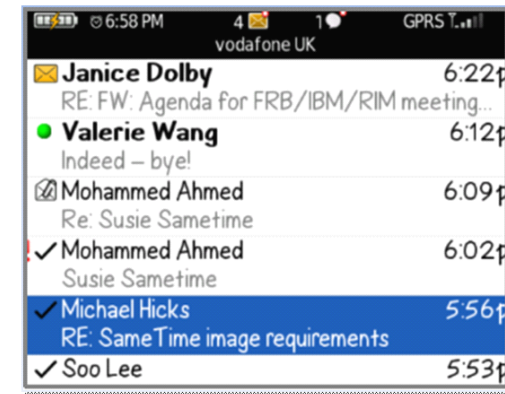
* With BlackBerry Enterprise Server 4.1.6 and BlackBerry HH Code 4.5+

** With BlackBerry Enterprise Server 5.0 and BlackBerry HH Code 5.0+

*** With BlackBerry Enterprise Server 5.0.1 and BlackBerry HH Code 5.0+



- **FaceTime® Proxy compatibility***
- **VMware® certification**
- **Group Chat “Conversation List”**
- **Authentication support for NTLMv2®**
- **Show IM Presence in core BlackBerry® applications****
- **Enhanced Feature Functionality:**
 - Instant Messaging
 - Presence
 - Contact Management
- **Extended Platform Support:**
 - IBM Lotus® Sametime® 7.5, 8.0, 8.0.1 & 8.0.2
- **Extended Language Support**
 - EFIGS + J



* With BlackBerry Enterprise Server 5.0.1

** With BlackBerry HH Code 5.0.2+

- **BlackBerry® Client for IBM Lotus® Connections® 2.3 extends support and mobilizes key services including:**
 - Profiles
 - Communities
 - Blogs
 - Bookmarks
 - Activities
- **Supports:**
 - IBM Lotus® Connections® v2.0.1 and v2.5



The BlackBerry Client for IBM Lotus® Connections®

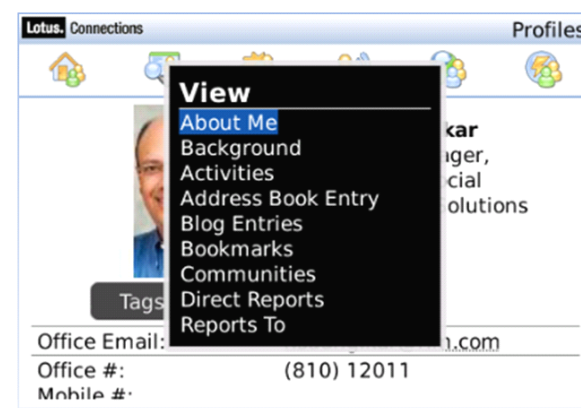
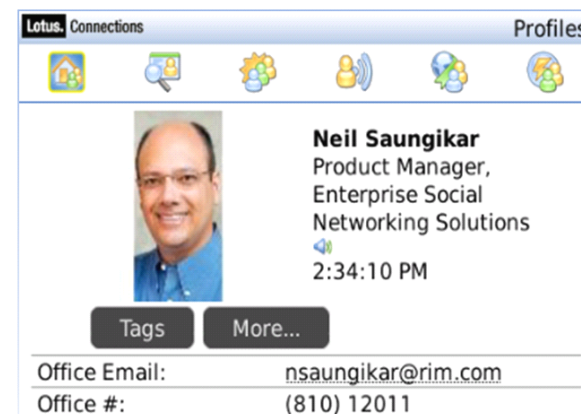


- **Home Screen**

- Access all the available Connections Components via icons
- Search within the components

- **Profiles**

- View colleagues details
 - Name, title, Local Time, Contact information, Tags, “About Me” & “Background”
- Play colleagues’ Name Pronunciation file
- Navigate to colleagues’ other Connections components
- View Reporting Chain
- Contact Colleague via email, phone, MMS or SMS message
- Add/Update Profile Photo
- Update BlackBerry Contact list



