



Business Transformation

Alex Willis
Vice President, Technical Solutions
BlackBerry

October, 2018

BlackBerry Today

<p>Securely Manage and Control Endpoints</p> <p>Manage your diverse and growing set of devices (smartphones, tablets, laptops, IoT) from a single console.</p> <p>BlackBerry UEM</p>	<p>Increase Productivity on All Devices</p> <p>Increase productivity with an integrated set of apps for email, calendar, contacts, documents, browsing and more.</p> <p>Mobility Apps</p>	<p>Transform Your Business With Apps</p> <p>Develop custom mobile apps and workflows to drive new value while protecting your sensitive business information.</p> <p>BlackBerry Dynamics</p>	<p>Protect Your Files and IP</p> <p>Enable users to confidently access, share and collaborate, on any device with the leading secure EFSS solution.</p> <p>BlackBerry Workspaces</p>
<p>Voice and Text for Government</p> <p>Safeguard sensitive conversations against electronic eavesdropping.</p> <p>SecuSUITE for Government</p>	<p>Secure Messaging</p> <p>Get full end-to-end message and video chat encryption.</p> <p>BBM Enterprise</p>	<p>Networked Crisis Communication</p> <p>Unify crisis communications within and between organizations.</p> <p>BlackBerry AtHoc</p>	

Drivers Behind Business Transformation



- Regulatory Compliance
 - Retention of data
 - Obfuscation of PII
 - Alerting of Breaches
- Competitive Advantage
 - Increased Productivity
 - Operational Efficiency
 - Compelling Customer (and employee) Experience

Differentiation in Financial Services



- Service Delivery
- Hyper-Connectivity
- Mobile Applications
- Fraud Protection

The Outcomes of Business Transformation



54%

Business executives say implemented solutions have already **increased productivity**

