

BlackBerry

Alliance Program Guide



www.blackberryalliance.com

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For information about the BlackBerry Alliance Program, including the program structure, program eligibility requirements and benefits, as well as the enrollment process, this Program Guide is a valuable resource. This Program Guide will be updated with program changes and important information but to stay current on all program updates, visit BlackBerry Partner Sphere at www.blackberryalliance.com on a regular basis.

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1.0 BlackBerry Alliance Program

1.1 Why Join the BlackBerry Alliance Program

With the BlackBerry® Alliance Program your company can gain access to industry-leading resources in development, marketing and training that help you expand your business opportunities and realize your full potential. It's a new kind of structure built to power your ideas and deliver a new level of success.

The BlackBerry Alliance Program is designed to:

- **Recognize expertise** by rewarding you for the influence you have in the marketplace
- **Foster relationship building** by providing you with access to the various Research In Motion (RIM) channels and the entire partner community
- **Deliver value** with resources designed to help you build revenue and increase sales

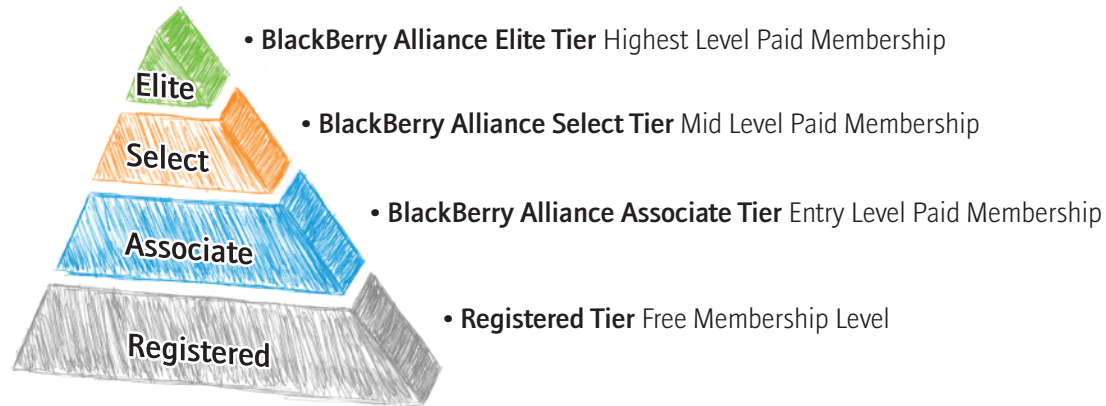
1.2 Who can join the BlackBerry Alliance Program

The BlackBerry Alliance Program is for organizations that are providing applications and services that enhance the value of the BlackBerry solution. Qualifying businesses include: Independent Software Vendors (ISVs), System Integrators, Hosters, Content Providers, Professional Services Providers and Platform Members. The Program structure consists of four core tiers of membership that reflect the member organization's participation in the program and the level of partnership it has with RIM or the BlackBerry solution.



1.3 How does the Program work?

There are four program tiers in the BlackBerry Alliance Program:



Organizations have the opportunity to join the BlackBerry Alliance Program at any tier provided the Program Enrollment Requirements and the Program Membership Requirements are met.

Program Enrollment Requirements consist of:

- Accepting the RIM Master Alliance Agreement
- Completing a profile on your organization
- Providing payment for the annual membership fee

Program Membership Requirements consist of:

- Achieving the required number of Member Points for the respective tier within your organization's contract year. Member points are used to measure your activity in the Alliance Program and to reward the degree of interest and participation you have with the program, and your impact in the market.

Benefits and resources applicable for each program tier will be available on your contract start date. Program benefits vary by tier and include a wide range of marketing tools and technical and sales support resources.

To enroll in the BlackBerry Alliance Program click on the Join Now button located on the [BlackBerry Partner Sphere](#) home page. BlackBerry Partner Sphere is the one stop-shop for Alliance Members to: apply for membership, profile your organization, review program requirements and the status in the program and access the various benefits applicable to your program tier. BlackBerry Partner Sphere is a portal designed exclusively for BlackBerry Alliance Members and will provide you with all of the information, tools and resources that you need to succeed with BlackBerry.

2.0 Which Tier Should I Join?

2.1 Four Tiers to Choose From

Choosing a program tier that best aligns with your business is easy! There are four tiers in the BlackBerry® Alliance Program:

- **Registered Tier:** Open to the public community to offer and share BlackBerry information and facilitate networking
- **BlackBerry Alliance Associate Tier:** Outreach program designed to accelerate development and increase member mindshare of the BlackBerry platform
- **BlackBerry Alliance Select Tier:** For members with sustainable revenue through various channels
- **BlackBerry Alliance Elite Tier:** For technology and brand leaders that ensure BlackBerry adoption and foster innovation and channel opportunities

When determining the program tier to join you should:

- Review the Program Enrollment requirements for each tier
- Review the Program Membership requirements for each tier
- Evaluate the benefits and support available for each tier
- **Apply** to join the tier that best aligns with your business; subject to Research In Motion (RIM)'s due-diligence and final approval

2.2 Program Eligibility Requirements

Program eligibility requirements are based on meeting the Program Enrollment and Program Membership Requirements outlined below.

| BlackBerry Alliance Program Eligibility Requirements | Registered Member | BlackBerry Alliance Associate Member | BlackBerry Alliance Select Member | BlackBerry Alliance Elite Member |
|--|-------------------|---|---|---|
| Program Enrollment Requirements | | | | |
| Sign the Master Alliance Agreement | Not Required | Required | Required | Required |
| Complete and Maintain Partner Profile | Required | Required | Required | Required |
| Annual Program Fees | FREE | \$2,000 USD \$2,400 CAD €1,700 £1200 | \$3,500 USD \$4,200 CAD €2,900 £2000 | \$5,000 USD \$6,000 CAD €4,200 £2900 |
| Program Membership Requirements | | | | |
| Partner Points to be Achieved | Not Required | 45 | 65 | 100 |

Which Tier Should I Join?

Registered Tier

To join the Registered Tier:

- Complete an organization profile

BlackBerry Associate Alliance Tier

The Program Enrollment requirements for the Associate Tier include:

- Accepting the RIM Master Alliance Agreement
- Completing a profile on your organization
- Paying the annual member fee for the Associate Tier

The Program Membership requirements for the Associate Tier include:

- Achieving 45 Member Points within the membership year. Points can be earned by completing various activities. See the [Member Points](#) section for more information.

BlackBerry Select Alliance Tier

The Program Enrollment requirements for the Select Tier include:

- Accepting the RIM Master Alliance Agreement
- Completing a profile on your organization
- Paying the annual member fee for the Select Tier

The Program Membership requirements for the Select Tier include:

- Achieve 65 Member Points within the membership year. Points can be earned by completing various activities. See the [Member Points](#) section for more information.

BlackBerry Elite Alliance Tier

As an Elite Member, the following Program Enrollment requirements must be met:

- Accepting the RIM Master Alliance Agreement
- Completing a profile on your organization
- Paying the annual member fee for the Elite Tier

The Program Membership requirements for the Elite Tier include:

- Earning 100 Member Points within the membership year. Points can be earned by completing various activities. See the [Member Points](#) section for more information.

Which Tier Should I Join?

