

Increasing Productivity and Performance with Wireless Tools

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Presented to you by:

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 **BlackBerry®**

Facilitate Wireless Collaboration

Facilitate wireless collaboration among your team members and get an edge on the competition:

- Win more business
- Be more productive on the go
- Increase responsiveness among colleagues and clients

Benefits of Wireless



- Improve your bottom line
- Faster response times
- Affordability and cost effectiveness
- Easy to deploy and manage
- Customizable to meet business needs

Unique Needs of Your Business

Lack of Resources:

- # of Employees
- Available Finances
- Equipment
- # of Decision Makers

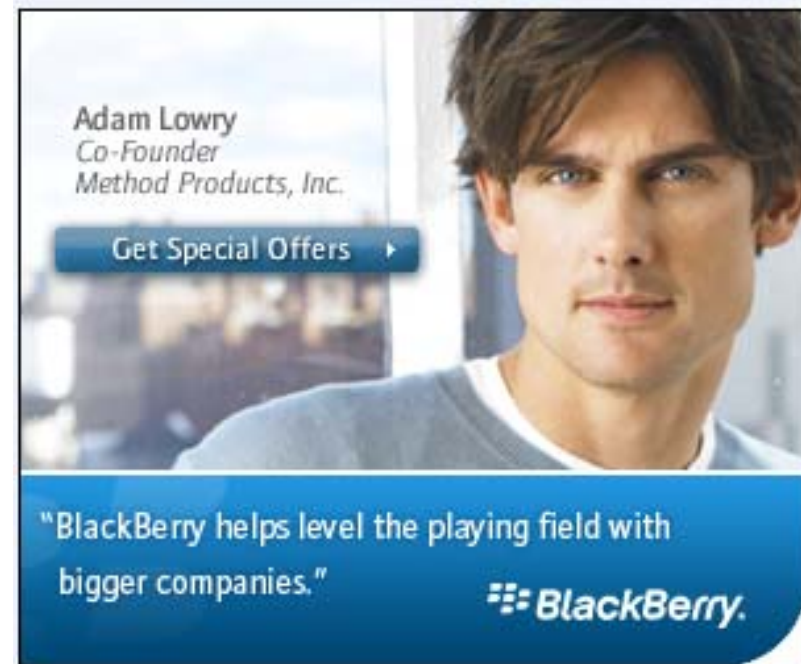


Not Enough
TIME

*SMBs are more mobile:
Over 30% in SMBs vs 20% in large enterprises*

Wireless Solutions Can Provide:

- A solution to save time (or optimize time) and resources
- Larger company systems at SMB prices – you do not want to pay for functionality that you do not need
- A solution that is priced according to your needs that will help you grow their business
- A solution that is easy to buy, install, use and maintain
- Mobile access to company data and email that will make you more efficient



 **BlackBerry®**

The Wireless Advantage

You Are Always On – Wireless Helps You Stay Connected

- Keeping you connected to your business and customers no matter where your life takes you
 - in your car on the way to a client meeting
 - between flights at the airport
 - watching your kids' soccer game

A BlackBerry advertisement featuring Terry McBride, CEO of Netwerk Music Group. He is shown from the chest up, wearing a dark blue jacket over a white shirt, with his right hand resting on a surface. The background is a light blue and white gradient. Text on the right side of the image includes "Terry McBride" and "CEO, Netwerk Music Group" in a sans-serif font. Below this is a dark blue button with the text "Get Offers Now" and a right-pointing arrow. At the bottom of the image, a dark blue banner contains the quote "My office fits in my pocket." in white, followed by the BlackBerry logo and the word "BlackBerry" in white.

Terry McBride
CEO, Netwerk Music Group

Get Offers Now ▶

"My office fits in my pocket."

 BlackBerry.

 **BlackBerry**®

The Wireless Advantage

Company Data At Your 'Thumb-Tips' Virtually Wherever You Are

- Mobilizing your workforce with wireless email is an important step, but real progress is providing your team with wireless access to the internal systems and applications that they need to stay ahead of the game
- Independent software vendors can provide business specific applications that allow you to:
 - Update your CRM solution as you leave a client meeting
 - Check inventory levels when at the customer's site
 - Add time and billing information on the fly
 - And more....what are your business requirements



Considerations

No Time Wasted Learning How To Use A New System

- Easy to install, use and maintain
- End-to-end wireless solution
- One vendor, one system
- A tightly controlled user experience which is the similar from device to device

“On-the-spot responses are magic for many people. They see how professional and efficient you can be with BlackBerry and are more apt to use you. It is an amazing tool and, even for someone like me who is technologically challenged, it is an indispensable part of me.”
- Prudential Palms Realty



Make It Work LLC

Small Business Delivers on Service Commitment and Plans Nationwide Growth

Challenge

- Computer support business for home users, small businesses and the mobile workforce
- Customer Service Technicians were accessing service calls, work orders and billing information via laptops
- Communication was slow and required the use of a customer's Internet connection