68%

Collaboration with external parties is most important aspect

28%

Companies achieve **nearly 28% ROI** on their digitization projects

Risks

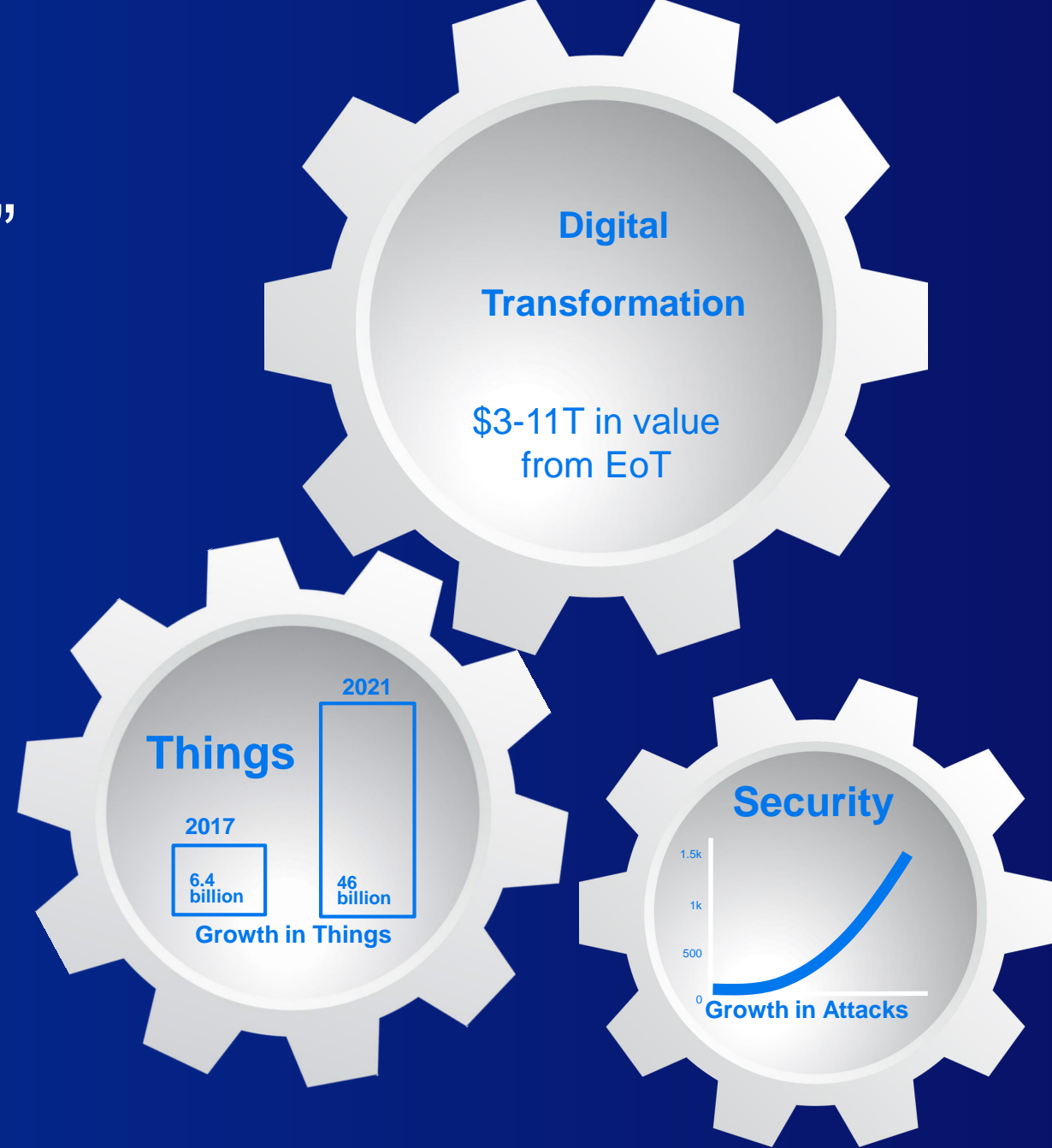
\$11.5B

Ransomware damage cost prediction by 2019



What is the “Enterprise of Things”

Enables digital transformation using hyperconnected “things” that are highly secure



Source: McKinsey & Company, Gartner, Ericsson Mobility Report, 2016 Verizon Data Breach Investigations Report