2.3 Member Points

Member points are used to measure your activity in the Alliance Program and to reward the degree of interest and participation you have with the program, and your impact in the market. As you earn Member Points, you qualify to move to higher program tiers which provide additional resources and benefits to support your business. Within the Membership Center of BlackBerry Partner Sphere you can see the status of the points your organization has achieved in the Scorecard tab as well as direction on how to earn partner points.

| Earning Partner Points | |
|---|--------------------|
| Activity | Point Assignment |
| Revenue Impacting | |
| Influenced Revenues | 0-10 per quarter |
| Desired Behavior | |
| Customer references (limit to 2 per year) | 5 per submission |
| Valid Case Study (limit to 1 per year per partner, only if approved by RIM) | 10 |
| Completed Competency (through Certifications; see Certification Requirements) | 10 |
| Events | |
| Sponsorship of RIM Organized Event (maximum points awarded each year is 10) | 10 per Sponsorship |
| Company representation at the BlackBerry Developer Conference | 5 |
| Company representation at WES | 5 |
| Company representation at Alliance Summit (either North America or European) | 5 |
| Completion of Alliance Member Survey | 3 |
| Promoting BlackBerry Alliance Membership on your organization's website | 5 |
| Requirements Completed | |
| Submit quarterly activations or PIN numbers | 2 per quarter |
| Up-to-date company profile and contacts | 2 |
| Up-to-date solution submission for RIM distribution | 2 |
| Sales tools submitted for RIM distribution | 2 |

2.3a Revenue Impacting

Points are awarded on a quarterly basis for influenced revenues which are either:

- Revenue earned from selling your organization's BlackBerry applications and services; or
- Number of downloads each quarter for organizations that offer a free BlackBerry application for download

Influenced Revenues

| | |
|------------------------|---------------------|
| Points awarded | 0-10 per quarter |
| Maximum Points | 40 per year |
| Validity Period | 1 Membership Year |
| How Points are Tracked | Submission required |

The ranges of Member Points that can be achieved each quarter are based on the following table:

| Points assigned for Influenced Revenues Criteria | | | | |
|--|-------------------|-------------------|---------------------|------------|
| | Range per Quarter | | | |
| Solution Metric | 2 | 4 | 7 | 10 |
| Total Revenue | \$1-\$49,999 | \$50,000-\$99,999 | \$100,000-\$249,999 | \$250,000+ |
| Number of Downloads | 1-24,999 | 25,000-124,999 | 125,000-249,999 | 250,000+ |

RIM has the right to audit the Influenced Revenues reported to verify proof of the number of downloads or the revenue submitted.

2.3b Desired Activities

Customer references

In order to highlight success with the BlackBerry® solution and spotlight the innovative ways you and your customers work together, points will be awarded for the customer references that you submit. Submitting a customer reference means providing the name, company and contact information of a customer who is willing to provide a reference about their experience with using your application and services with the BlackBerry solution. The BlackBerry Customer Success team may contact you and/or your customer reference to participate.

| | |
|-----------------|-------------------|
| Points awarded | 5 per submission |
| Maximum Points | 10 |
| Validity Period | 1 Membership Year |

Regarding Customer References:

- Before submitting a customer reference you must ensure that you have permission from your customer to use them as a reference as they may be contacted to verify that they have agreed to participate.
- All customer references are required to be companies that are legally independent of the Member organization submitting the reference. This ensures independent, third-party validation of all references
- The same customer company can be used for more than one customer reference as long as each individual reference is for a different, unique project, and you provide a different customer contact

Once the customer reference is submitted through the portal, you will automatically receive the points associated. RIM and the BlackBerry Customer Reference team have the right to audit your submissions and failure to provide a legitimate opportunity may result in the loss of points.

Case Study

A more in-depth customer reference is a written customer case study where we can publish a story about the successes your customers have achieved using your application and services with the BlackBerry solution.

If you are interested in applying for the Case Study program, complete the Case Study Submission web form within the Membership Center of [BlackBerry Partner Sphere](#). Please only submit customers that have agreed to be a reference and participate in a case study. Once you've submitted a Case Study customer lead the BlackBerry Customer Success team will review the submission. At the discretion of RIM, we may be in touch to begin the case study process with you and your customer. Points will be awarded once the customer and partner have provided their approval on the final draft of the case study.

Which Tier Should I Join?

| | |
|-----------------|---|
| Points awarded | 5 per submission |
| Maximum Points | 10 |
| Validity Period | 3 years from the approval date or as long as the case study is posted within the Success Story area on www.blackberry.com |

Regarding Case Study Customer References:

- All customer references are required to be companies that are legally independent of the Member organization submitting the reference. This ensures independent, third-party validation of all references
- The same customer company can be used for more than one customer reference as long as each individual reference is for a different, unique project, and you provide a different customer contact
- The BlackBerry Customer Reference team may contact the customer to verify that they have agreed to participate.

Completed Services Competency

As part of the new structure, the BlackBerry Alliance Program now has introduced the Services Competency track. This Competency is for Members who specialize in offering System integration/Professional Services around the BlackBerry solution or provide hosted BlackBerry services. Introducing a Services Competency allows organizations to demonstrate that they have experienced employees in a business area that is relevant to Research In Motion's interests. Additional value of completing this Services Competency include:

- **Market Recognition:** Certifications from RIM are respected designations in the wireless communication industry. As such, they can in many circumstances help raise the Member's profile and deliver greater customer recognition.
- **Access to Resources:** Those Members that complete the Services Competency requirements will be provided with additional Services Competency benefits applicable to each partner type.
- **Incremental Discounts:** Members will be provided with incremental product discounts as they achieve higher levels of Certification.
- **Validated Knowledge and Quality:** Certification demonstrates to customers that the Member maintains BlackBerry product knowledge and support; it also validates the Member's knowledge in working with BlackBerry solutions.

| | |
|------------------------|--|
| Points awarded | 10 |
| Maximum Points | 10 |
| Validity Period | As long as the requirements for the competency are valid |
| How Points are Tracked | Automatically granted once competency is complete |

Currently the only competency that we offer is the Services Competency, but we may choose to expand this in the future.

For more information on the Services Competency requirements and benefits, please visit [Section 3: Services Competency](#).

Which Tier Should I Join?

Sponsorship of a RIM Organized Event

If your organization sponsors a RIM organized event you will receive Member Points as outlined below:

| | |
|------------------------|------------------------|
| Points awarded | 10 |
| Maximum Points | 10 |
| Validity Period | 1 Membership Year |
| How Points are Tracked | Automatically assigned |

RIM organized events include but are not limited to:

- WES
- BlackBerry Developer Conference
- Vertical and horizontal events. Subject to RIM's discretion.

If before your contract renewal, you feel there is a discrepancy, please contact your appropriate RIM representative to discuss.

Company Representation at WES

WES is an annual event that brings together wireless visionaries, leaders, and enthusiasts from around the world to explore what's new and learn the best ways to integrate new wireless technologies. Having at least one member of your organization attend WES will result in points being awarded.

| | |
|------------------------|------------------------|
| Points awarded | 5 |
| Maximum Points | 5 |
| Validity Period | 1 Membership Year |
| How Points are Tracked | Automatically assigned |

Which Tier Should I Join?

