

BBM Enterprise SDK (BlackBerry CPaaS)

Easily integrate messaging, voice, video, and data sharing directly into your apps and services—all with enterprise-grade security.



Build powerful communication experiences, safely and securely

BBM® Enterprise SDK is the secure CPaaS (communications platform as a service) solution by BlackBerry. It is a ready-made global IP-based communications platform that enables you to integrate enterprise-grade communication functionality directly into your mobile and web applications without needing to build out expensive back-end infrastructure and interfaces. A lightweight, cloud-based solution, the BBM Enterprise SDK scales to your secure communication needs.

With industry-leading security and rich communications features, BBM Enterprise SDK gives you the versatile tool set you need to develop high-quality apps while keeping data encrypted.

With BBM Enterprise SDK, 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 Data and Location Sharing:** share files, text, contact cards, media, data, and location
- **Secure Real-time Notifications:** push notifications; messaging and collaboration-related notifications

Transform the user experience

BBM Enterprise SDK offers integration of multi-level communications into your apps to address any business use case. It enables your organization to securely build powerful experiences for both your internal users and external users, such as clients or customers.

Go beyond basic chat and create new innovative experiences:

- Real-time Publish/Subscribe services
- Peer-to-peer data streaming and presence services
- Automated chat bots and routing services
- And more

Enhance security and privacy

The BBM Enterprise SDK is the culmination of the BlackBerry's secure messaging capabilities and is grounded in 15 years of experience providing secure communications to highly regulated verticals. BlackBerry provides proprietary end-to-end security, protecting communications data at rest and in transit. With over 70 security certifications, it's trusted by the most security-conscious governments and organizations worldwide to secure user data and protect user privacy with:

- Protection of customer information via digital signatures and key management
- End-to-end FIPS 140-2 validated encryption
- Access controls for guaranteed message integrity

Get to market faster

BBM Enterprise SDK 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.



Increase scalability and performance

With BBM Enterprise SDK, you can scale your communications quickly and safeguard your apps against network outages, which can compromise service and user experience. BBM Enterprise is built on the BBM infrastructure, which has scaled to 100 million global users and billions of messages per day. With BBM Enterprise SDK, you can trust the proven BlackBerry foundation and reputation for secure communications. Because it uses its own IP-based BlackBerry NOC (network operations center), your organization gets high quality, reliable communications.


Advantages Over SMS-Based Messaging Services

	BBM-E 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, BBM Enterprise SDK 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 BBM Enterprise SDK become even more apparent when you deploy globally. There's no need to pay for costly regional short codes.


Supported Platforms



Android



iOS



**JavaScript
(Web, Node.JS)**

Learn more about the BlackBerry CPaaS solution at blackberry.com/bbmesdk

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.