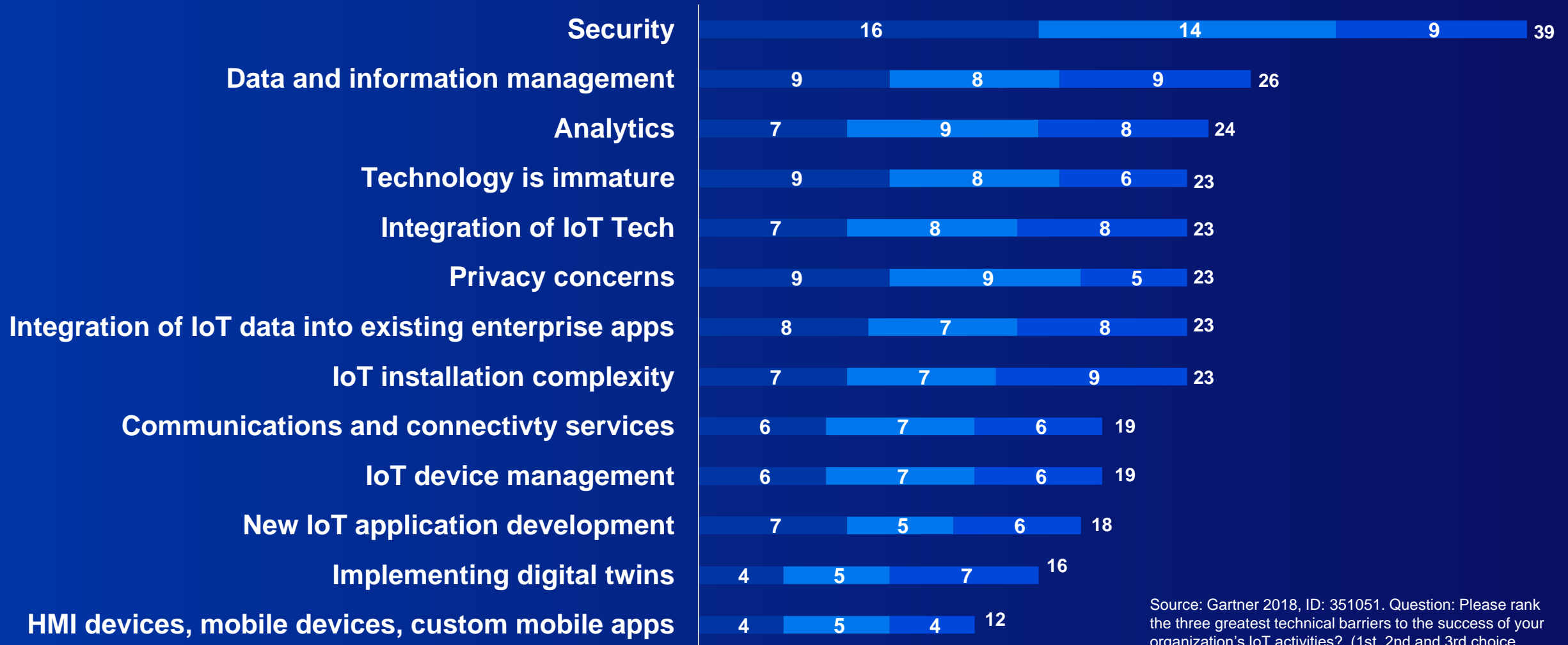


The Path to Digital Transformation



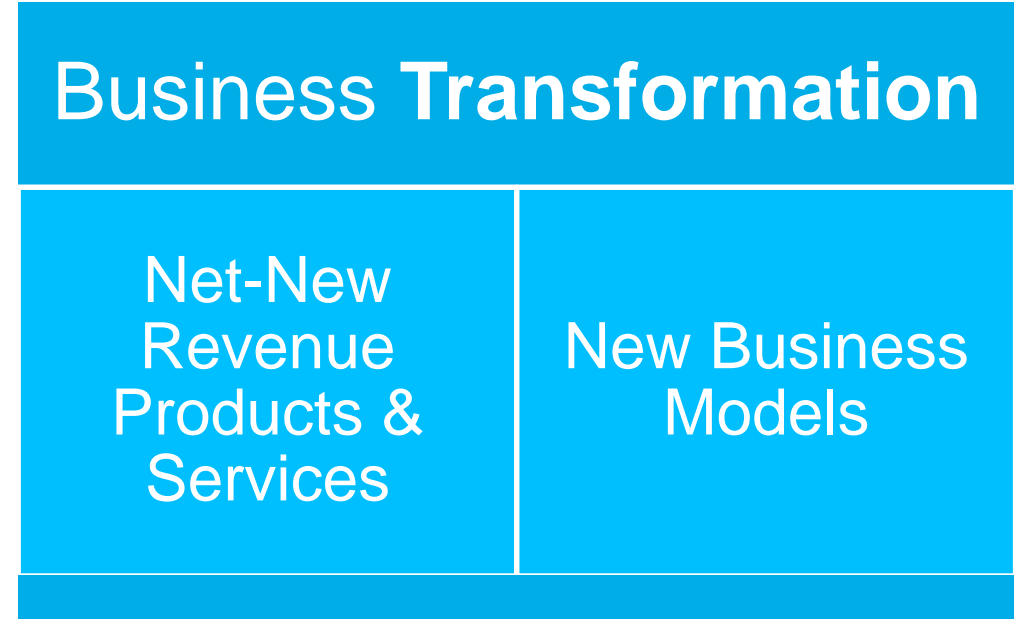
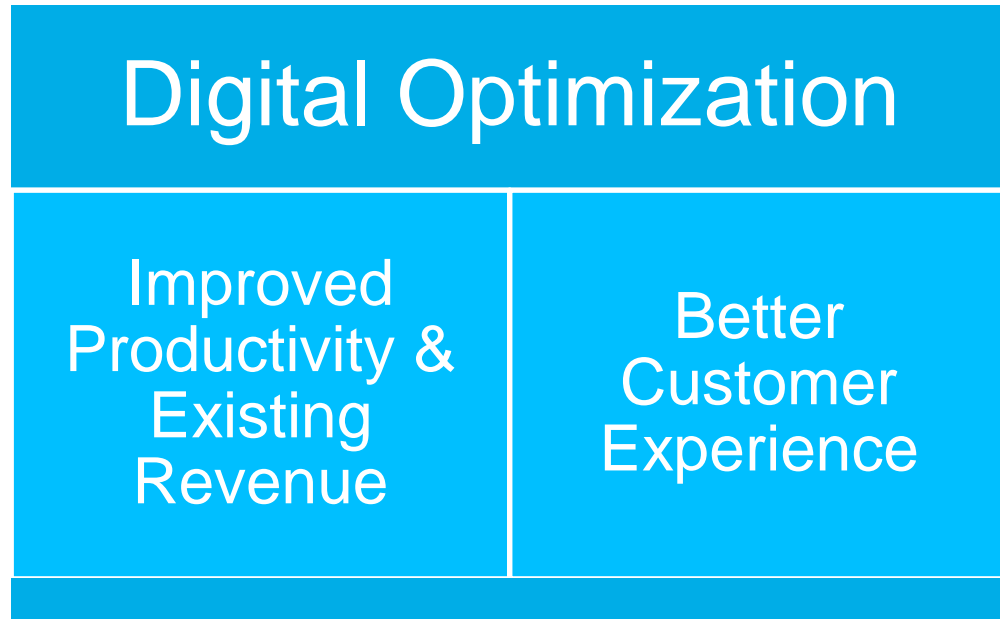


Security is the #1 technical barrier to IoT/EoT



Source: Gartner 2018, ID: 351051. Question: Please rank the three greatest technical barriers to the success of your organization's IoT activities?. (1st, 2nd and 3rd choice rankings of technical barrier to EoT success)