The BlackBerry Client for IBM Lotus® Connections®



- **Communities**

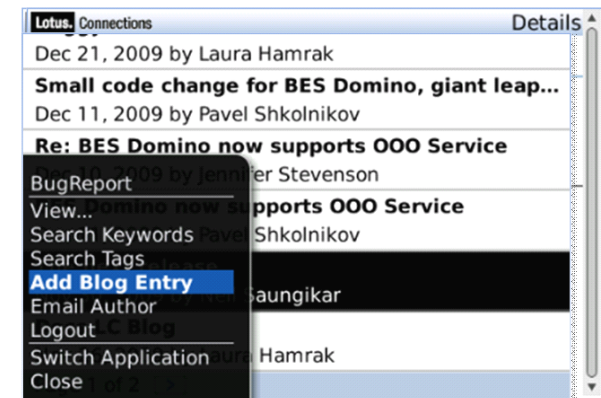
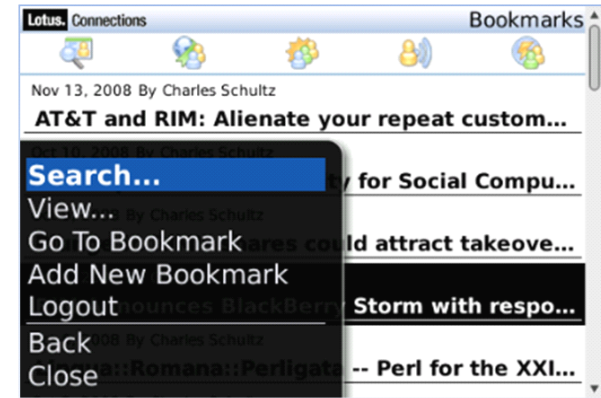
- View Community details
 - Description, Member list, Member Profiles, Tags, Bookmarks
- Email entire Community
- Search Communities by Tag or Keyword

- **Blogs**

- View Blog Entries
- Add Blog Entries
- Search Blog Entries by Tag or Keyword
- Email Blog Entry Author
- View Profile of Blog Entry Author

- **Bookmarks**

- Add Bookmarks
- View Bookmark details
 - All, My, Most Popular Bookmarks, Author profile, descriptions, Tags
- Search Bookmarks by tag or keyword



- **Activities**

- View Activities details
 - Entries, ToDo's and Sections
- Open files attached to Entries or ToDo's with Documents To Go
- Filter out Completed or Incomplete ToDo's
- Mark ToDo's complete
- Convert Email to an Entry or a ToDo

- **Tag Cloud Support**

- Search Tag Cloud with type-ahead
- Allows users to leverage existing tags when searching tags
- Keep tags concise by picking from those already in existence when adding tags



- **BlackBerry® Client for IBM Lotus® Quickr® extends support and mobilizes key features including:**
 - Libraries
 - Folders
 - Files
- **Supports:**
 - IBM Lotus® Quickr® v8.1.1 (J2EE)

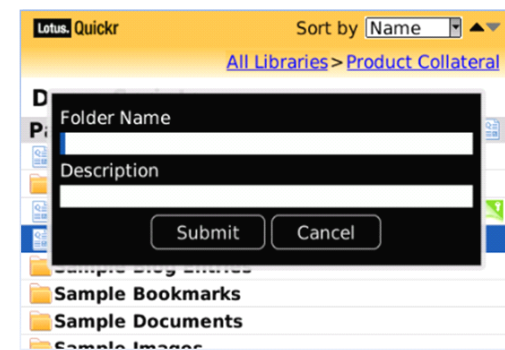
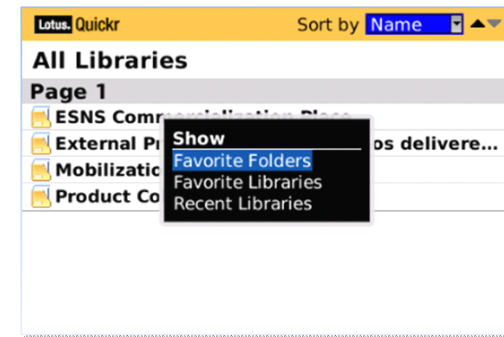


- **Libraries**

- View Favorite, Recent, All Libraries
- Add / Remove Libraries from Favorites
- Sort Libraries by Name or When Added
- Email Library Author

