

# The Car as a Managed Device Enterprise Management

Alex Kinsella

Team Lead, BlackBerry App World

# Background

The launch of BlackBerry PlayBook OS 2.0 introduces new Enterprise functionality that provides:

- Distribution improvements by allowing Administrators to publish hosted optional applications to a private Enterprise Channel in BlackBerry App World.
- Integrated Application management and administration with BlackBerry Mobile Fusion
- Enables and encourages the discovery of consumer and business applications within the public App World storefront with the introduction of BlackBerry Balance dual user persona capabilities.

The current plans are to duplicate the functionality and experience on the Java client side later this year. RIM's Enterprise solution will encourage visibility and traffic to public AW content which previously was locked down by many Enterprise organizations.



RIM Strictly Confidential

# Problem Statements

With the advent of being able to discover more public applications within BlackBerry App World, there is and will continue to be an increasing customer demand to allow public apps into the corporate space. The following problems must be resolved in order to address our customer demands and meet competitive pressures:

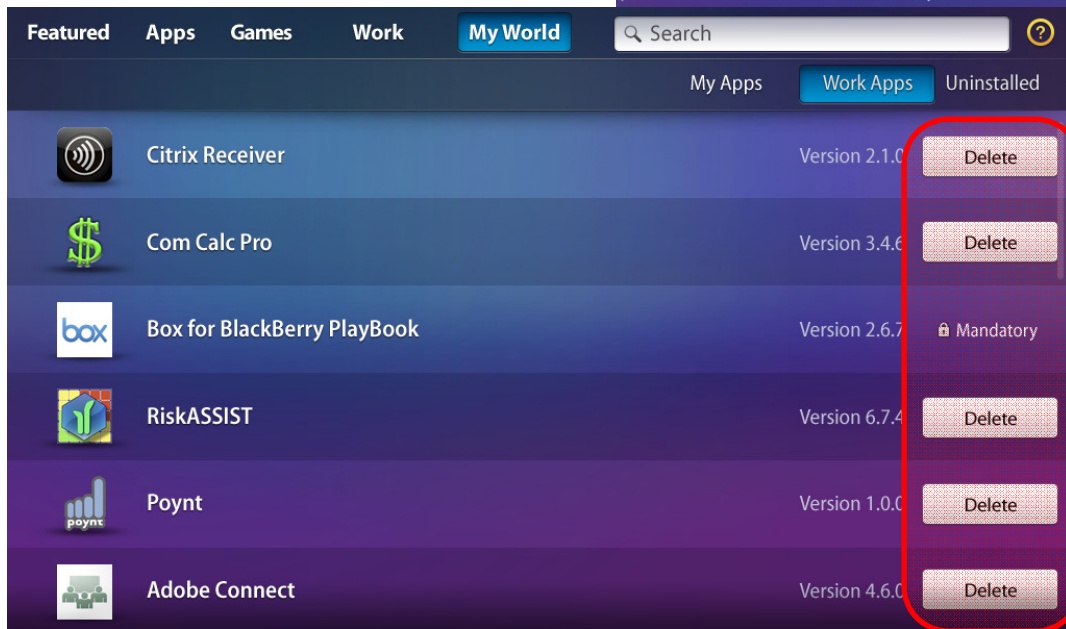
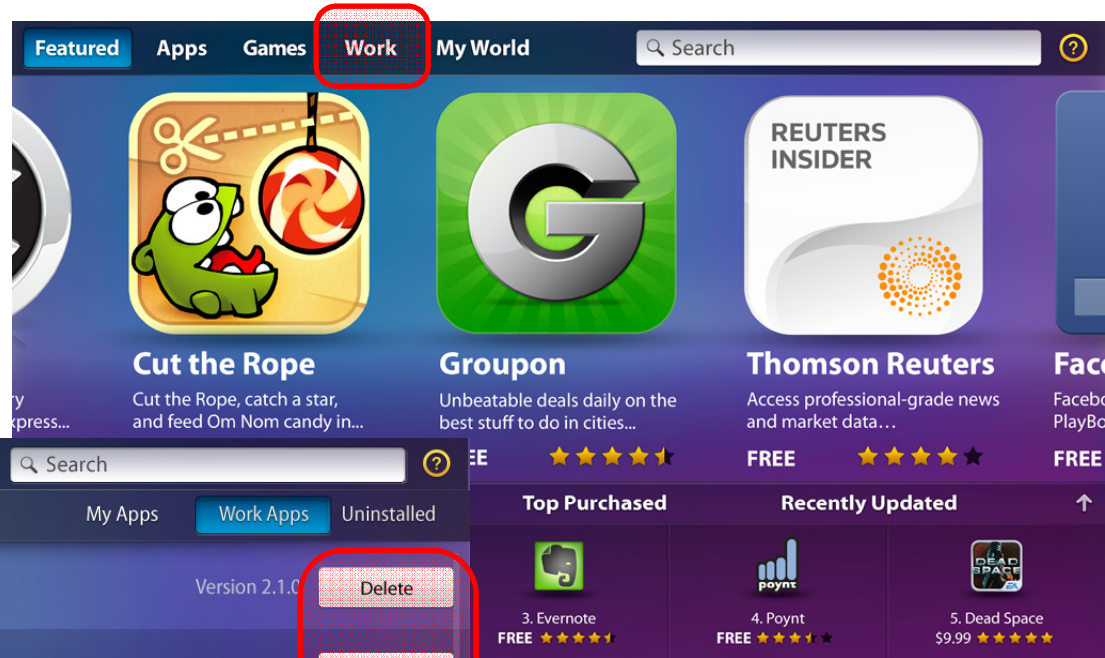
1. No Method to whitelist public Applications in App World to the Enterprise Channel and allow access to corporate data
2. Unable to setup policies and configurations for whitelisted public Applications
3. No Method for Enterprises to purchase a single or multiple applications from the storefront and assign them to corporate users/groups
4. No Method to manage application licenses once purchased
5. No method to allow Enterprise Developers to offer volume pricing within App World