Company Representation at a BlackBerry Alliance Summit

BlackBerry Alliance Summits are exclusive events for BlackBerry Alliance Members that provide the opportunity to connect, strategize and explore ways to promote enterprise and consumer applications and services. The global BlackBerry Alliance Summit is held as part of RIM's annual WES conference usually on the preceding day. The EMEA Alliance Summit is typically held in the fall. Having at least one member of your organization attend any of these BlackBerry Alliance Summit events will result in points being awarded.

| | |
|------------------------|------------------------|
| Points awarded | 5 |
| Maximum Points | 5 |
| Validity Period | 1 Membership Year |
| How Points are Tracked | Automatically assigned |

Company Representation at the BlackBerry Developer Conference

The BlackBerry Developer Conference focuses on developers, architects, industry technical experts, RIM insiders, and key partners who come together for a dedicated forum that explores creating consumer and business applications for the BlackBerry platform. Having at least one member of your organization attend the BlackBerry Developer Conference will result in points being awarded.

| | |
|------------------------|------------------------|
| Points awarded | 5 |
| Maximum Points | 5 |
| Validity Period | 1 Membership Year |
| How Points are Tracked | Automatically assigned |

Completion of Annual Alliance Member Survey

The opinions and feedback that you have on the BlackBerry Alliance Program including the information, support and resources provided to you are very important. As a result, each year the BlackBerry Alliance Team will conduct a survey to collect your valuable feedback on the program. As an organization if you complete the survey, the points in this category will be earned.

| | |
|------------------------|---|
| Points awarded | 5 |
| Maximum Points | 5 |
| Validity Period | 1 Membership Year |
| How Points are Tracked | Automatically assigned once survey is completed |

Which Tier Should I Join?

Promoting your BlackBerry Alliance Membership on your Organization's Website

The partnerships that we have with our BlackBerry Alliance Members are very important to us and as such we take every opportunity we can to promote you through various channels. We feel that there is also high value in you promoting your membership in the BlackBerry Alliance Program through the use of your Tier dedicated Alliance Member logo as well as describing your BlackBerry offerings. By promoting your BlackBerry Alliance Membership you will earn points as outlined below.

| | |
|------------------------|---------------------|
| Points awarded | 5 |
| Maximum Points | 5 |
| Validity Period | 1 Membership Year |
| How Points are Tracked | Submission required |

To receive these points, simply provide us with your company URL that promotes your BlackBerry Alliance Membership. This can be done through BlackBerry Partner Sphere within the Membership Center tab.

2.3c Reviewing and Reporting Activities

All reviewing and reporting activities will be managed through the Membership Center tab. All BlackBerry Partner Sphere Member users will have access to this area but only key contacts as identified through the Contacts tab within BlackBerry Partner Sphere will have the ability to upload and share the information.

Submit quarterly activations or PIN numbers

For ISVs and members providing hosting services, submitting quarterly numbers is a way to demonstrate your impact on the BlackBerry® solution market. Reporting these numbers on a quarterly basis within the Admin area in the Membership Center tab of BlackBerry Partner Sphere will earn you up to 8 points per year.

| | |
|------------------------|----------------------------------|
| Points awarded | 2 per quarter |
| Maximum Points | 8 per year |
| Validity Period | 1 Membership Year |
| How Points are Tracked | Submission required each quarter |

Which Tier Should I Join?

Up-to-date Company Profile and Contacts

Maintaining updated company and contact information and ensuring that you update this information within the Membership Center in BlackBerry Partner Sphere if your company's address or contacts change will earn you points towards your membership tier. Keeping this information up-to-date ensures that RIM will have the appropriate information necessary to contact you with important program announcements and updates.

| | |
|------------------------|---------------------|
| Points awarded | 2 |
| Maximum Points | 2 |
| Validity Period | 1 Membership Year |
| How Points are Tracked | Submission required |

Up-to-date Solution Submission for RIM Distribution

Ensuring that you have up-to-date solution details on your organization's application(s) or service offerings will also earn your points towards your membership tier. This information can be uploaded into the Membership Center tab of BlackBerry Partner Sphere and will be used internally to share details on the solution offerings of all BlackBerry Alliance Members.

| | |
|------------------------|---------------------|
| Points awarded | 2 |
| Maximum Points | 2 |
| Validity Period | 1 Membership Year |
| How Points are Tracked | Submission required |

Sales Tools Submitted for RIM Distribution

Beyond maintaining up-to-date solution information, we will also award points to you for submitting additional sales tools like presentations, brochures, data sheets, sales videos, case studies.

| | |
|------------------------|---------------------|
| Points awarded | 2 |
| Maximum Points | 2 |
| Validity Period | 1 Membership Year |
| How Points are Tracked | Submission required |

Although you only need to submit one tool to earn points, because the information you supply is shared with a wide audience within RIM, including groups supporting carrier partners, resellers and larger enterprise accounts, it is in your best interest to provide as much information as you can about your company, solutions, application and/or services. Visit the in the Membership Center tab of BlackBerry Partner Sphere to upload your sales tools.

Which Tier Should I Join?

2.4 Program Benefits

The benefits available to Alliance Members are grouped by Technical, Marketing and Sales categories and are designed to help you develop, market and sell your innovative solutions to BlackBerry customers around the world. These benefits will help you expand your business and realize your full business potential. Access to the various benefits is based on your membership tier as outlined in the table below. To access these various benefits, please visit [BlackBerry Partner Sphere](#).

| Technical Benefits | Registered Member | BlackBerry Alliance Associate Member | BlackBerry Alliance Select Member | BlackBerry Alliance Elite Member |
|---|-------------------|--------------------------------------|-----------------------------------|----------------------------------|
| Product & Development Support | | | | |
| Education & Enablement | | | | |
| Opportunity to request a BlackBerry Web Signal | | X | X | X |
| Access to BlackBerry® Internet Service-B Connectivity | | X | X | X |
| BlackBerry Bug Tracking Database | X | Enhanced access | Enhanced access | Enhanced access |
| Enhanced Access to the BlackBerry Technical Solution Center | | X | X | X |
| BlackBerry Partner Newsletter | | X | X | X |
| BlackBerry Developer Newsletter | X | X | X | X |
| Access to BlackBerry Tools & SDK's | X | X | X | X |
| BlackBerry Developer Forum | X | X | X | X |
| Invitations to Technical Conferences | X | X | X | X |
| Hardware & Software Access | | | | |
| Opportunity to participate in software beta programs | | | X | X |
| Access to pre-release BlackBerry smartphones* | | | X | X |
| Free BlackBerry Smartphone** | | X | X | X |
| BlackBerry Smartphone Loaner Program | | X | X | X |
| BlackBerry Smartphone Discount Purchase Program | | X | X | X |
| Special pricing on the Not-for-Resale BlackBerry® Enterprise Server with 20 Client Access Licenses (CALs) to be used for development testing only | | X | X | X |
| Technical Support | | | | |
| Assigned RIM Application Development Consultant for application development support | | | X | X |
| Free Code Signing Keys for Controlled APIs | | X | X | X |
| BlackBerry Incident Based Support for Developers | X | | | |
| Access to BlackBerry® Technical Support Services for core products (BlackBerry Enterprise Server, Smartphones, etc.) | X | X | X | X |

