



### **About BlackBerry**

BlackBerry is an end-to-end solution developed by Research In Motion Limited.

Founded in 1984, Research In Motion is a world leader in the wireless communications market.

### **For more Information**

[www.blackberry.com](http://www.blackberry.com)

[bbeurope@rim.com](mailto:bbeurope@rim.com)

The BlackBerry logo, consisting of a stylized grid of dots to the left of the word "BlackBerry" in a sans-serif font, with a trademark symbol (TM) to the right.

BlackBerry™

A man in a dark grey suit, white shirt, and purple striped tie is sitting outdoors, looking down at a blue BlackBerry smartphone he is holding in his hands. He is also holding a black folder or briefcase on his lap. The background is a blurred outdoor setting with greenery and a building.

# BlackBerry for Financial Services

MOBILISING THE POWER OF WIRELESS



BlackBerry is the leading wireless communications solutions for enterprise that keeps mobile professionals connected to their customers, colleagues and corporate data. It's a proven, award-winning solution that provides secure wireless connectivity\* while satisfying the requirements of enterprise IT departments.

## The Complete Wireless Solution for Finance Professionals

BlackBerry offers real business benefits to firms of all sizes in the financial services industry. With its unique push-based wireless email and data delivery, BlackBerry delivers access to current financial data and keeps you connected with clients and colleagues.

### Ideal for Finance Professionals

Whatever the size of your firm, BlackBerry is an ideal wireless solution that will quickly deliver return on investment.

For larger firms with IT departments the BlackBerry Enterprise Solution offers an end-to-end wireless enterprise solution that meets stringent IT security requirements.

As well as built in wireless applications like email, organiser and phone, the BlackBerry development platform enables firms to wirelessly extend additional applications to finance professionals on the move, such as stock prices, market alerts, customer details, portfolio information and research tools.

Smaller firms can easily purchase BlackBerry Wireless Handhelds™ that will enable "always on" wireless access to important business information and communications. This includes organiser, phone and web functions, as well as up to 10 existing work and personal email accounts.

### Secure 'Always on' Access

The BlackBerry Enterprise Solution uses end-to-end Triple DES encryption to keep your wireless data safe. Handhelds can be password protected, and lost handhelds can be disabled in a second. You can be sure your data is safe with BlackBerry.

BlackBerry provides wireless access to:

#### Wireless Email

"Push" technology means your mail finds you

#### Mobile Phone

Fully featured integrated phone with tri- and quad-band support\*\*

#### Wireless Calendar

Keep yourself and your support staff up to date with your diary

#### Contacts

View your contacts and addresses

#### Web Browser

Access your intranet or surf the web

#### Task List & Memo Pad

Use it to take notes or organise your day

#### Attachment Viewing

View documents in common formats

In addition, users of BlackBerry Enterprise Server™ can access:

- Market Data
- Financial Alerts
- Portfolio management
- Account status
- CRM



Mar-2	BID	Hide Menu
USD 1Y	1.3950	Currencies
USD 2Y	1.1050	Stocks
USD 5Y	3.5500	Indices
USD 10Y	4.4170	Interest Rates
USD 15Y	4.0970	Details
USD 20Y	5.1150	Alerts
USD 30Y	5.6110	RT Chart
EUR 1Y	2.4075	Add Symbols
		Remove Symbol
		Category News

MARKET:	SYMBOL:	TSX
S&P/TSX	8722.40	+24.92
Dow	10725.29	+97.44
S&P 500	1357.46	+13.64
NASDAQ	1829.15	+24.68
Dollar	1925.55	+25.01
Gold (USD)	945.35	
Oil (USD)	591.20	
Cdn \$	50.765	U.S.

UP BY PRICE % (New York)			
IBM	+2.00	2.00	41100
ATL	+2.00	2.00	124000
AMZN	+1.50	15.00	11567200
YELN	+1.00	40.10	60700
NOVA	+1.00	26.20	54000
DOWN BY PRICE % (New York)			
CDL	-1.40	2.65	7900
STL	-1.40	36.85	74000
SHL	-1.00	2.95	2900
TOP	-1.00	2.70	22000
TRM	-1.00	5.54	54200

Market Data: BlackBerry allows users to wirelessly access market indicators, stock prices, industry alerts and more.

Details for client 20501619		Hide Menu
300 124 PEI INC	33 CHARLOTTE DR	View Account
CHARLOTTE NC	CSA INC	Client List
BT: 3026234602 opt		Client Search
		Refresh
Cash (USD)	177,334.41	Quotes
Cash (USD)	32705.13	Watchlist
Balances	405039.54	News
		Market Movers
		Alerts Log
		Admin
		Hide
		Logout
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Client List		Hide Menu
20501619	300 124 PEI INC	View Client
20501619	300 124 PEI INC	Client Search
20501619	300 124 PEI INC	More
20501619	300 124 PEI INC	Quotes
20501619	300 124 PEI INC	Watchlist
20501619	300 124 PEI INC	News
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20501619	300 124 PEI INC	Hide
20501619	300 124 PEI INC	Logout
20501619	300 124 PEI INC	Close



Customer Information: BlackBerry provides wireless access to contact details, account information and client portfolios.