# Enterprise Solution Features

- **Provides Administrators with a simple method to securely deliver corporate applications to their employees.**
- **Allows Enterprise End users to discover and access a private list of corporate applications that have been approved for use by the Business.**
- **Leverages the BlackBerry App World easy-to-use user interface to display corporate applications and allow a single channel to discover content.**
- **Enterprise End Users can visually differentiate between personal and business applications**
- **Leverages the BlackBerry Enterprise Server application management functionality to set up application policies and permissions**

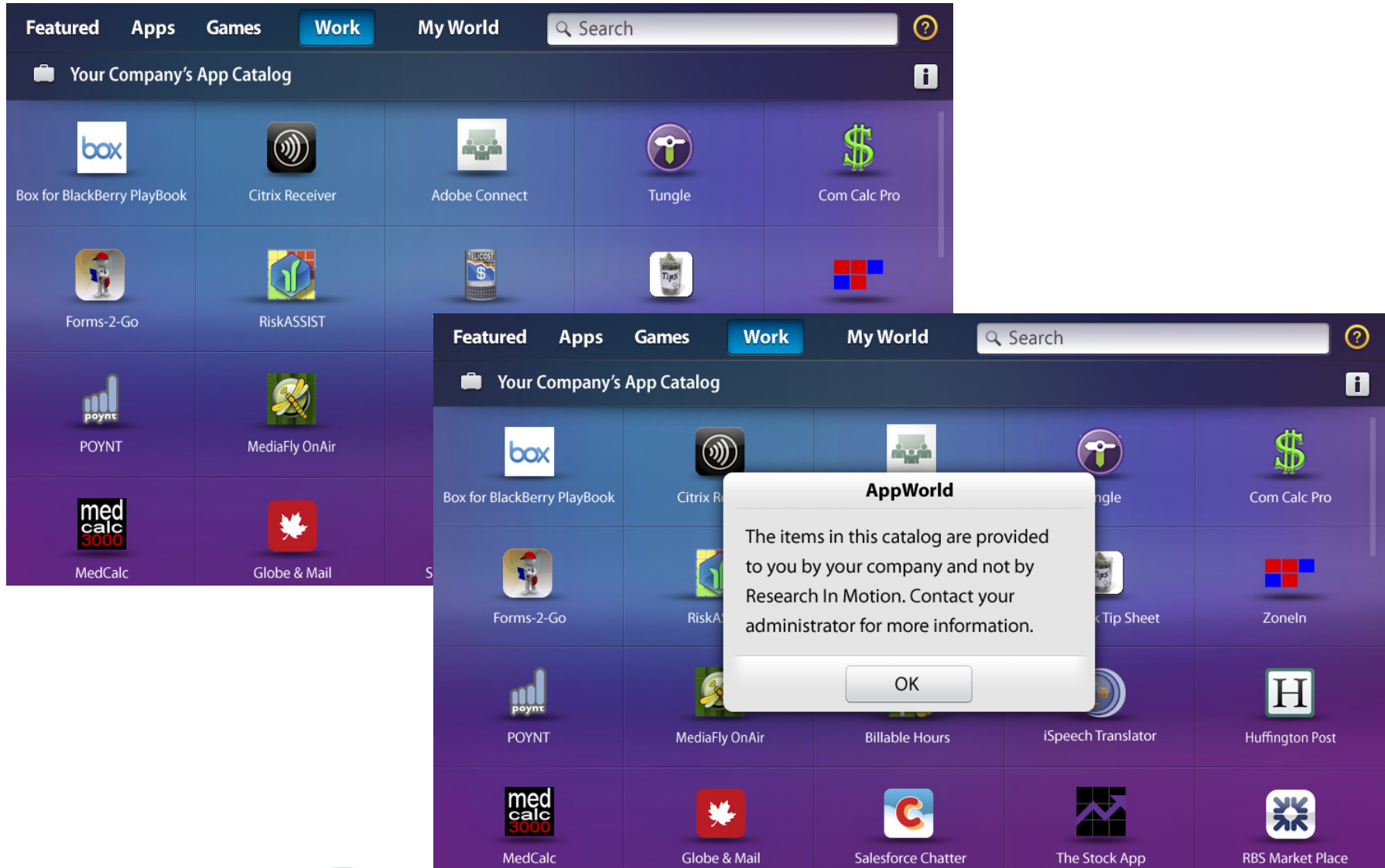
# What does it look like?

Work tab visible beside “My World”



Full listing with business optional and mandatory apps visible in My World

# The Catalog of Apps...



# Product Evolution today into tomorrow...

## What it can do today

Phase #1:

- ❖ Simple method to distribute enterprise managed applications to a private and secure channel in BlackBerry App World
- ❖ Creating a platform within App World for easy discovery and user self management of Enterprise content.

## What's in store for tomorrow

Phase #2 and Future:

- ❖ Enabling distribution of App World managed applications to the Enterprise private channel
- ❖ Support for Enterprise customization and branding within the App World Enterprise solution
- ❖ Improved discoverability for Enterprise Applications
- ❖ Bulk Application purchases and Licensing management

# Thank you!

Alex Kinsella

Email: [akinsella@rim.com](mailto:akinsella@rim.com)

Twitter: [@alexkinsella](https://twitter.com/alexkinsella)