| Marketing Benefits | Registered Member | BlackBerry Alliance Associate Member | BlackBerry Alliance Select Member | BlackBerry Alliance Elite Member |
|--|-------------------|--------------------------------------|-----------------------------------|----------------------------------|
| Customer Awareness | | | | |
| Access to marketing on various online BlackBerry resources | | | X | Priority access |
| Opportunity for co-operative marketing activities | | | X | Priority access |
| Participation in the BlackBerry Solutions Catalog | | X | Priority placement | Highest Priority placement |
| Application demo placement in the RIM internal Mobile Solutions Center | | X | Priority placement | Highest Priority placement |
| Invitation to participate in Newsletter Spotlights (BlackBerry Connection® Newsletter & BlackBerry Partner Newsletter) | | X | X | X |
| Approval for using BlackBerry in Google Ad-words | | X | X | X |
| Branding | | | | |
| Use of BlackBerry Alliance Program Brand Guidelines | | X | X | X |
| Use of the BlackBerry Alliance logo by tier | | X | X | X |
| Ability to produce co-branded sales and marketing collateral | | X | X | X |

| Sales Benefits | Registered Member | BlackBerry Alliance Associate Member | BlackBerry Alliance Select Member | BlackBerry Alliance Elite Member |
|---|-------------------|--------------------------------------|-----------------------------------|----------------------------------|
| Sales Support | | | | |
| Assigned RIM Business Development Manager | | | X | X |
| Email support for sales related inquiries | | X | | |
| Joint Development of a Business Plan | | | | X |
| Sales support from RIM on customer engagements | | | | X |
| Access to RIM Internal Business Units (Carriers, Product Management, Global Sales) | | | X | Priority access |
| Sales Lead Registration and Reporting | | X | X | X |
| Ability to post online applications to the Mobile Solutions Center for application demos and trials | | X | Priority placement | Highest Priority placement |
| Product Sales Kits | | X | X | X |
| Ability to resell BlackBerry Technical Support Services and BlackBerry® Training Services through authorized distribution centers | | X | X | X |

Which Tier Should I Join?

2.4a Technical Benefits

To access the many technical benefits available to your organization, visit the Membership Center tab in [BlackBerry Partner Sphere](#)

Access to BlackBerry Web Signals

Web Signals are near-real time content updates which push data directly to a user's BlackBerry smartphone, allowing third-party content providers to add timely and relevant updates to their application portfolio. Web Signals have a seamless distribution process after a simple customer opt-in process.

Access to BlackBerry Internet Service-B Connectivity

BlackBerry Internet Service(BIS)Browsing is a BlackBerry solution feature that enables service providers to offer BlackBerry users the ability to access public HTML websites without the need for a BlackBerry Enterprise Server connection. The service connects BlackBerry wireless handhelds to a server in the RIM-hosted infrastructure that acts as an Internet gateway with content compression. Access to the service requires a service book issued by the BlackBerry Provisioning Server. BlackBerry Alliance Members have the ability to apply for this permission through BlackBerry Partner Sphere.

BlackBerry Developer Issue Tracker

The Developer Issue Tracker is a web application that allows third-party developers to submit new issues and feature requests for consideration by Research In Motion (RIM). Through this application, BlackBerry developers can understand what issues exist in the market today, the potential workarounds and timelines for fixing those issues. The developer issue tracker also provides a centralized location to provide feedback to RIM on key areas for improvement in future releases. BlackBerry Alliance Members will receive enhanced access to this resource in order to track issues surrounding pre-release smartphones and software.

Enhanced Access to the BlackBerry Technical Solution Center

The BlackBerry Technical Solution Center <http://www.blackberry.com/knowledgecenter/> houses important technical documents for your use that are only available to members of the BlackBerry Alliance Program. It includes information such as case studies, product documentation and support knowledge base articles. Login credentials are emailed quarterly to the technical representative for your organization.

Tools & SDKs

RIM has developed world-class development tools to help you create world-class applications. The tools RIM developers use to create core BlackBerry applications are available to the development community and are constantly being updated to include the latest features.

Developer Forum

Join the discussion with other experts in the mobile community as we tackle development issues together and discuss the latest in Java®, browser, and MDS development! You can also find most up-to-date news and information about the BlackBerry App World™ and our award-winning BlackBerry Enterprise Servers http://supportforums.blackberry.com/rim/board?board.id=MDS_dev

Software Beta Programs

As BlackBerry Alliance Members, you may be given the opportunity to participate in software beta programs that will allow your organization to test and provide feedback on various BlackBerry solutions. Watch for emails on how to participate.

Which Tier Should I Join?

BlackBerry Enterprise Server - Not for Resale

Special pricing for the BlackBerry Enterprise Server is offered to you exclusively as a member of the BlackBerry Alliance Program. Your BlackBerry Enterprise Server is intended for internal development purposes only and comes with 20 client access licenses (CALs).

Assigned RIM Application Development Consultant

Select and Elite members are assigned an Application Development Consultant who is responsible for supporting your Java development activities and acting as a subject matter experts on custom software development for BlackBerry.

Free Code-Signing Keys for Controlled APIs

As a BlackBerry Alliance Member the fee for code signing keys will be waived for some of the BlackBerry Java APIs. To access this benefit, please fill out the form located within BlackBerry Partner Sphere

BlackBerry Incident Based Support for Developers

BlackBerry Incident Based Support for Developers is a pay-for-support program that allows you to contact RIM for any development issues that require assistance from the RIM Application Development Support team. This support program covers developers using any of the available BlackBerry development tools, such as the BlackBerry® Java® Development Environment (BlackBerry JDE), BlackBerry® JDE Plug-in for Eclipse™, BlackBerry® MDS Studio, BlackBerry® Plug-in for Microsoft® Visual Studio®, Plazmic® Content Developer's Kit and browser development. It allows you to pay for and receive technical support when you need it most—at the time of the support issue. To purchase this support, please visit <http://na.blackberry.com/eng/developers/resources/incidentsupport.jsp>

BlackBerry Technical Support Services

BlackBerry Technical Support Services is an annual support program that provides organizations with direct access to BlackBerry technical experts. The BlackBerry Technical Support Services program provides flexible and scalable support options designed to meet your organization's needs, regardless of the size or complexity of your BlackBerry deployment.

Access to BlackBerry Technical Support Services may require Member to enter into RIM's then current Technical Support Terms. For more information on BlackBerry Technical Support Services and to inquire about purchasing these services, please visit <http://na.blackberry.com/eng/support/programs/technical/>.

Note: RIM shall have no obligation to provide any End User Technical Support Services to Member. An End User may purchase End User Technical Support Services from RIM or a Reseller upon entering into the then "Applicable Support Terms" which shall be a separate agreement between RIM and an End User.

2.4b Smartphone Programs

Visit the Membership Center within BlackBerry Partner Sphere to access the smartphone program available to your organization

Pre-release BlackBerry Smartphones

As a BlackBerry Select or Elite Alliance Member you may be selected to complete testing on pre-release smartphones. If selected you will receive notification from your Business Development Manager. As a recipient of a pre-release smartphone you will be required to:

- Maintain confidentiality. Failure to do so may result in your company losing access to this benefit
- Provide device and API feedback within **2 weeks**
- After notification that updated beta handheld software has been posted to BlackBerry Partner Sphere, upgrade the software and provide device and API feedback to your Technical Partnership Manager within **2 weeks** via email
- Upon receiving a new pre-release device, provide a copy of your application targeted for the device within **2 weeks**. Applications can be uploaded through the Submission area in BlackBerry Partner Sphere

Free BlackBerry Smartphone Program

The newly designed Free Smartphone Program provides you with devices throughout the year based on availability. Each member will receive one free non-commercial smartphone per new form factor release. Form factor is based on having a different screen resolution or different input method. Smartphones will be shipped to Elite members first, followed by Select and Associate.

