



Enable.

BlackBerry for Field Service

The Complete Wireless Solution for Field Service Professionals

BlackBerry® is the leading wireless enterprise solution for connecting field service professionals to the customers, colleagues and applications that drive business. It incorporates the industry's best software, services and hardware to provide users with wireless access to field service information, corporate content and email while on the go.*

Using the award-winning BlackBerry enterprise solution, field personnel can receive and send information wirelessly and update corporate databases automatically. BlackBerry can improve service delivery and help eliminate work orders, notes and paperwork that contribute to process inefficiencies and errors.

BlackBerry is a fully integrated platform that securely delivers enterprise information to field staff by extending data from custom-developed CRM solutions and industry-leading CRM applications, such as Siebel, Remedy, SAP, Oracle and others. Thousands of organizations use BlackBerry to provide personnel with wireless access to the information and communications necessary for decisive action in the field.

BlackBerry provides wireless access to:

- Field Dispatch and Scheduling
- Service Tickets
- Account Details and Service History
- Product Bulletins
- Inventory Updates
- Email
- Calendar
- Contacts
- Phone
- Internet and Intranet Content

"Our engineers now have more control over their working day and can keep on top of both their work schedules and their email. BlackBerry is easy to use and is an excellent example of how the latest mobile technology can bring real benefits to the business."

Timothy Page, Vodafone,
Product Support Manager

Field service employees are made more efficient by real-time updates of case information, downtimes and travel costs are reduced, and customer satisfaction is increased through skill-based routing, collaboration and optimization.

Source: Gartner, Inc.

"We have a better report on performance than we have ever had before for employees, products or customer experience."

Ralph Nichols, Service Program
Manager, Pitney Bowes referring to the
impact of BlackBerry-enabled access to
their field service applications

Empower Field Service Professionals

The BlackBerry wireless solution can help enhance the effectiveness and efficiency of field service professionals. It connects mobile users to centralized corporate information that they can use to direct their activities. Having wireless access to the entire organization gives field personnel access to knowledge so they can:

- **Increase efficiency** - BlackBerry can increase the amount of time field personnel spend on core activities by enabling them to perform tasks, such as checking order status, initiating quote and service ticket workflow and checking inventories, while away from headquarters.
- **Make informed decisions** - BlackBerry is designed to provide immediate access to information allowing field personnel to act decisively. Field service professionals can use BlackBerry to make better decisions based on the latest service trends, repair workarounds, product bulletins and ticket updates without having to guess or wait.
- **Increase responsiveness** - BlackBerry allows field personnel to retrieve CRM information, check inventories, look-up parts data and access the latest service information so users can respond to situations as they develop.
- **Improve collaboration** - BlackBerry is the most efficient way for field personnel to communicate with head office staff and other colleagues in the field. Users remain connected resulting in improved repair times, higher first-time fix rates and improved inventory management.
- **Effortlessly access information** - The BlackBerry solution's 'always-on' wireless connection and 'push' delivery technology mean field personnel don't have to hunt for a phone jack to dial-in for information. Personnel notifications, service histories and service level agreement information are delivered automatically to BlackBerry Wireless Handhelds™. No effort required.

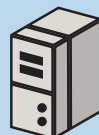
BlackBerry Wireless Solution: Core Product Components

BlackBerry is a fully integrated package consisting of hardware, software and airtime. It's a wireless platform that provides the core products necessary to extend information wirelessly.



BlackBerry Handhelds

- Integrated wireless access to data and voice communications.
- Automatic and effortless access to field information.
- Easy-to-use wireless technology.
- Choice of BlackBerry handhelds or third-party devices equipped with BlackBerry connectivity.



BlackBerry Enterprise Server™

- Extends field service applications, corporate data and email to BlackBerry handhelds.
- Manages wireless connectivity to confidential enterprise information from behind the corporate firewall.
- Provides advanced security features, including end-to-end Triple DES encryption.



Wireless Network Service

- Choice of network for wireless service with BlackBerry available in thirty countries.
- International access with BlackBerry operating on over fifty networks around the world.
- Global deployment capabilities for seamless roaming.