Solution

- Installed BlackBerry Enterprise Server with Mobile Data Service feature and deployed 11 devices to field technicians
- Developed in-house applications that tied to features of their own CRM solution
- Allowed wireless access to service appointments, work orders and on-the-spot billing

Result

- Administrative benefits include: processing work orders faster, redeploying personnel and more efficient billing systems
- Customer service became more efficient
- Boosted the effectiveness of a remote workforce that will form the basis of the company's worldwide expansion

“BlackBerry has allowed us to make sure we are always on time. We are now in constant communication with the back office. If someone is going to be delayed, our customers know about it instantly. In a business that is about instant response and 100% satisfaction, you can't underestimate what a tool like this means to us.”



OrthoRehab Inc.

Improved Inventory Management with BlackBerry, AT&T Wireless and Flowfinity

Challenge

- The nation's leading supplier of rehabilitative goods and services to postoperative limb surgery patients
- Replace a paper-based inventory tracking system with a more efficient way of wirelessly reporting on location of machinery

Solution

- AT&T Wireless proposed BlackBerry with a tethered laser scanner to scan barcodes on the machinery
- Flowfinity Forms would run on BlackBerry to offer wireless forms that could be instantly communicated to the company's head office

Result

- Savings of \$250,000 annually with the ability to better track inventory
- Paperwork reduced and streamlined
- Faster reporting, and billing more effective, saving the company both time and money
- Improved productivity for field workers

“BlackBerry has become the norm for our organization now. When field workers realized that so much of what they do on a day-to-day basis could be rolled up in this little device, and how much more efficient they could be, then a few heads started to turn.”



Prudential Palms Realty

Realtor Uses BlackBerry and Mobile Listing Advantage to Increase Efficiency

Challenge

- A realtor who spends most days on the road needs to stay-in-touch with customer and serve them well

Solution

- Customer emails pushed to the BlackBerry device allows quick customer response
- Multiple Listing Advantage™ from Retrieval Dynamics allows one-click access to MLS listings
- BlackBerry calendar ensures that important appointments are not missed

Result

- Increased competitive advantage, resulting in more home sales
- More effective customer service
- Greater efficiency

“On-the-spot responses are magic for many people. They see how professional and efficient you can be with BlackBerry and are more apt to use you. It is an amazing tool and, even for someone like me who is technologically challenged, it is an indispensable part of me.”



Morgan Miller Blair

Trailblazing Law Firm Leads with BlackBerry Legal Applications

Challenge

- Based in the San Francisco Bay area this 31-attorney law firm serves national and international clientele
- Additional functionality required on handhelds, including document handling, time and billing access and advanced phone services

Solution

- Worked with several third party suppliers and service providers, to deploy four solutions on the BlackBerry devices
- Lawyers gained the ability to enter time-and-billing, access documents, wirelessly update timesheets and access the company's unified messaging, speech recognition, one number bridge and Dictaphone systems

Result

- Improved the company's productivity and efficiency
- Better access to voicemail and email, has improved customer service through document sharing and the most up-to-date billing records

“Attorney’s work long hours – by extending their workplace, we improve their quality of life, without sacrificing business goals.”



The BlackBerry Advantage



With The Quality And Security That BlackBerry Is Known For In A Package That Is Sized For Your Business

- Suits your wireless email needs (POP, Internet, Microsoft® Exchange, IBM® Lotus® Domino®, Novell® GroupWise®)
- Can be deployed internally, externally (hosted) or subscribed to via Internet
- Enterprise-grade security in a package designed for your business



BlackBerry Functionality

- Single mailbox
 - Integrates seamlessly with your corporate mailbox (BlackBerry Enterprise Server)
 - Sync with up to 10 email accounts (BlackBerry Internet Service)
- “Push” technology
 - “Always On, Always Connected[®]”
- Enterprise-Grade Security (BlackBerry Enterprise Server)
 - Incorporates end-to-end security utilizing Triple DES encryption technology and has been FIPS-140 certified by the U.S. government
 - Remote device lock down or wipe from virtually anywhere
- Fully Scalable Remote Administrative Functionality
 - Manage your users seamlessly whether there are 3 or 10,000
- Proven technology
 - Mature, stable product





Premal Shah
*President, Kiva.org, Micro-loans
in developing countries*

[Get Offers Now ▶](#)

"Managing business abroad can happen faster."

 **BlackBerry.**

The advertisement features a portrait of Premal Shah, a man in a suit, smiling. To his right is his name and title. Below that is a blue button with white text and a right-pointing arrow. At the bottom of the ad is a blue bar containing a quote and the BlackBerry logo.

Whatever Your Business, Make It Mobile!

 **BlackBerry.**