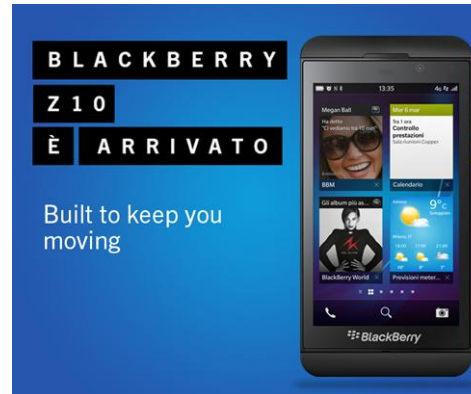




DA ENTERPRISE MOBILITY A MOBILE COMPUTING



Agenda



10.15	BlackBerry Enterprise Update	Diego Ghidini
10.30	L'evoluzione dei modelli di lavoro: Scenari e Opportunità per le Aziende	Alessandro Piva
11.15	Dall' Enterprise Mobility al Mobile Computing	Alessio Banich
12.00	Tavola Rotonda moderata	Alessandro Piva
12.30	Pranzo di Lavoro	

Video

BlackBerry 10 Pre Super Bowl Ad Commercial 2013 Mashup

<http://www.youtube.com/watch?v=dY1ecfWT3GQ>

BlackBerry Enterprise Update



da
Research in Motion

a
BlackBerry



BlackBerry nel Mondo



80 milioni utenti attivi

60 milioni utenti BBM

3+ Mld download da App World

650+ operatori in 175+ nazioni

90% Fortune500 usa soluzioni BlackBerry

Security Analysis, Strategy Analytics, October 2012

(<http://uk.blackberry.com/business/StrategyAnalyticsReport.pdf>)

Red=High Threat Level

Green=Low Threat Level



Threat Assessment

	BlackBerry	iOS	Windows Phone 7	Symbian S60	Android
Physical Attack to Extract Storage Contents					
Theft of Device while in Use/Unlocked					
Exploitation via Physical Interface e.g. USB					
Wireless Interface Exploitation (Bluetooth Wi-Fi)					
Carrier Network Exploitation					
Reconfigure Security Settings					
Interception of Data/Man-in-the-Middle Attack					
Theft of Credentials/Password Guessing					
Exploitation of Weak Cryptographic Algorithm					
Weak Software Implementation Error Exploitation					
Compromise of Enterprise Infrastructure					

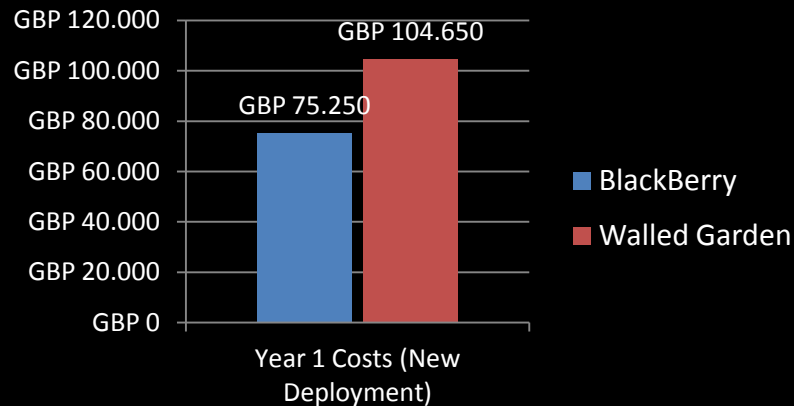
Some key points emerge from the analysis:

- A single supplier providing an end-to-end architecture mitigates the maximum amount of risk.
- Encryption for data-at-rest and in-transit is essential. The higher the level of cryptography the better.
- VPN solutions work well for the PC world, but have an impact on battery life and increase vulnerability when not connected in the mobile world.
- Poor setup or software implementation can render the most secure solutions vulnerable.
- An MDM server such as the BlackBerry Enterprise Server is essential to provide sufficient support for IT policies.

TCO of BlackBerry Enterprise Solution vs Walled Garden, Strategy Analytics, October 2012

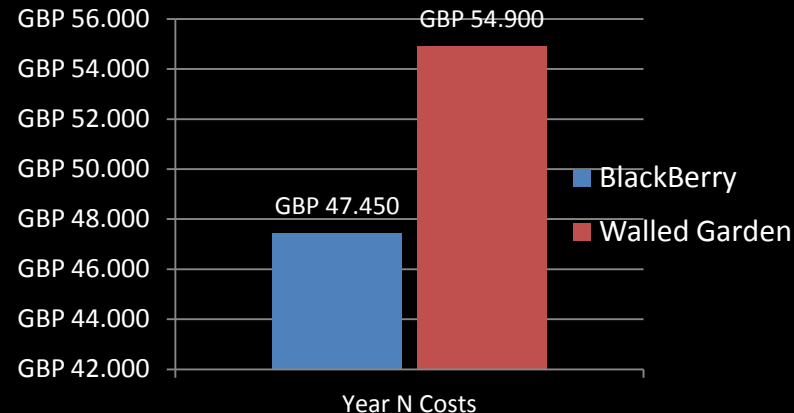
(<http://uk.blackberry.com/business/StrategyAnalyticsReport.pdf>)

Overall TCO for Year 1: BlackBerry & Walled Garden (WG) Architecture (100 Users)



On a 100 user deployment it costs **39% more** to deploy non-BlackBerry devices using a 'Walled Garden (WG)' approach than BlackBerry devices in a BlackBerry Enterprise Server (BES) deployment.