Aim for Fast ROI But Think About the Future



Lower Risk



Higher Risk

Faster ROI



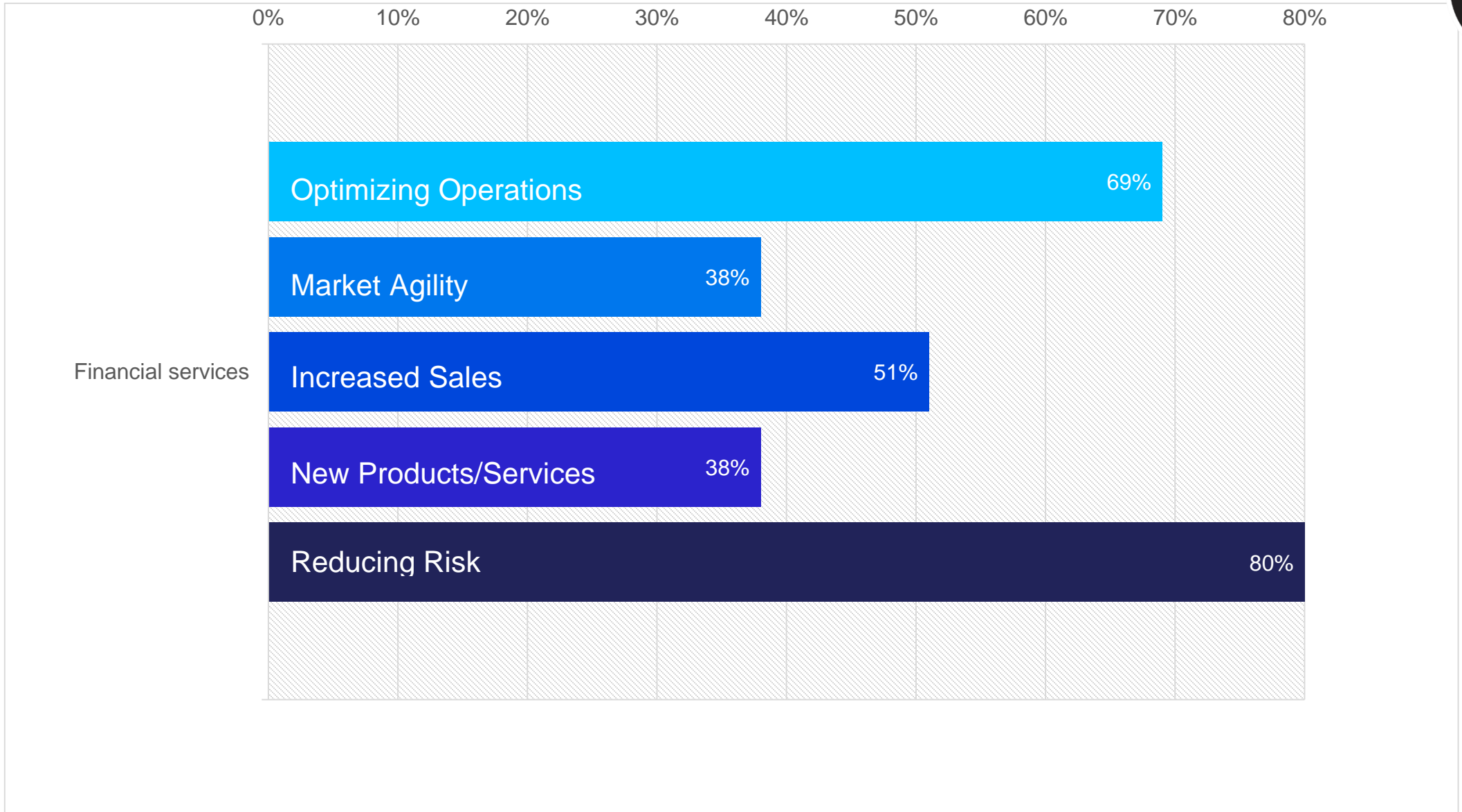
Slower ROI

Less Disruptive



More Disruptive

Endpoint Data Usage





The Hyper-Connected Organization



Workflow is optimized using things to securely collect and deliver the right information to the right decisioning endpoint at the right time.

Workplace, work anytime, across any boundary.

Workforce seamlessly extends across employees, contractors, partners and things. They are enabled to get to better outcomes faster. The result is more agile and effective employees and partners.

Enterprise Transformation



- Build Centers of Excellence
- Create Multi Disciplinary Teams for Committee
- Engage Key Sponsors and Stake Holders
- User Experience is Paramount
- Focus on Continuous Improvement