BlackBerry Smartphone Loaner Program

BlackBerry smartphones are available to your organization for testing and development, customer trials and demonstration purposes. The BlackBerry Smartphone Loaner Program is available across all regions and more details are included below:

- North America: Order up to ten smartphones at any one time for a 60 day trial
- Europe: Order up to ten smartphones at any one time for a 60 day trial
- Asia-Pacific: Order up to four smartphones at any one time for a 30 or 60 day trial
- Latin America: Order up to ten smartphones at any one time for a 60 day trial

BlackBerry Smartphone Discount Purchase Program

The newly introduced BlackBerry Smartphone Discount Purchase Program provides Alliance members with the opportunity to order newly released non-commercial smartphones at a discounted price for internal use, testing and development and partner trials. This program is currently only available within North America but will be launching in the other regions in the near future.

2.4c Marketing Benefits

Marketing, communications and sales benefits can be access from the Membership Center within [BlackBerry Partner Sphere](#).

Marketing on Various Online BlackBerry Resources

As BlackBerry Alliance Members, you will have the opportunity to be featured on one of the many BlackBerry resources including but not limited to:

- www.builtforblackberry.com
- mobile.blackberry.com
- [BlackBerry Owner's Lounge](#)

Which Tier Should I Join?

The priorities and focus for each quarter will determine which partners are selected to participate. Elite members will receive priority access followed by Select members.

Opportunity for Co-operative marketing Activities with RIM

In an effort to promote your applications and solutions to the appropriate end user market, we may help you participate in various activities and industry events. Depending on the segment and the opportunity presented, priority access will be given to Elite members followed by Select members.

BlackBerry Solutions Catalog

Learn, Find and Connect to showcase the applications and services created exclusively by members of the BlackBerry Alliance Program to a world-wide audience of customers and prospects. By including your organization's BlackBerry applications and service offerings in the catalog, BlackBerry Alliance Members will benefit from:

- Global Exposure of your BlackBerry solution offering - increasing awareness and sales opportunities
- Free marketing opportunities to promote your applications and services with the ability to update year-round
- Network/Connect with other Alliance Members to grow your business

To promote your solution to BlackBerry customers and RIM channels, visit the BlackBerry Solutions Catalog section within BlackBerry Partner Sphere

Mobile Solutions Center

The BlackBerry Mobile Solutions Center (MSC) is a program designed to provide our leading Alliance partners with a unique opportunity to highlight and demonstrate your wireless applications for BlackBerry to RIM's sales and marketing channels. The MSC enables RIM employees to learn more about applications that are available today and to demonstrate these applications to BlackBerry customers, prospects and carrier partners out in the field. The applications may also be used for demonstration during RIM-hosted presentations and conferences as appropriate.

Alliance Member Newsletter Spotlight

Get featured in our next Alliance newsletter and share your successes with other members of the program.

Google AdWords Permissions

Google has implemented a policy that forbids the use of trademarks as key words in advertisements without the express written consent of the company who owns the trademark. These key words are treated by Google as "AdWords". BlackBerry is a trademark owned by RIM throughout the world and therefore falls under the Google AdWord policy. As a BlackBerry Alliance Member, we will grant you the permission to use BlackBerry in your Google Adwords.

BlackBerry Alliance Member Logo

A Tier dedicated logo is available for your use to promote your membership in the program. To access your tier approved logo, please visit BlackBerry Partner Sphere. Registered members are not entitled to use a logo.



Associate Alliance Member



Select Alliance Member



Elite Alliance Member

Which Tier Should I Join?

2.4d Communications

BlackBerry Alliance Newsletter

The BlackBerry Alliance Newsletter provides you with up to date global information on news, events and product announcements. The newsletter is issued once per quarter to all partners who have registered to receive BlackBerry Alliance Communications.

Developer Newsletter

The BlackBerry Developer newsletter brings you the latest BlackBerry news, including information and updates on the latest BlackBerry smartphones, BlackBerry application developer news tips, expert advice in the Open Mike column, and upcoming events, webcasts and more!

Program Announcements and Updates

Members of the BlackBerry Alliance Program will be kept up-to-date on product announcements, technical updates, programs updates, events and more. Ensure that contacts are updated within BlackBerry Partner Sphere so that you don't miss out.

2.4e Sales

Assigned RIM Business Development Manager

Select and Elite members will be assigned a dedicated Business Development contact to help with pre and post sales support activities.

Business Plan

All Elite members have the opportunity to create a joint business plan with RIM. Your assigned Business Development Manager will work with you on this.

Sales Support from RIM on Customer Engagements

As an Elite member, you have the opportunity to utilize your Business Development Manager for sales support on customer engagements.

Access to RIM Internal Business Units

Select and Elite members will have the option to access RIM Internal Business Units like the carriers, product management and global sales to promote your solution. Your Business Development Manager will act as a liaison between you and these channels.

Sales Lead Registration and Reporting

After the program launches we will be rolling out an initiative for you to receive and manage leads with our partner portal. More details will be shared when this benefit launches.

Product Sales Kits

Stay up-to-date with all of the BlackBerry products and learn how to sell these products to the channels. All available product sales kits can be found within the Marketing section of BlackBerry Partner Sphere.

Ability to resell BlackBerry Technical Support Services

[BlackBerry Technical Support Services](#) is an annual support program that provides organizations with direct access to BlackBerry technical experts. RIM business partners, including BlackBerry Alliance Members and established carriers who support the BlackBerry products and services, can become authorized resellers of BlackBerry Technical Support Services.

3.0 BlackBerry Services Competency

3.1 Service Competency Requirements

As part of the new structure, the BlackBerry Alliance Program now has introduced the Services Competency track. This Competency is for Members who specialize in offering System integration/ Professional Services around the BlackBerry solution or provide Hosted BlackBerry services

The Competency requires the Member to have employees certified in the following 3 tracks:

- BlackBerry Certified Support Specialist
- BlackBerry Certified Server Support Specialist
- BlackBerry Certified Solution Designer

Each certification track is weighted differently and the total credits required to earn the points for completing the Competency are included in the table below:

| Member Type | Services Competency Certifications | | | | |
|--|--|--|--|-------------------------------|-----------------------------|
| | BlackBerry Certified Support Specialist | BlackBerry Certified Server Support Specialist | BlackBerry Certified Solution Designer | | |
| Credits per Certification | 1 | 2 | 3 | | |
| | | | | | |
| <i>System Integrators/ Professional Services</i> | <i>Number of Individuals to be Certified</i> | | | <i>Total Credits Required</i> | <i>Member Points Earned</i> |
| Tier - Associate | 1 | 1 | 1 | 6 | 10 |
| Tier - Select | 10 | 5 | 2 | 26 | 10 |
| Tier - Elite | 20 | 10 | 5 | 55 | 10 |
| | | | | | |
| <i>Hosters</i> | <i>Number of Individuals to be Certified</i> | | | <i>Total Credits Required</i> | <i>Member Points Earned</i> |
| Tier - Associate | 2 | 2 | 0 | 6 | 10 |
| Tier - Select | 10 | 8 | 0 | 26 | 10 |
| Tier - Elite | 24 | 14 | 1 | 55 | 10 |

Certification exams can be taken through [Prometric](#), an independent testing facility. As a member of the BlackBerry Alliance Program required completing certification, you will be entitled to free certification exam vouchers to meet the minimum requirements for your program tier. Your free certification exam vouchers will be distributed to your key contact via email to manage distribution for your organization. More details on certification can be found within the Services Competency tab in BlackBerry Partner Sphere.

