



## BlackBerry in the Automotive Industry

MOBILISING THE POWER OF WIRELESS



BlackBerry® is the leading wireless communications solution that keeps mobile professionals securely connected to colleagues, clients, suppliers and communications\*. It's a proven, award-winning solution that provides secure wireless connectivity, allowing mobile professionals to utilise their time more effectively, freeing them up to get out and do business whilst remaining connected.

## The Complete Wireless Solution for the Motor Industry

In today's truly global motor industry, BlackBerry gives mobile professionals the edge. It provides the opportunity to stay connected to colleagues, suppliers and clients.

### Made for the Motor Industry

BlackBerry enables motor industry professionals to easily manage the issues of multiple company locations, team collaboration, and communications, by enabling quick, secure, wireless access to email and corporate information from a convenient pocket-sized device. BlackBerry-enabled devices offer wireless email, mobile phone functions and internet access, as well as useful PIM features like address book and diary, all bundled in one convenient device that's secure and simple to use.

### On the Move

BlackBerry offers wireless access to your email. The "push" technology delivers new email to your pocket, allowing you to check your emails discreetly and manage your inbox effectively without having to dial up, login or find an access point. A quick glance at your BlackBerry device can tell you what is going on and keep you up-to-speed, without having to contact or visit the office.

### Win Competitive Advantage

BlackBerry enables users to gain immediate access to information that they otherwise would have to return to their office for, like customer databases and CRM applications. The advantages are clear: BlackBerry users enjoy a time benefit which enables them to respond quicker, make better decisions and win competitive advantage in their marketplace.

### Wireless Benefits throughout the Organisation

BlackBerry is the ideal wireless solution for any organisation in the automotive sector. Professionals from across the sector can enjoy efficiency gains and reap productivity benefits, from senior management to engineers, design teams, parts suppliers and mobile professionals in sales, marketing or client services.

BlackBerry provides wireless access to:

#### Email

"Push" technology means your email finds you.

#### Phone

Fully featured integrated phone with quad-band support\*\*.

#### Calendar

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

#### Contacts

View contacts and remotely look up addresses.

#### Web Browser

Access your intranet or surf the web.

#### Task List & Memo Pad

Take notes or organise your day.

#### Attachment Viewing

View documents in popular formats.

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

- CRM information and customer databases
- Corporate systems and data
- Fleet management and logistics systems

 BlackBerry™



## The Benefits of BlackBerry Investment

In an industry where technology, efficiency and power are the key ingredients to success, BlackBerry offers immediate competitive advantage to companies who leverage the productivity and efficiency gains it has to offer.

BlackBerry has huge potential throughout the motor industry, from global marque manufacturers, to fleet managers and local dealer groups with mobile sales professionals. Automotive companies can enhance the power of their organisations by using BlackBerry to keep related teams more closely linked. Smaller firms and independent individuals can improve their service by staying constantly responsive and flexible.

### BlackBerry for Companies in the Motor Industry

#### Enable real global collaboration

BlackBerry enables communications to transcend time zones and marketplaces. Email allows colleagues in different markets to communicate and collaborate as though they were sat next to each other, promoting better decisions and a more unified approach. BlackBerry now operates on wireless networks around the world, offering the capability for true global deployment.

#### Faster, better communications

In an industry where decisions are often made in minutes, not hours, BlackBerry ensures critical personnel are always involved, and facilitates quick, collaborative resolutions to issues that otherwise might take days to reach.

#### Leverage existing technology investments

BlackBerry Enterprise Server is built on an extensible Java platform, which enables corporate data and applications to be extended to users of wireless BlackBerry devices. This enables organisations to leverage their existing investments in technologies, by allowing key personnel remote access to corporate data.

#### Data security at every level

When used with BlackBerry Enterprise Server, a BlackBerry device provides advanced security features including Triple DES encryption and enforceable individual device password protection. Data remains encrypted at all times, and devices that are lost or stolen can be deactivated quickly and all information wiped.