## Empowering Finance Professionals

BlackBerry gives you the power to access the information you need whether you're in a meeting or in a taxi. It keeps you in touch with events when you're away from your desk, and keeps you in contact with clients and connected to colleagues.

BlackBerry can be used by all kinds of finance professionals, from analysts, brokers, auditors and portfolio managers, to advisers, executives, consultants and more. Any member of the firm who spends any time of their working day away from their desk can increase efficiency and profitability with a BlackBerry handheld.

### BlackBerry for Finance Professionals

#### **Increase Responsiveness**

BlackBerry offers finance professionals the ability to act more responsively with immediate access to market alerts and account status updates. It keeps financial professionals in the know so they are able to confidently answer client questions and provide timely investment recommendations.

#### **Make Better Decisions**

With wireless access to market information, email and industry alerts, BlackBerry provides finance professionals with the tools that are necessary to make important decisions quickly and accurately. For example, an alert on a pending merger could prompt rebalancing of a top client's current portfolio.

#### **Effortlessly Access Information**

BlackBerry keeps finance professionals ahead of the competition. It pushes information automatically, allowing users to spend less time actively monitoring market conditions. There's no need to dial up or find a wireless hotspot, and no need to synchronise to receive customer data.

### BlackBerry for Finance Businesses

#### **Increase Productivity**

BlackBerry allows finance professionals to stay connected to colleagues, customers and information, allowing users to sell products more effectively and accurately throughout the day.

#### **Increase Customer Service and Loyalty**

BlackBerry helps finance professionals deliver higher levels of client service while they're on the move. Mobile access to customer portfolios and financial histories allows finance professionals to respond quickly and accurately.

#### **Increase Revenue**

BlackBerry gives instant access to markets and market changes, allowing you to quickly and accurately contact clients, make the right decisions and act accordingly.

#### **Increase your Competitive Edge**

BlackBerry gives you access to the very latest information – finance professionals can respond much more effectively and pre-empt situations.

## Delivering Advantage to Finance Professionals

BlackBerry is already considered the industry leader for keeping finance professionals wirelessly connected. BlackBerry is consistently popular throughout the companies that use it to stay connected.

### Benefits for the Whole Firm

BlackBerry is a business productivity tool that will make finance professionals' working lives easier and more efficient. It can bring efficiency and profitability improvements throughout the firm, whether you are an individual consultant or a global finance house. It's easy-to-use technology that keeps you connected to the market, whatever you're doing and wherever you are.

### Advanced Security

When used with BlackBerry Enterprise Server your BlackBerry handheld provides advanced security features, including Triple DES encryption and handheld password protection, to protect the integrity and confidentiality of your information.

### A World of Possibilities

BlackBerry technology is improving and expanding all the time. The BlackBerry Java development platform means it is customisable by our BlackBerry partner developer companies, encouraging innovation and development.

### Use it Anywhere

The latest BlackBerry handhelds offer quad-band support which means your BlackBerry handheld can work wherever you go. In addition, BlackBerry now operates on wireless networks in countries all around the world\*, offering the capability for true global deployment for large firms.

### More User Choice

BlackBerry is available from a wide selection of wireless service providers in the major markets of the world, and works on a range of wireless networks\*. In addition, BlackBerry is now being licensed to other manufacturers, giving users further options for handsets and suppliers.



"[BlackBerry] delivers compelling business value by increasing customer satisfaction and reducing costs...We expect our BlackBerry solution will pay for itself in six to nine months".

*Vincent J. Jacobs, Senior Manager, Enterprise Messaging Group,  
Royal & SunAlliance Insurance Group*

"We are providing customers with quicker response times and quicker gratification. And they, in turn, rate their association with us more positively".

*Neil Notkin, President, Aegis Funding Corporation*

\*Check with service provider for availability, roaming arrangements and service plans. Certain features outlined in this document require a minimum version of BlackBerry Enterprise Server Software, BlackBerry Desktop Software, and/or BlackBerry Handheld Software and may require additional development or third party products and/or services for access to corporate applications. Prior to subscribing to or implementing any third party products and services, it is your responsibility to ensure that the airtime service provider you are working with has agreed to support all of the features of the third party products and services. Installation and use of third party products and services with RIM's products and services may require one or more patent, trademark or copyright licenses in order to avoid infringement of the intellectual property rights of others. You are solely responsible for determining whether such third party licenses are required and are responsible for acquiring any such licenses. To the extent that such intellectual property licenses may be required, RIM expressly recommends that you do not install or use these products and services until all such applicable licenses have been acquired by you or on your behalf. Your use of third party software shall be governed by and subject to you agreeing to the terms of separate software licenses, if any, for those products or services. Any third party products or services that are provided with RIM's products and services are provided "as is". RIM makes no representation, warranty or guarantee whatsoever in relation to the third party products or services and RIM assumes no liability whatsoever in relation to the third party products and services even if RIM has been advised of the possibility of such damages or can anticipate such damages.

\*\*Check [www.blackberry.com](http://www.blackberry.com) or your network provider for all devices available.