BlackBerry Services Competency

An Example for a Host in the Associate Tier:

Two individuals must complete the BlackBerry Certified Support Specialist certification track. The BlackBerry Certified Support Specialist track is weighted at one credit per certification (2x1=2). Two individuals must complete the BlackBerry Certified Server Support Specialist certification track. The BlackBerry Certified Server Support Specialist track is weighted at two credits per certification (2x2=4). No individuals are required to complete the BlackBerry Certified Solution Designer track. The BlackBerry Certified Solution Designer track is weighted at three credits per certification (0x3=0). If you add all three track weightings up, you end up with a total of six (2+4+0) credits being required. Once those credits are achieved, 10 points will be automatically awarded and will be displayed on your scorecard.

Additional Notes Regarding the Services Competency

- BlackBerry Alliance Associate Members have 3 months from their contract start date to complete the Services Competency. BlackBerry Alliance Select and BlackBerry Alliance Elite Members have 6 months from their contract start date to complete the Services Competency. Failure to complete the certification in the required amount of time will result in the removal of access to the dedicated Services Competency benefits
- Certifications are recognized at the individual level. Organizations cannot refer to themselves as certified under any of the services competency certification names. If an individual leaves an organization, their certification would go with them
- Additional points are not awarded for completing additional certifications, however you will have access to additional Services Competency benefits
- The certification associated with the Services Competency will be valid during your program contract year and the achieved members points assigned to completing the Services Competency will be awarded until the certifications need to be updated. You will be notified in advance of this requirement
- The same individual can complete all three tracks and get credits for each.
- As a Member you acknowledge that you shall not be entitled to receive and RIM shall not be obligated to provide support and maintenance services to you with respect to the use and operation of the RIM products or the RIM Services
- RIM shall have no obligation to provide any End User Technical Support Services to you as a Member. An End User may purchase End User Technical Support Services from RIM or a Reseller upon entering into the then "Applicable Support Terms" which shall be a separate agreement between RIM and an End User

3.2 Service Competency Benefits

Having employees on your team who are certified under our Services Competency gives your organization access to additional technical support benefits that allow you to focus on your business and let experts take care of your technical support needs. Different Services Competency benefits are available depending on the certification that is achieved. Access to these benefits will be provided to the applicable partners through BlackBerry Partner Sphere.

Services Competency Benefits

| | For Hosters | BlackBerry Alliance Associate Member | BlackBerry Alliance Select Member | BlackBerry Alliance Elite Member |
|-----------------------|---|---|--|--|
| Preventative Services | Assigned Support Service Specialist | | X | X |
| | System Health Checks ¹ | | 1 per year | 2 per year |
| | Quarterly Support Summary Review Call with Support Service Specialist | | X | X |
| | Assigned Partner Solution Architect (PSA) | | X | X |
| Service Features | 24x7 Phone & Email access to BlackBerry Technical Support | 24x7 Telephone and BlackBerry Enterprise Support Center, 2-hour response on electronic incidents. | 24x7 Telephone and BlackBerry Enterprise Support Center, 2-hour response on electronic incidents. Priority queuing on incidents ² | Direct to Level Two Support ³ |
| Value Added Services | BlackBerry Enterprise Support Center for Named Callers | X | X | X |
| | Named Callers | 5 | 10 | 20 |
| | BlackBerry Technical Webcast Series for Named Callers | X | X | X |
| | BlackBerry Solve newsletter | X | X | X |
| | FREE Certification Exam Vouchers ⁴ | X | X | X |
| Hosting | Discount on Onsite and/or Open Session Training | 20% | 25% | 50% |
| | Discounted Hosting Licenses ⁵ | 4.50/user/month | 3.10/user/month | 2.70/user/month |
| | Annual Volume Commitment | 1,000 net new users | 3,000 net new users | 10,000 net new users |
| | For System Integrators or Professional Services Providers | BlackBerry Alliance Associate Member | BlackBerry Alliance Select Member | BlackBerry Alliance Elite Member |
| Preventative Services | System Health Checks ¹ | | 1 per year | 2 per year |
| | Assigned Partner Solution Architect (PSA) | | X | X |
| Value Added Services | FREE Certification Exam Vouchers ⁴ | X | X | X |

¹ Health Check Services will be completed on a maximum of 1 BlackBerry Enterprise Server.

² Incidents are given priority routing into technical support – ensuring expedited access ahead of other customers in the queue. This allows your call to receive priority routing through the automated call distribution system by placing your call at the front of the line ahead of calls placed by other customers.

³ All incidents route directly to Analyst level service resources, bypassing first tier Associates.

⁴ Members will receive a maximum number of vouchers to cover the certification outlined. Non-passing grade on Certification exam(s) would require the Alliance Member to purchase additional Certification exams at full cost to meet the minimum threshold

⁵ The annual volume commitment must be met in order to receive the discounted hosted pricing. All pricing is in USD.

The added benefits provided to those that complete the Services Competency are designed to provide you with the tools and information to increase your troubleshooting knowledge and to help you head off problems before they occur.

3.2a Preventative Services

Assigned Support Service Specialist

The Support Service Specialist (SSS) offering provides the ability to contact a group of employees at RIM who specialize in handling partner escalations and managing these issues to resolution. Each time an issue is escalated to the SSS group, an available SSS will make contact with you to gain a full understanding of the issue and engage the appropriate technical resources to help resolve the issue.

System Health Checks

The Health Check Services offer allows you to submit BlackBerry Enterprise Server log files to the BlackBerry Technical Support team for review. A technical resource will run these log files through a health check utility which analyzes the files to identify trends, common error messages, and other key data points to identify environmental and mail delivery/latency issues. Upon reviewing the output of the health check utility, the technical resource will be able to identify areas within the customer's technical environment that are the likely cause of existing issues and/or items that may cause potential issues in the future.

Quarterly Support Summary Review Call with Support Service Specialist

Each quarter a Support Service Specialist will conduct a 30-minute call to review a summary report of the incidents submitted during that period. A findings report will be provided each time this service is delivered, and where appropriate the report will provide recommendations for increasing supportability and functionality of the customer's BlackBerry deployment.

Assigned Partner Solution Architect

A Partner Solutions Architect's (PSA) primary role is to remove technical barriers by providing technical knowledge transfer (technical roadmaps, webcasts, etc). The PSAs can also be consulted for guidance on building your infrastructure and for providing documents and whitepapers when requested (i.e. best practices), and answering technical inquiries, but not for break/fix incidents. PSA's have technical backgrounds, but are not technical support reps.

3.2b Service Features

24x7 Phone and Email Access to BlackBerry Technical Support

Named Callers can contact BlackBerry Technical Support via telephone or submit incidents electronically via the BlackBerry Expert Support Center twenty-four (24) hours-a-day, seven (7) days a week. Technical incidents submitted by telephone will have an anticipated initial answer time of 90-seconds, while incidents submitted electronically have an anticipated initial response time of two (2) hours. The Tier that you are enrolled in will determine the level of Technical Support available to you.

Direct to Level Two Support Resources for Elite Members

Members with this service will have all technical incidents routed directly to Level Two support analysts, bypassing Level One support associates. Level Two support analysts have more knowledge and working experience with the BlackBerry solution, and act as the primary escalation point for Level One support associates when they are unable to resolve a technical issue. This service allows an organization with strong internal support processes and qualified technical staff supporting the BlackBerry solution to have their technical issues routed to a more experienced pool of support analysts.

