

Mobile Solutions Company puts BlackBerry 10 and BlackBerry Enterprise Service 10 to the test

BlackBerry Customer Success Story

Mobile Computing Corp. Inc.



Mobile Computing Corp. Inc. (MCC) has been developing, supporting and advising on leading edge mobile field force automation and optimization solutions for more than 25 years. The company's solutions, marketed under the M-LINX™ brand, help large organizations to automate real-time information flow between the office and mobile workers in the field. MCC offers customized and pre-packaged applications that work on a variety of mobile devices, including BlackBerry® smartphones and BlackBerry® PlayBook™ tablets.

MCC's CEO, Camille Peters spoke to us about her company's experience in RIM's Early Adopter Program (EAP) working with BlackBerry 10 and BlackBerry Enterprise Service 10 and why she is excited to add these products to their line of mobile field service solutions.

Your company has been using BlackBerry 10 and BlackBerry Enterprise Service 10 for over a month now. What is your overall impression of these new products?

Peters: Right off the bat, we discovered that it was fast and easy to install our custom and turn-key BlackBerry PlayBook tablet applications on the BlackBerry 10 device. Within two hours, the device was on my desk and working almost flawlessly. Typically, we have to do some tweaking when we put our app on a new device, even if it's just an updated device. Tweaks and changes

spell additional development costs. The fact that the transition was seamless was a huge benefit for us.

And I absolutely love the screen and clarity on the BlackBerry 10. To me, it has matched – and maybe even surpassed – the exceptional clarity on the BlackBerry PlayBook tablet. It's a smaller device, but it's so clear.

We were also happy to see that BlackBerry Enterprise Service 10 has the ability to activate BlackBerry PlayBook tablets using Wi-Fi®. We promote wireless solutions; we don't want to hardwire a device to set it up.

In general, we were really impressed with BlackBerry Enterprise Service 10 as an application management tool. It gives us security, version control and the ability to do it in a wireless format. Together with the BlackBerry 10 device, it will help us achieve the necessary controls with the flexibility our customers want.

Quick Facts:

1. Found upgrading to BlackBerry® 10 using BlackBerry® Enterprise Service 10 simple and fast
2. Excited to offer customers "BYOD" capability using BlackBerry® Balance™ technology
3. Feels responsiveness of Research In Motion® (RIM®) team is second to none
4. Impressed by the clarity and resolution of BlackBerry 10's screen

BlackBerry 10 and BlackBerry Enterprise Service 10 allow for greater flexibility. What do you think of these enhancements?

Peters: We have a variety of clients with varying needs and IT infrastructure, so we were thrilled with BlackBerry Balance. Our customers need to keep their business applications secure, preserved and separate from personal content. BlackBerry Balance separates the work and personal space on one device. No one wants to carry around two phones, so our customers can add this as a benefit for their employees.

BlackBerry Enterprise Service 10 takes it to the next level and will allow us to manage any personal or corporate-owned BlackBerry smartphone or tablet. It allows us to run our application from a single, secure management platform. More and more, employees want to use their own device and organizations want to provide that flexibility. We're very excited about promoting a "bring your own device" capability.

What was your experience working with RIM?

Peters: We do a lot of beta testing and field trials with a lot of hardware partners and we really need our partners to be responsive. When we work with a company like RIM, we need their people to understand our business and to support us when we have issues. From the very

beginning, the team at RIM has been incredibly supportive and receptive to us. The level of contact and assistance exceeds any others we've ever worked with. The strength of BlackBerry 10 is great and the support from RIM is outstanding.

What's the verdict? Will you be choosing BlackBerry 10 and BlackBerry Enterprise Service 10 for your customers?

Peters: Absolutely! The BlackBerry 10 platform is solid and secure. We haven't had any issues porting our M-LINX™ for Field Service solution over to the new device. The versatile device management we get with BlackBerry Enterprise Service 10 and the wireless activation capabilities on the BlackBerry PlayBook tablet and BlackBerry 10 device will enhance our mobile solutions and offerings to our customers. We definitely plan to roll these products into our line-up of solutions. In fact, they're already part of our sales kit.

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 **BlackBerry**

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