Optimize Field Operations

Organizations can gain a distinct competitive edge when they use BlackBerry to increase the effectiveness of their field operations. BlackBerry wirelessly extends access to the business tools and applications that field personnel rely on so users can access information while on the go. With BlackBerry, organizations can:

- **Improve scheduling** - BlackBerry allows organizations to distribute updated dispatch schedules and notifications to field personnel throughout the day. It helps reduce the frequency of time-consuming trips to the office, resulting in optimized utilization of the organization's field resources.
- **Increase productivity** - BlackBerry can increase the efficiency of field operations and reduce service cycle times, enabling organizations to get the most value from their specialized field staff and service equipment. It gives field professionals easy and effortless access to the information they need, reducing errors and unproductive activity.
- **Streamline operations** - BlackBerry can dramatically increase the value of field operations by extending CRM, dispatch and inventory management applications to mobile workers so users can remotely initiate workflow and maintain communication with customers and dispatchers. The result is reduced dependence on support staff and the removal of process redundancies and inefficiencies.
- **Improve service delivery** - BlackBerry gives organizations better visibility into customer and service issues allowing for immediate escalation and resolution before issues get out of hand. Organizations can beat the competition by delivering better customer service and exceeding service level agreements.
- **Increase ROI and profitability** - BlackBerry allows organizations to wirelessly extend their existing field service applications so they don't have to rebuild and replace them. By leveraging existing systems and applications, organizations are able to extract more value from their investments to help reduce costs and increase revenues.

"The number of mobile workers using a mobile device and the number of applications provisioned per mobile worker will increase significantly during 2004; the average enterprise will have 80 percent more mobile applications in the field by YE04."

Source: Gartner, Inc.

"Superior customer service was the principal objective of developing a new wireless strategy for us and the overall company. [BlackBerry] put us in a better position to demonstrate to customers that we are delivering what we are contracted to deliver."

Drew Lourey, StorageTek Resource Centre Manager for Australia/New Zealand

The most profitable vertical mobile applications will be deployed on a wide scale by Type B (mainstream technology adopter) enterprises, and will include electronic asset management, supply chain and logistics and field service applications.

Source: Gartner, Inc.

BlackBerry Wireless Solution: Support Services and Programs

BlackBerry offers several different levels of support services and a number of programs to help organizations realize the full benefits of the wireless platform.

Technical Knowledge Center

- Central repository for technical information, including product documentation, guides, technical advisories, white papers, FAQs and troubleshooting tips.
- Self-serve, technical assistance for organizations.

Technical Support Services (TSupport)

- Annual subscription service providing software maintenance and technical support services.
- Direct manufacturer support to help organizations realize their wireless goals.

Corporate Development Program**

- Information and tools made available on the BlackBerry developer web site.
- Direct manufacturer support to help organizations develop and extend enterprise applications to BlackBerry.

BlackBerry ISV Alliance Program

- Designed for independent software vendors (ISVs) to build or extend applications to BlackBerry.
- Organizations can choose from a large selection of pre-packaged wireless extensions for leading enterprise applications.

RIM Professional Services

- Technical team at RIM that links organizations with the resources to achieve wireless goals.
- Organizations can leverage RIM's network of developers, consultants, system integrators and architects.

Extend Existing Information Systems to Field Service Professionals

With BlackBerry, organizations get more value from existing field technology and software investments by providing easy, wireless access for mobile users. BlackBerry can fully leverage an organization's existing enterprise information systems, establishing a compelling return on investment.

The BlackBerry enterprise solution combines the critical product, service and program elements to provide an end-to-end wireless extension of field service tools and applications. It provides the wireless solution to meet an organization's field service requirements whether an organization: (1) purchases a pre-built wireless application from a BlackBerry partner, (2) outsources custom development of the wireless extension to a BlackBerry partner; or (3) uses the BlackBerry solution to design the wireless data extension in-house.

Comprehensive support services and programs are also offered for BlackBerry to help organizations achieve the full benefit of the platform, assisting with the operation and ongoing use of the BlackBerry solution components. Based on their requirements, organizations can leverage a variety of technical services and programs including: Comprehensive Knowledge Base, Technical Support Programs, Corporate Development Support, ISV Alliance Program/Solution Provider Program and Professional Services.

Optional Methods for Securely Extending Field Service Applications to BlackBerry

Field Service Applications	Pre-packaged applications sold by BlackBerry Partners (1)	Outsourced development provided by BlackBerry Partners (2)	In-house development by IT departments (3)
Siebel	✓	✓	✓
SAP	✓	✓	✓
Remedy		✓	✓
Amdocs Clarify		✓	✓
Peregrine		✓	✓
Oracle 9iAS Wireless	✓		✓
Computer Associates	✓		✓
HEAT		✓	✓
Other/Custom		✓	✓

BlackBerry provides a base platform that allows organizations to quickly, confidently and cost-effectively extend secure wireless information to field service professionals. The BlackBerry solution offers choice in the method of field service application integration, offering flexibility while also meeting an organization's specific requirements.

To Purchase

Purchase the BlackBerry solution by contacting your wireless service provider.

For More Information

Obtain additional information on how the BlackBerry enterprise solution can empower your field service professionals and provide competitive advantages for your organization:

Web: www.blackberry.com/go/fieldservice

Email: fieldservice@blackberry.net

*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. May require additional development for access to corporate applications. Prior to subscribing to or implementing any third party products or 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 and 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. **Requires Tx3 Support program level of TSsupport.

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