

BlackBerry CPaaS (BBM Enterprise SDK)



Easily integrate messaging, voice and video into your applications and services—all with enterprise-grade security.

Easily build secure messaging, voice and video into your apps

The BlackBerry CPaaS (BBM® Enterprise SDK) is a powerful global IP-based communications platform that enables you to integrate enterprise-grade communications into your applications, without needing to build out expensive backend infrastructure and interfaces. It enables you to build powerful communications apps with the scalability and reliability of BlackBerry's proven communications infrastructure.

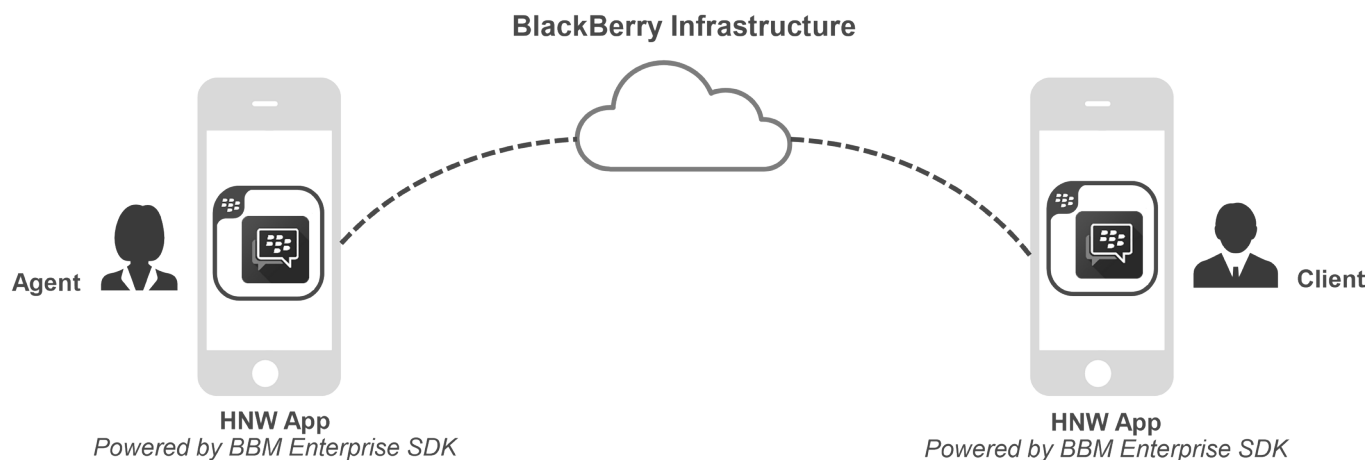
With industry-leading security and rich communications features, BlackBerry CPaaS gives you the simple, cost-effective platform you need to develop high-quality apps while keeping data encrypted. It's a complete development solution for securely building, scaling and operating enterprise-grade communications functionality within high-performance applications.

With BlackBerry CPaaS, you can integrate:

- **Secure Messaging:** 1:1 chat and multi-party chat; message quoting, retraction, editing and deletion
- **Secure Voice and Video Communications:** 1:1 voice and video calling; accept a call while app is running in the background; display a thumbnail preview of the video call; view video call in full screen
- **Secure File Sharing and Collaboration:** share files, text, contact cards, media, data, and location
- **Secure Real-time Notifications:** push notifications; messaging and collaboration-related notifications

Accelerate app development and get to market faster

BlackBerry CPaaS simplifies and accelerates the development process, providing optimal ROI. With BlackBerry's powerful, secure communications framework at the foundation, you don't have to deal with complex, costly back-end infrastructure. Instead, you can focus valuable development resources on building compelling core features for your apps and services. The ability to reuse common code also speeds the development process for apps aimed at vertical markets.



Enhance security and privacy with end-to-end encryption

BlackBerry's products have more security certifications (80+) than any other software vendor. BlackBerry CPaaS helps mitigate the risk of data leakage by delivering proven security at the platform level. Enhanced safeguards in the SDK ensure user privacy is protected and application security is maintained. BlackBerry CPaaS provides end-to-end encryption of messages where the keys are generated by communicating users, and neither BlackBerry nor any other third party can read the messages. This provides superior security to circuit-switched and SMS-based services which don't support modern security protocols.

Increase scalability and ensure optimal app performance

BlackBerry CPaaS uses the same infrastructure that has been securing real-time communications for customers for over 15 years, scaling to more than 90 million users globally. With BlackBerry CPaaS, you leverage the only NOC-based global secure communications infrastructure. Its highly available architecture uses built-in redundancies to ensure uptime while controlling cost. BlackBerry CPaaS enables you to develop apps offering optimal performance and service availability for the most demanding organizations. The secure, hosted cloud service offers high performance at scale, high availability and enterprise-grade reliability – all without having to deploy your own complex and costly infrastructure. This enhanced scalability helps safeguard against system outages and unanticipated usage spikes that can compromise service, user experience and app adoption.

Advantages Over SMS-Based Messaging Services

	BBME SDK	SMS-Based
Message Length	Unlimited	960 characters
Group Chat	Yes	No
Voice Support	Yes	No
Video Support	Yes	No
Share Files and Media	Yes	Depends on Network Support
Secure Global Infrastructure	Yes	No
Supports SSL/TLS	Yes	No
Requires SMS Short Codes	No	Yes

Reduce upfront investment and ongoing costs

With a fully cloud-based model, BlackBerry CPaaS eliminates substantial upfront investments in hardware infrastructure and excess capacity. In addition to avoiding major capital expenditure, you can control operational costs with a subscription-based model aligned to actual usage. The cost advantages of BlackBerry CPaaS become even more apparent when you deploy globally. There’s no need to pay for costly regional short codes.

Learn more about the BlackBerry CPaaS at blackberry.com/bbmenterprisesdk

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 us.blackberry.com.