Priority Queuing of Issues for Select Members

Members with this service will receive priority routing through the automated call distribution system which takes you directly to the front of the line ahead of calls placed by other customers, ensuring expedited access to get your issues resolved as quickly as possible.

3.2c Value Added Services

BlackBerry Enterprise Support Center

The Alliances Self Service Support Center is a secure online resource center available exclusively to Named Callers. It will provide access to the BlackBerry Technical Knowledge Center, software documentation, product tutorials and archived BlackBerry Technical Webcasts. In addition the following tools will be made available:

- Enterprise Activation Readiness – Verify that a BlackBerry smartphone is ready for the enterprise activation process by running three online tests.
- Create and Manage Service Requests – Named callers may create, view and add comments to open service requests associated with their support subscription.

Named Callers

Named callers designate the appropriate number of individuals, based on subscription level, to access the BlackBerry Expert Support Center and to submit technical support requests to the BlackBerry Technical Support team. Examples of Named Callers may include IT Managers, BlackBerry Enterprise Server System Administrators and Help Desk staff members who are responsible for managing the BlackBerry solution.

BlackBerry Technical Webcast Series

An exclusive benefit to Named Callers, these technically focused webcasts provide information and workarounds to help proactively diagnose common technical scenarios. A senior member of the BlackBerry Technical Support team will walk participants through an in-depth presentation focusing on one specific issue or scenario relating to the BlackBerry solution, with a live question and answer period conducted with the presenter after the presentation.

BlackBerry Solve Newsletter

Monthly newsletter sent to Named Callers to communicate technical information such as fixes and workarounds for common technical issues

Free Certification Exam Vouchers

BlackBerry Certification vouchers will be provided in order to give you free access to register for Certification exams at a convenient Prometric (www.prometric.com) location near you. Alliance Members will receive a maximum number of vouchers to cover the certification requirements based on your chosen partner type (System Integrator or Hosting Member) and membership tier. Non-passing grade on certification exam(s) would require you to purchase additional Certification exams at full cost to meet the minimum threshold. Vouchers will be provided to the key contact to manage and distribute. More information can be found within the Services Competency section in BlackBerry Partner Sphere.

BlackBerry Training & Certification

The BlackBerry Technical Support team appreciates the value of our Alliance Members being educated and knowledgeable about the BlackBerry solution. We encourage you to participate in BlackBerry® Training to help validate their skills and capabilities. You will receive discounts, based on your membership tier, to attend Instructor Led Training - delivered either at Open Sessions in your region or Onsite at your business location.

3.2d Hosted BlackBerry Offerings

Discounted Hosting License Pricing

Hosted BlackBerry services are only available from BlackBerry Alliance Members, who are part of the BlackBerry Alliance Program, and offer email hosting services. As a member of the program specializing in hosting we are providing you a discount on the Hosted license fee on a per user per month basis. In order to receive the outlined hosting license fee an annual volume commitment of net new users must be met and is outlined above in the Services Competency benefit table. Failure to meet the volume commitment associated with the Membership tier will result in your organization being required to join the lower program tier for the next membership year.

If you are unable to meet the annual volume commitments for the Associate tier but would still like to offer Hosted BlackBerry services there may be an alternate program made available. More details can be found within the Services Competency section of BlackBerry Partner Sphere.

4.0 BlackBerry Partner Sphere

BlackBerry® Partner Sphere gives you the resources you need to do business with the BlackBerry solution – all in one convenient and easy to use interface.

4.1 Obtaining Access to BlackBerry Partner Sphere

As soon as a member of your organization applies to join the BlackBerry Alliance Program, they will be provided with limited access to BlackBerry Partner Sphere. Once the legal agreements are reviewed and agreed to by a Legal contact within your organization, your application is approved and payment is received, tier access to BlackBerry Partner Sphere will be provided to the key contact that filled out the application form.

4.2 Contact Maintenance

The individual who fills out the registration form is by default the key contact for your organization. All contact updates can be made through BlackBerry Partner Sphere under the Contacts tab. The key contact will have to assign additional key marketing, technical, business development and legal representatives within the portal. These contacts will have the ability to update information within the portal and are ultimately responsible for measuring and tracking the status of membership in the BlackBerry Alliance Program. The key contacts will also have the ability to invite members of their teams to have read-only access to the portal providing them with all of the content needed on the BlackBerry solution.

4.3 What's in BlackBerry Partner Sphere

BlackBerry Partner Sphere is the one stop shop that will allow you to manage your membership and provide you with all of the tools and resources necessary to support, sell and market the BlackBerry solution effectively. From the home page you can access any other area of the site that has been segmented to organize content in a logical way, making it easiest for you to find what you are looking for. The site is broken down into: Home Page, Membership Center, Technical, Marketing and Communications, Events and Help & Support.

4.4 Home Page

Your BlackBerry Partner Sphere Home Page is a personalized page that outlines the latest announcements and content available to you on BlackBerry products, tools and resources as well as all of the details surrounding program membership.

- **Top Downloads** lists the content that others in your same tier find most informative
- **Announcements** brings you the latest news and announcements from BlackBerry right to the home page so you can stay informed on the latest news that affects you
- **Events** highlights upcoming events that will be of interest to members of the Alliance community

4.5 Membership Center

Have questions about your membership? The Membership Center is the area dedicated to providing you with all of the information you need to manage your membership in the BlackBerry Alliance Program.

- **Program Info** includes all of your organization's profile details related to the BlackBerry Alliance Program including company name, address and business areas of focus. All of these details can be edited by your key administrative contact who is also listed in this section. This area also includes some program details including your Research In Motion (RIM) Identification number and Technical Support code if applicable
- **Scorecard** provides you with a tool to measure your activity in the Alliance Program. It includes a complete list of criteria eligible to earn you points towards your membership requirement and highlights which activities you have completed to date.
- **Contacts** lists any RIM contacts assigned to your organization for business development or technical support. It also lists all of the administrative and read-only users within your organization that have access to BlackBerry Partner Sphere. The Admin contacts have the ability to make updates and invite additional users
- **Services Competency** lets you track your organization's certifications and provides more information on the benefits that are available to partners offering BlackBerry® services
- **Agreements & Guidelines** lists all of the applicable legal agreements and guidelines that have been agreed upon by your organization
- **Admin** lets administrative users submit information to the Alliances team as part of the points requirement or benefits. The following submissions would be included under this area:
 - Solution description and details
 - Demo applications
 - Not for Resale BlackBerry Enterprise Server orders
 - Business plan for Elite partners
 - Partner Profile updates
 - Spotlight for the BlackBerry Alliance Member Newsletter
 - Sales tools
 - Influenced revenue numbers for each quarter
 - PIN numbers for Hosting partners
 - Activation numbers for ISV partners

4.6 Technical

The technical section allows you to access the latest developer resources, software downloads and documentation related to the BlackBerry solution. Any of the technical benefits available to your organization will also be listed with more information on how to take advantage of them.

Content highlights:

- BlackBerry® Device Software
- BlackBerry Developer Tools
- Installation and upgrade versions of software for the BlackBerry® Enterprise Server

4.7 Marketing & Communications

You will find a variety of information in the Marketing and Communications section that will help you learn more about the BlackBerry solution as well as provide you with the tools and programs you need to execute your own marketing initiatives. From device imagery and data sheets to programs related to specific market segments, the resources you need to promote BlackBerry effectively are found here.

