

HELPING A CITY CONNECT USING BLACKBERRY

Industry

- Government

Region

- North America

Solution

- BlackBerry® Enterprise Service 10 (BES10)
- BlackBerry® 10 smartphones
- BBM™

The City of Waterloo is a community focused on technology and innovation. One of the local universities in the city — The University of Waterloo — is world-renowned for its computer science and computer engineering programs. The Intelligent Community Forum, a think tank that studies the economic and social development of the 21st Century community, has also named Waterloo Intelligent Community of the Year¹, recognizing it as a significant center of talented people and innovative companies.

The Challenge

With many citizens working in the technology sector, service expectations for the local government run high. People expect the city to use the latest tools to solve problems quickly and efficiently — and for access to information regarding programs and services to be painless. That's why the City of Waterloo is continually looking to use technology to better serve its population of over 131,000 people.

"The realities of municipal budgets means that we need to make smart choices," explains Max Min, Director of Information Management and Technology Services, City of Waterloo. "We not only need affordable solutions that work; we also need suppliers that can help us make the most of our investment."

Among its initiatives, the city has looked to improve the effectiveness and efficiency of its emergency services. It also sought to take advantage of mobile technologies to provide citizens with location-aware information on city services.

The Solution

That's why the City of Waterloo has developed a long-term relationship with BlackBerry, and recently migrated to BlackBerry Enterprise Service 10 (BES10) and BlackBerry 10 smartphones for its workforce. One hundred and eighty-three employees were issued BlackBerry Q10 or Z10 devices, and within two months of those upgrades, BES10 had been deployed throughout the organization.

"BlackBerry is more than just a supplier," said Min. "The Company is a true technology partner who has helped us leverage the advantages of mobile technology." The foundation for the City of Waterloo's mobile solution is a combination of BES10 for enterprise mobility management (EMM), BlackBerry 10 smartphones to keep its employees connected, BBM for real-time collaboration and BlackBerry apps to help connect citizens to city programs and information.

"BlackBerry 10 devices are some of the best business smartphones available," Min said. "While they deliver tangible productivity benefits and iron-clad security standards, our staff from planners to bylaw personnel to firefighters can also enjoy the benefits of cutting-edge devices with all the productivity apps they need at their fingertips."

The City of Waterloo also worked with BlackBerry's Enterprise Solutions Team and eSolutionsGroup Limited to improve citizen access to information about city programs and services. The result of their collaboration is the Pingstreet mobile application on



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the BlackBerry platform. The first-of-its-kind mobile application provides the Waterloo community with real-time access to location-based information including garbage and recycling calendars, construction detours, road closures and more.

City of Waterloo's Benefits

Location-Aware Program Information

The Pingstreet app resulting from the work between the city, eSolutionsGroup Limited and BlackBerry's Enterprise Solutions Team provides the Waterloo community with real-time access to location-based information including garbage and recycling calendars, construction detours, road closures and more. The app enables faster engagement time with city officials and enables employees to provide updates on the go. The community can also report problems in their neighborhood, connect with their community through Twitter and Facebook feeds, and stay up to date on the latest news and events.

The Pingstreet app has been adopted by more than a dozen municipalities, with more expected. It's already been downloaded more than 14,000 times from BlackBerry World and has earned solid reviews. As one reviewer said, "Every city needs this. Sure beats trying to find the info in the blue pages."

Real-Time Collaboration

BBM has helped the city better coordinate its emergency services.

"BBM provides a communications channel that's reliable, instantaneous and can support up to 30 people," said Min. "It's a perfect tool for coordinating groups working in real time."

For example, during an ice storm, city officials used BBM groups to communicate real-time information amongst relevant officials and departments.

The first BBM group relayed high-level communications and scheduled meetings between the emergency control group (including the mayor, commissioners, and chief of fire services). The second group coordinated information and updates from departments on the ground — including transportation officials, salting crews and snow plows, parks and forestry, and utilities.

Using BBM groups sped up communications during the emergency and kept managers abreast of situations as they unfolded. Not only did this simplify emergency service coordination, it was more cost-effective for the city than using text messaging services.

Low Total Cost of Ownership

For long-time BlackBerry customers like the City of Waterloo, migrating to BES10 as their enterprise mobility management solution is by far the most cost-effective choice. That's the conclusion of the study by Strategy Analytics, Enterprise Mobility Management: A Review of Total Cost of Ownership², which found that BES10 is the lowest cost EMM solution based on the five year total cost of ownership (TCO). The study found that migrating from BES5 to a BlackBerry competitor is, on average, more than double the cost over five years than migrating from BES5 to BES10. The Strategy Analytics report went on to note that the "all inclusive" nature of the BlackBerry offering provides a tangible cost advantage which is then sustained throughout the TCO period.

¹ Intelligent City of the Year, 2007 — see <http://www.intelligentcommunity.org/index.php?src=news&refno=256&category=Community&prid=256>

² Strategy Analytics, Enterprise Mobility Management: A Review of Total Cost of Ownership, May 2014

Key Benefits

- Improved real-time collaboration through BBM
- App expertise
- Location-specific program information
- Most cost-efficient EMM solution

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