

Simplify Technology

AND MANAGE RISK

Business Guide to the New *BlackBerry 10* Operating System



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BUSINESS GUIDE TO THE NEW BLACKBERRY 10 OPERATING SYSTEM

Mobility has become an important part of how many businesses work, making the selection of mobile devices a key business decision. Whether you employ a large team or work independently, the right mobile device can make a big difference to your productivity and how well you serve customers.

To help you choose the best mobile devices for your business, this guide provides an overview of *BlackBerry*®'s latest operating system (OS), *BlackBerry*® 10. We will look at why it is important to choose the right OS and how the features of *BlackBerry 10* stack up against several key business criteria, including ease of use, integration and security.

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WHY A MOBILE OPERATING SYSTEM MATTERS

Choosing the right mobile device for your business is not as straightforward as choosing one for personal use. Not only do businesses need to consider the features of the device itself, businesses also need to consider the mobile operating system. As the underlying software that makes a mobile device tick, the OS is a key part of the value delivered by the device.

Among other things, the choice of mobile OS can determine: the ability of your mobile devices to work with other systems and devices, and how easy it is to secure your company communications and data. These factors come into play for any business that employs a team or performs mobile work like sales or customer service – in other words, just about every business!

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BLACKBERRY 10: OVERVIEW

BlackBerry held a *BlackBerry 10* launch event on January 30th, 2013, and this day marked the official launch of the *BlackBerry 10* platform. *BlackBerry 10* is a completely new *BlackBerry* platform and *BlackBerry* expects it to serve as a foundation for *BlackBerry* development and growth for the next ten years and beyond.

As a proprietary OS, *BlackBerry 10* is only available on new *BlackBerry* mobile devices. Currently, it is available on a new touch-screen device, and later on it will be available on a more familiar *BlackBerry* device design that includes a full QWERTY keyboard.

BLACKBERRY 10: KEY FEATURES AND VALUE

So what's new in *BlackBerry 10* and how will it help your business? Based on our experience of the features that are most important to business, here is what you need to know about the new OS.

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EASE OF USE AND PRODUCTIVITY

Many of the new developments with *BlackBerry 10* were introduced with efficiency and ease of use in mind, especially when multi-tasking. The main idea with *BlackBerry 10* is that the technology adapts to how you work, not the other way around, which helps you stay productive and serve your customers better.

- A brand new feature called *BlackBerry*® Hub allows you to instantly “peek” at messages as they arrive without having to leave the application you were in. You’re in the middle of watching a video or browsing the web when you see it, the blinking red light begging you to take a look. With the new smartphones it’s even easier to stay close to what’s important to you.
- The *BlackBerry*® Keyboard learns how you write and adapts to how you type. It understands what you want to say and suggests words to help you type faster, more accurately and with the least amount of effort. Respond to emails, stay connected with *BlackBerry*® Messenger (BBM™), or work on an important document on the go. Get the best typing experience – whatever your style.
- To enhance communications and productivity, *BlackBerry 10* now includes video chat with BBM. Instead of calling or text messaging, you can share your screen, or switch your BBM chat to a BBM Video conversation and catch up face-to-face with customers or team members.
- Another key benefit with *BlackBerry 10* devices is improved network speed. *BlackBerry 10* devices are the first *BlackBerry* smartphones to run on the latest LTE network service from Rogers, which was the first provider to make this available in Canada. LTE makes it faster to do business on your mobile device, from browsing, to streaming video, to downloading documents and apps.



INTEGRATION

BlackBerry was a pioneer in mobile devices for business, and *BlackBerry 10* builds on that tradition, making it easier to integrate with new systems and new ways of working.

- *BlackBerry 10* allows you to quickly set up messaging and calendaring from just about any service you may be using. With *BlackBerry 10*, you can integrate all your email accounts and calendar data, social media messages from Twitter and Facebook, as well as traditional Microsoft® Outlook™ and Microsoft® Exchange data. And the *BlackBerry* Hub brings them all together in one place to make sure you never miss an important message.
- *BlackBerry 10* includes *ActiveSync®*, which makes it easy for any business to connect *BlackBerry 10* devices to email and personal information manager – no matter whether they are using Outlook and Exchange or a cloud-based email service.
- With *BlackBerry 10*, you can create, view, edit, present, and share documents with colleagues or customers. *Documents To Go®* is a leading mobile document suite that lets you work on Microsoft® Word, Microsoft® Excel™, and Microsoft® PowerPoint™ docs and PDFs – anywhere, anytime. Built-in to *BlackBerry 10*, *Documents To Go* maintains your original document's formatting when viewing or editing on the go. Confidently present slides via HDMI to a big screen while viewing your speaker notes, markup a sales contract, update the latest sales charts, and annotate a PDF document. Whatever you need to get done, *BlackBerry* keeps you moving.

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SECURITY

Mobility introduces new security challenges for businesses, with the prospect of lost devices and business data stored on the personal devices of your team. *BlackBerry 10* includes some great features to address these issues and minimize security worries for businesses.

- *BlackBerry® Balance™* is probably the most compelling new security feature, allowing businesses to completely separate personal data from business data on the device. This is great for bring-your-own-device (BYOD) work environments where team members use their own devices for both personal and business purposes. You can take your *BlackBerry* smartphone to the office and gain access to work email, apps and content without compromising your personal experience and use. Easily switch between work and personal personas with a simple gesture. Having one device for work and play has never been easier.
- *BlackBerry 10* also comes with *BlackBerry® Safeguard™*. You shouldn't have to worry about whether or not your business data is safe. *BlackBerry* is famous for ensuring your messages, tweets, posts, photos, apps, content, and games stay private. With built-in features like *BlackBerry® Protect™*, a lost or stolen smartphone is not a problem. Simply lock or wipe your smartphone remotely if it's lost so your data can't be accessed.



WHAT'S NEXT?

With its latest OS, *BlackBerry* has kept the needs of business front and center. With thoughtful new features, ease of integration, and robust security features, the *BlackBerry 10* is no doubt an attractive option for many businesses.

If you need advice and assistance selecting the right mobile operating system and devices for your business, Rogers can help. [Contact one of our representatives](#) for help evaluating your options.

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ABOUT ROGERS

Rogers Communications connects small businesses to customers, suppliers, partners and employees with fast and reliable wireless, telephone, internet and TV services. Over 1.5 million business customers rely on Rogers for proven tools and the know how to keep them connected. Our affordable services run on our proven networks, backed by 24/7 technical support.



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