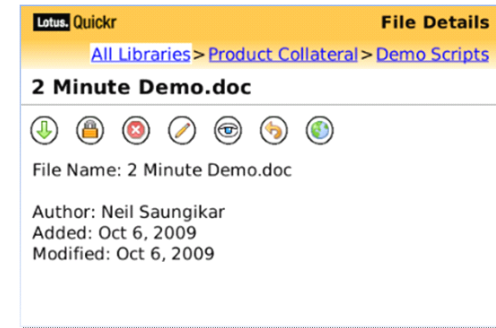
- **Folders**

- View Favorite Folders
- Add / Remove Folders from Favorites
- Sort Folders by Name or When Added or Modified
- Filter out files or folders
- Email Folder Author
- Add Folders
- Use Breadcrumbs to navigate Folder hierarchy



- **Files**

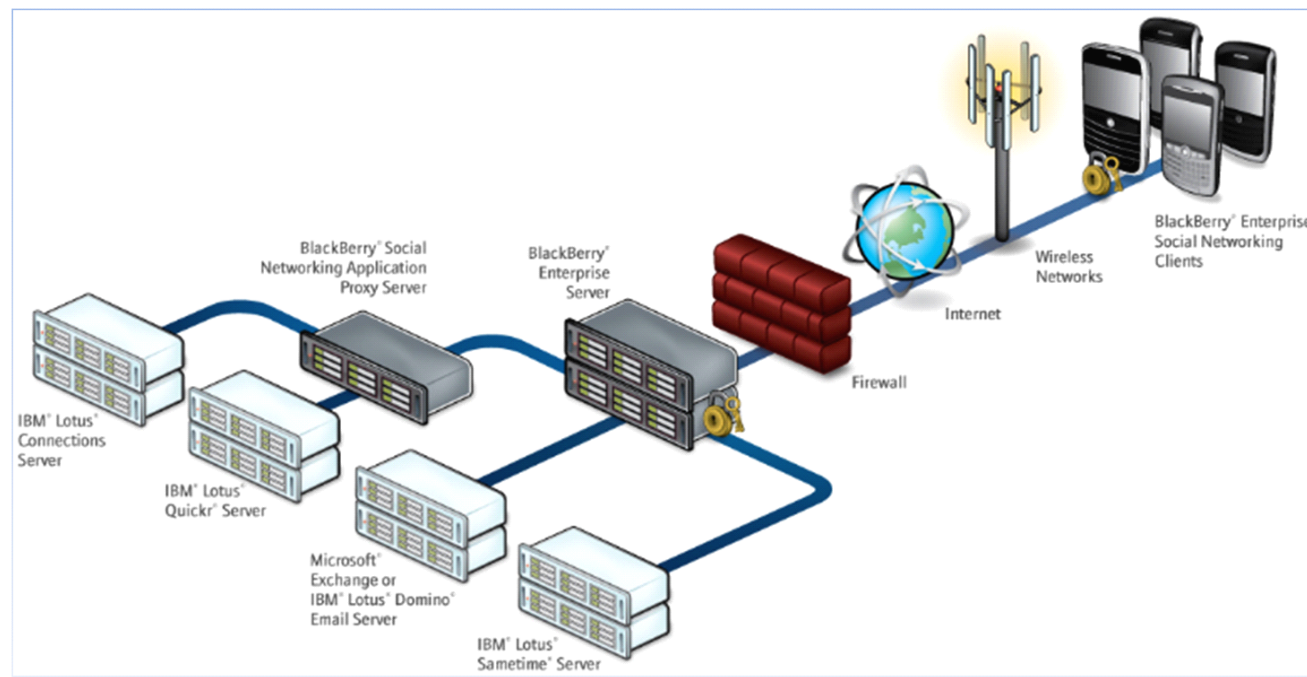
- View File Details
- Upload / Download Files
- Replace / Delete Files
- Check out / Check in Files
- Edit Files with Documents To Go
- Preview Files
- Email File Author
- Email a link to a File



Enterprise Collaboration Architecture



- The BlackBerry Social Networking Application Proxy server connects enterprise's
- ESNS infrastructure to their BlackBerry infrastructure
- Social Networking Application Proxy provides single control point for the
- mobilization of ESNS, optimizing the delivery of their features for the wireless
- network
- A single BlackBerry Social Networking Application Proxy Server can connect to
- multiple enterprise social networking solutions simultaneously



Questions?



**Thank You
for
Attending!**