Overall TCO for Year N: BlackBerry & Walled Garden (WG) Architecture (100 Users)



BlackBerry running costs in subsequent years after Year 1 are **14% lower** than using a WG approach.

L'Enterprise Mobility è nel DNA di RIM

I pilastri del nostro R&D:

- BlackBerry® 10
- BlackBerry® Balance™
- BlackBerry® Enterprise Service 10
- Cloud Based Device Management
- Enterprise App Development
- Tomorrow's Mobile Computing



La nostra Vision

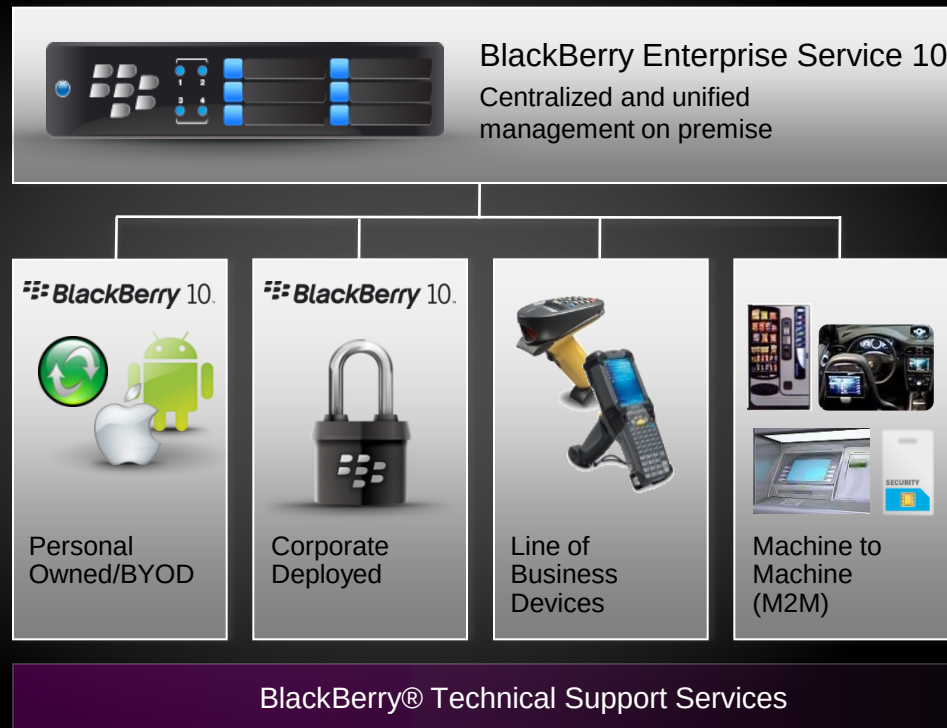
- Best in class **MDM** – Top in Enterprise Mobility Management
- Have an unsurpassed user experience for balancing **Work & Play**
- Have the best **Enterprise App** ecosystem available
- Be the world's leading **Mobile Computing** platform

Mobile Device Management → Enterprise Mobility Management

Enterprise Mobility Management: vision

Una piattaforma integrata per tutto l'Enterprise mobile

- Una piattaforma potente, dalla parte dell'IT Admin, per gestire la crescente diversità di utenti finali, device ed OS
- Utilizzando le migliori caratteristiche BlackBerry e costruendo su esse verso l'innovazione
- L'infrastruttura sicura BlackBerry crea una connessione end-to-end sicura e cifrata
- Supporto integrato per tutte le forme di Enterprise mobility management



BlackBerry 10: l'evoluzione dell'esperienza

Portiamo l'esperienza BlackBerry su un nuovo livello

- Sicurezza e gestione 'world-class'
- Inbox unificata
- BBM
- Unica esperienza d'uso della tastiera
- BlackBerry Balance



- Sicurezza e gestione 'world-class'
 - Inbox unificata
 - BBM
 - Unica esperienza d'uso della tastiera
 - BlackBerry Balance
- +**
- Peek
 - BlackBerry Remember
 - Smart Calendar & Contacts
 - BBM nuova esperienza d'uso
 - BlackBerry Balance: nuova esperienza d'uso
 - Molteplici opzioni di sviluppo

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