Good Dynamics Secure Mobility Platform

iOS

The Challenge

How do you build the right foundation to more rapidly mobilize your business while ensuring security, flexibility and enterprise readiness across a wide range of devices and apps?

The Solution

Organizations need to mobilize all their core business apps including collaboration, ISV, and custom-developed apps. However, the conflicting needs of IT, developers and business owners often slow mobile initiatives. A common platform can speed mobilization by enabling each stakeholder to focus on what they do best.

Empower Diverse Stakeholders

IT, developers and business owners each have diverse needs and requirements when it comes to mobility. The Good Dynamics Platform enables each to focus on their own domain without interfering with other stakeholders. With the Good Dynamics Platform:

- IT can define a baseline to ensure security, reliability and scalability across mobile apps

- Developers can more quickly build apps using their preferred development tools and methodologies while maximizing code reuse and conforming to organizational security policies

- App owners and business leaders can adopt a wide range of apps without requiring new IT investment or violating established IT policies

- The enterprise can accelerate mobilizing and increase business agility

Secure Mobility Platform Components

APP Mobile Applications	**Mobile Applications** Supports any app type including collaboration, business, off-the-shelf ISV and custom-built
APIs and Shared Services	**APIs and Shared Services** Isolates core services from business logic and maximizes component reuse through reusable APIs
Mobile Infrastructure Services	**Mobile Infrastructure Services** Delivers consistent security, management, availability and reliability across apps and devices for all business scenarios

Good Secured

APP A

APP B

Encrypted in container at rest

Encrypted in container at rest

Secure the Mobile Enterprise

As organizations mobilize they cannot compromise corporate security. The Good Dynamics Platform utilizes next-gen containerization to protect all corporate data. With FIPS-validated crypto and years of usage in the most demanding environments, it is the gold standard for mobile security. The Good Dynamics Platform enables organizations to:

• Protect corporate applications from leaking enterprise data outside of IT control with policy-based app controls

• Secure enterprise data in use, at rest and in motion between backend servers and apps

• Maintain security of documents and data shared between apps via encrypted app-to-app tunneling technology

• Preserve end user privacy without need for intrusive geo-location or whole device wipe techniques

## Ensure Flexibility to Respond to the Changing Mobile Landscape

Mobility is in a constant state of change. New devices, new apps and new business demands emerge on an almost daily basis. While leading organizations are using mobility as a competitive edge, IT is challenged to enable services to meet these ever-changing demands. By quickly enabling new applications while maximizing reuse the Good Dynamics Platform delivers true mobile agility. The Good Dynamics Platform empowers IT to:

• Quickly choose the best app to meet new business demands from the most comprehensive ecosystem of enterprise apps

• Simplify management via a common platform for all scenarios including business-to-employee, business-to-partner, business-to-customer and other key scenarios, including those where IT does not control the device

• Utilize shared services to develop and deploy new apps more quickly using unique SOA design patterns optimized for mobility

• Enable app-to-app workflows to maximize business productivity while maintaining security

Deliver True Enterprise Readiness

As users and their apps increase exponentially, mobility becomes a tier-one IT service. The Good Dynamics Platform ensures that as businesses mobilize their mobile service is always there when they need it. With Good Dynamics Platform IT can:

• Scale to meet an ever growing demand for mobile apps and services

• Build their environment with pervasive high availability and disaster recovery to ensure datacenter issues do not impact mobile users

• Avoid the brittle components of other solutions such as VDI and per-app VPN that lead to service interruption and user dissatisfaction

• Manage full mobile estate simply through a web-based console

• Deploy on-premise or in the cloud

Service A

Service B

Service C

My Service

APP

APP
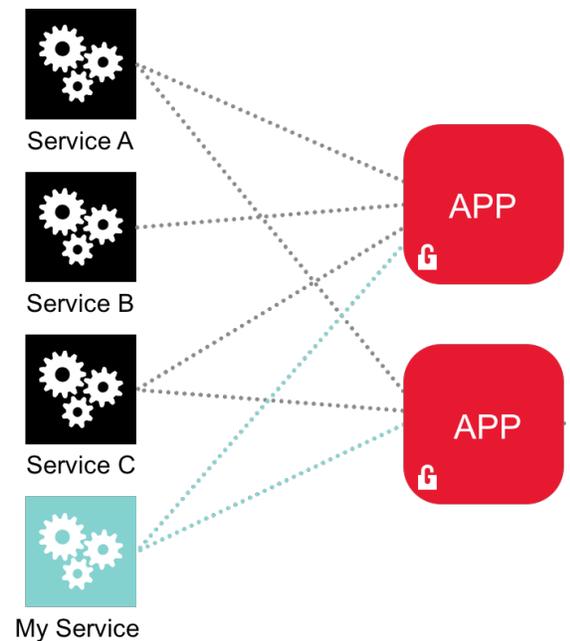
About BlackBerry

BlackBerry is securing a connected world, delivering innovative solutions across the entire mobile ecosystem and beyond. We secure the world's most sensitive data across all end points – from cars to smartphones – making the mobile-first enterprise vision a reality. Founded in 1984 and based in Waterloo, Ontario, BlackBerry operates offices in North America, Europe, Middle East and Africa, Asia Pacific and Latin America. The Company trades under the ticker symbols "BB" on the Toronto Stock Exchange and "BBRY" on the NASDAQ. For more information, visit www.blackberry.com.