Enterprise Application Developers: BlackBerry Balance Technology

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Always start with the server side integration… always.
  - Without the server’s data… what do you have?

More than interfaces:
  - Connectivity
  - Security
  - Online / Offline access
Agenda

- BlackBerry Mobile Fusion – BlackBerry Device Service Overview
- BlackBerry Balance & Mobile Device Security
- Enterprise Application Management, Connectivity & Security
BlackBerry Mobile Fusion – BlackBerry Device Service
BlackBerry Mobile Fusion
Overview

What is it?
Unified Multi-Platform MDM Solution

Fusion Studio

BlackBerry Enterprise Server

BlackBerry Device Service

BlackBerry Universal Device Service
BlackBerry Device Service
Key Features for Enterprise Apps

- BlackBerry Balance Security Framework
- User & Group Management
- Configuration Management
- Mobile Application Management
BlackBerry Balance & Mobile Device Security
Enterprise Mobility is Changing
Individual Liable Drivers & Challenges

Convenience
- Apps, Media, Social Networks

Control
- Security, Protection of Data

Co-Existence
- Personal and Work living in harmony

Sources: IDC Business IT Custom Survey, May 2011
Enterprise Mobility Foundation 2011
Corporate Data Security
Protecting Data at Rest and In Motion

- Protect data at rest
- IT Governance and Compliance
- Protect data in motion

Corporate Data
BlackBerry Balance
Enabling Secure Co-Existence

Enrolling a device with BlackBerry Device Service:

- Protects corporate data resident on BlackBerry 10
- Ensures users don’t circumvent IT management
- Protects the corporate network
- Enables a secure and highly usable experience
BlackBerry User Experience
Seamlessly access core applications and data from all perimeters.

Work Perimeter
Allow a Corporate client to secure and manage their resources on the device.

Personal Perimeter
Users maintain freedom to use device to meet their personal needs.
Data-At-Rest
BlackBerry 10 File System

BlackBerry File System

Personal Perimeter

- Application 1
  - Application Space
    - Shared
  - Personal Shared
- Application N
  - Application Space
    - Shared
  - Personal Shared

Corporate Perimeter

- Application 1
  - Application Space
    - Shared
  - Corporate Shared
- Application N
  - Application Space
    - Shared
  - Corporate Shared

file:///accounts/1000/appdata/shared
file:///accounts/1000-enterprise/appdata/shared
file:///accounts/1000/appdata/Application1/shared
file:///accounts/1000-enterprise/appdata/Application1/shared
BlackBerry Balance
User Interaction

- Sandboxes corporate/work data from personal data
- Security controls prevent work data transfers through personal data leak channels
- Security Benefits of the QNX MicroKernel
- FIPS-142 Certified
BlackBerry Balance
An End-to-End Solution

What does it mean for you, the developer?

• Security baked into the platform
• No code changes and proprietary MDM SDKs
• Network route selection handled by the platform
• Trusted behind the firewall connectivity
• Enterprise or Personal apps – they just work

= Less work for you!
Enterprise Application Management
BlackBerry Balance
User Experience

- Work navigator will contain RIM and 3rd party Work Applications
- Personal navigator will contain RIM and 3rd party Personal Applications
- Seamless switching back and forth between navigators
An Enterprise Extension to the BlackBerry App World client

Delivers a list of Business Approved applications to a private Enterprise Channel.

- **User Benefits**
  - Self-service downloads
  - Single source for Apps

- **Admin Benefits**
  - Gatekeeper for applications with access to corporate data
  - Managed by Groups
Optional Applications
- End user Management in Enterprise App World
- Upgrade notifications
- By group or user

Mandatory Applications
- Pushed to BlackBerry Device upon enrollment
- Automatic delivery and update
- By group or user
BlackBerry Mobile Fusion and Enterprise Catalog for applications

Try our 60 day free trial!!!
http://us.blackberry.com/business/software/mobilefusion/
Enterprise Application Connectivity & Security
Enterprise Connectivity

End-end connectivity between BlackBerry 10 and Application Server
- BlackBerry 10 uses default routing to establish connection

1. Enterprise VPN
2. Enterprise WiFi
3. MDS-CS
BlackBerry 10 Application
Connectivity and Security

- Data is compressed
- AES-256 bit encryption with no user interaction, DMZ, Firewall rules or VPN required
- Control traffic via MDS (Intranet) pipe

BlackBerry Mobile Fusion provides a persistent BlackBerry Secure Connection for enterprise email, PIM and applications deployed within the secure corporate perimeter on BlackBerry 10 devices.
BlackBerry 10 Network Connections

- MDS - CS initial handshake
- MDS - CS hand-off

Applications/Web Server

After Initial Handshake

Firewall

BlackBerry Device Service

Internet

BlackBerry Infrastructure

Wireless Network

CP = Corporate Perimeter

PP = Personal Perimeter

Public Wi-Fi

Internet

BlackBerry 10
BlackBerry Development Platform

- **Multiple Developer Expertise:**
  - Native
  - WebWorks/HTML 5
  - Adobe AIR

- **Multiple Developer Assets:**
  - Repackages existing assets for the PlayBook and BlackBerry 10 devices
  - Develops or re-uses Flash Apps

BlackBerry Enterprise Solution provides a Secure Channel to the corporate infrastructure
Developer Experience: What is WebWorks?

- Migrate a Web application (HTML/JavaScript/CSS) into a platform stand-alone Apps:
  - Input: HTML/JS/CSS content
  - Output: WebWorks Apps

- Leverage the WebKit browser

- Provide access to the device platform
  - Standard: storage, touch, web sockets, events
  - Custom: anything supported in the “Native” API
Mobile Application Integration

- BlackBerry WebWorks
  - REST: XmlHttpRequest, jQuery

- Native Apps
  - Use libcurl for REST and SOAP
BlackBerry Device Service and BlackBerry 10:

- Alleviates the corporate data management challenge for IT
- Provides a holistic, secure platform for developers without requiring customization/modification
- Enables application discoverability through self-service deployment options
- Delivers simplified network connectivity and routing including behind the firewall access
• BlackBerry Balance: http://ca.blackberry.com/business/software/blackberry-balance.html
• BlackBerry Secure MDS Transport: http://devblog.blackberry.com/2012/03/enterprise-app-development/
• BlackBerry Developers: https://developer.blackberry.com/

Stay tuned “BlackBerry 10 Enterprise App Dev Series”
Q & A
THANK YOU

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