### BlackBerry for Automotive Professionals

#### Keep up-to-date

Where minutes and even seconds make all the difference, your BlackBerry device allows you to effortlessly stay up-to-date with the issues which matter to you. With your inbox in your pocket, there are no hidden surprises, and no need for you to be kept out of the loop.

#### Make better decisions, faster

BlackBerry empowers you to make faster decisions and turn issues around quickly. Whether you want to source parts, access CRM data on the move or respond quickly to colleagues, BlackBerry empowers you to make the right decision.

#### Stay away from your desk

BlackBerry means you no longer have to be in the office to be connected. It frees you from having to return to your desk to check emails or your calendar. Having the connection with you brings the reassurance that support is on hand. It's there on your terms, when you need it.

#### Win back time

BlackBerry turns "dead" time into productive time, enabling you to keep on top of the issues in your inbox by using time you might normally spend in taxis, on trains, or between meetings. BlackBerry "push" technology means that your email finds you. When you have the chance to deal with your mail, your inbox is there in your pocket.

## The Leading Wireless Solution for the Motor Industry

BlackBerry is a productivity tool which is uniquely suited to the everyday demands of the automotive industry. It offers choice, flexibility and massive development potential.

### More User Choice

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

### Unlimited Development Potential

The flexibility and extensibility of the Java platform enables developers to build creative and innovative solutions for BlackBerry which can massively enhance the competitive advantage gained by BlackBerry investment. There is already a huge, ever-growing resource of software, middleware and custom applications available for a very wide range of business requirements. In the automotive industry, where the power of technology is fundamental to business success, the potential for extending cutting-edge technology systems to mobile professionals is clear.

### BlackBerry - A Solution for every Business

BlackBerry is available in two solutions, the BlackBerry Enterprise Solution™ and the BlackBerry Internet Solution™.

#### BlackBerry Enterprise Solution

Designed to provide wireless services to businesses and organisations whose IT department can deploy BlackBerry Enterprise Server as part of the wider IT infrastructure, BlackBerry Enterprise Solution offers mobile professionals secure access to business critical databases and corporate applications, in addition to the many business benefits of wireless email, wireless calendar and other wireless PIM services.

To find out more about BlackBerry Enterprise Solution visit [www.blackberry.com/uk/solutions/corporate](http://www.blackberry.com/uk/solutions/corporate)

#### BlackBerry Internet Solution

Designed for smaller businesses and busy individuals, BlackBerry Internet Solution works in much the same way as a mobile phone contract. The service is provided by familiar high street mobile networks and is managed by the user through a web interface. Most of the commonly used features such as calendar, email and attachment viewing are available, without the same opportunities for customisation or extending proprietary business data.

To find out more about BlackBerry Internet Solution visit [www.blackberry.com/uk/solutions/home\\_personal](http://www.blackberry.com/uk/solutions/home_personal)



"Q. Item I can't live without?  
A. My BlackBerry."

*Robert Forrester, Managing Director,  
Reg Vardy plc*

"BlackBerry means that our product specialists can now cultivate a relationship with the customer, even while they are away from their computers at auto shows."

*Adrian Si, Interactive Marketing Manager,  
Toyota Motor Sales*

"As a communications tool, BlackBerry is a breeze to manage. You don't need a huge staff to monitor it [...] you eliminate the need for verbal communications [...] and you don't have to be computer literate to use the functionality."

*Mathieu Abbott, IT Development Manager,  
Robert Transport*

\*Certain features outlined in this document require a minimum version of BlackBerry Enterprise Server Software, BlackBerry Desktop Software, and/or BlackBerry device 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® 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.

\*\*Available for BlackBerry Enterprise Server for Microsoft Exchange and BlackBerry Enterprise Server for IBM Lotus Domino only.



### **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/uk](http://www.blackberry.com/uk)

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