Content highlights:

- BlackBerry Alliance Member logo
- Extensive listing of device imagery and collateral
- Messaging documents and collateral related to the various BlackBerry platforms
- BlackBerry Market Segment resources
- Sign up and access various communications available to the Alliance Member community

4.8 Events

Find the latest information on upcoming and past BlackBerry events and webcasts. Be in touch with the information you need to learn about these events or how to attend. Also, be sure to visit this area once an event or webcast is complete to access archived copies of the presentations.

Content highlights:

- Event information and registration details
- Upcoming and archived webcasts

4.9 Help & Support

Can't find what you're looking for? Experiencing technical difficulties with the website? Have a question about your status in the program, the requirements or the benefits available to you? If any of the previous statements apply to you, this section is where you can submit your questions and issues and they will be directed to the appropriate person for follow-up.

5.0 Join Now! How to Become a BlackBerry Alliance Member

Enrollment in the BlackBerry® Alliance Program is quick and easy and just a few clicks away. Step-by-step instructions are included below to help guide you through the various processes:

- Enroll as a Registered Member
- Enroll as an Associate, Select or Elite Member
- Contact Maintenance
- Upgrading Tiers
- Membership Renewal

5.1 Enroll as a Registered Member

Becoming a Registered Member of the BlackBerry Alliance Program couldn't be simpler. With just three steps, you will have access to a public community to offer and share BlackBerry information at no cost.

1. Visit [BlackBerry Partner Sphere](#) and click on the Join Now button
2. Choose Registered under the Membership Tier drop down menu
3. Complete your individual profile and create your username and password

It's that simple! Once you submit your information you will receive a confirmation email and will then be able to access the wide variety of resources made available to Registered Members of the BlackBerry Alliance Program.

5.2 Enroll as an Associate, Select or Elite Member

Note: By filling out the registration form, you are the default key contact representative for your organization and all administrative notifications from the BlackBerry Alliance Program will be sent to you. Your organization may change key contacts at any time.

1. Visit [BlackBerry Partner Sphere](#) and click on the Join Now button to complete the registration form.
2. Choose your Membership Tier
Because each tier requires varying levels of commitment and requirements, every application goes through an initial review to ensure that the ideal Tier is selected by you to meet you and your organization's needs.

Join Now! How to Become a BlackBerry Alliance Member

3. Complete your organization profile including:

- a. Contact information
- b. Legal contact

Note: A legal contact is defined as one who has legal authority on behalf of your organization. This legal contact will be responsible for agreeing to the Non-Disclosure Agreement (NDA) and Master Alliance Agreement (MAA).

- c. Billing information
- d. Business Focus including member type, horizontals and verticals

4. Complete your Individual/Organization profile information including your desired communication options and create an online account.

Once you have submitted the form, a confirmation email will be sent to the email address you have submitted. Research In Motion (RIM) will then conduct a review of the application and if approved you and the legal contact will be contacted via email with instructions on how to sign and accept the Non-Disclosure Agreement and the Master Alliance Agreement within the secure area of the BlackBerry Partner Sphere. Please allow 3-4 days for the review of the application and email contact about next steps. During this interim period, you will have Registered Member access to BlackBerry Partner Sphere so that you can start to access many of the BlackBerry resources and benefits.

Sign the Non-Disclosure Agreement and Master Alliance Agreement through BlackBerry Partner Sphere

Non-Disclosure Agreement Acceptance

1. Read the Non-Disclosure Agreement in its entirety
2. Provide your online signature by entering your name and ensuring the Legal Company Name and Date are accurate
3. Click Submit

Note: If you decline to accept and submit the NDA you will discontinue your enrollment and all information you have entered will be lost. You will not receive the extended tier portal access to BlackBerry Partner Sphere nor gain entry into the BlackBerry Alliance program.

Master Alliance Agreement Acceptance

1. Review the Agreement Overview and ensure all pre-populated fields are correct. This information will form part of the Master Alliance Agreement when agreed to by both parties
2. If applicable, choose the reseller rights that your organization would like to participate in
3. Click Next
4. Based on the information provided in the Agreement Overview, a list of schedules and agreements will be presented. All schedules and agreements must be read by clicking on the associated title. Once reviewed, you need to confirm your acceptance with a checkmark.

Join Now! How to Become a BlackBerry Alliance Member

5. Provide your online signature by typing your name and ensuring the Legal Company Name and Date fields are accurate

6. Click Submit

Once both the Non Disclosure Agreement (NDA) and the Master Alliance Agreement (MAA) have been agreed to and approved by RIM, the key contact will receive a confirmation email with instructions on how to pay your annual membership fee. In the future we are looking to implement credit card billing but for the time being you will be invoiced with instructions on how to provide payment.

Once we receive confirmation of payment, your enrollment in the BlackBerry Alliance Program is complete and you will have full access to the many resources and benefits included in BlackBerry Partner Sphere for your tier. Your membership start date will coincide with your invoice date and you will have one year from that date to work towards the point requirements for your Membership Tier.

5.3 Contact Maintenance

The individual who fills out the registration form is by default the key administrative contact for your organization. All contact updates can be made through BlackBerry Partner Sphere under the Contacts tab.

The key administrative contact will be responsible for the following:

- Maintaining up-to-date company profile information and contacts
- Providing one key contact for each of the following roles: Marketing, Technical, Business Development and Legal
- Tracking your company's status in the BlackBerry Alliance Program including meeting program requirements and renewing your membership at the applicable time. All administrative program notifications will be sent to this contact.
- Having transactional capabilities within BlackBerry Partner Sphere which allows you to submit information to the portal to either earn points for your organization or request certain benefits
- Managing the devices your organization will receive through the pre-release and free smartphone programs. All devices will be shipped to your attention

The key Marketing, Technical, Business Development and Legal representatives within your organization will have the ability to:

- Have transactional capabilities within BlackBerry Partner Sphere which allows you to submit information to the portal to either earn points for your organization or request certain benefits
- Invite members of your team to have read-only access to the portal for all the information and resources needed.

Read-only Users:

All read-only users will have the ability to access BlackBerry Partner Sphere for all the marketing, sales and technical resources they require. Read-only users will not have the ability to submit information to the Member Portal.

Join Now! How to Become a BlackBerry Alliance Member

5.4 Upgrading Membership Tiers

If your organization reaches the point requirement for your Tier prior to 90 days before your contract expires, you will receive a notification with instructions on how to upgrade to the next highest Tier if interested. Once approved and the pro-rated difference in the membership fee is paid you will gain access to the additional benefits associated with the higher Tier. Your contract dates will not change and you will be required to renew on the expiration date of the initial contract that was executed.

5.5 Membership Renewals

Membership in the BlackBerry Alliance Program is valid for one year from your membership start date. The Master Alliance Agreement will automatically renew provided payment is received before the membership expiration date. Failure to provide payment will result in membership expiration and the loss of associated benefits.

Only the key administrative contact can renew your organization. Reminder notifications will be sent out to the key contact at various intervals close to the end of the membership year until you have confirmed interest to renew and paid the membership fee. Failure to confirm and pay the membership fee prior to the contract expiration date will result in membership cancellation and access to BlackBerry Partner Sphere on the expiration of your membership.

6.0 Frequently Asked Questions

6.1 Changes to the Alliance Program

Why is the BlackBerry Alliance Program changing?

Since the BlackBerry Alliance Program launched over eight years ago, the program has experienced incredible growth. We recognize that the diversity and needs of our member community have also grown, leading us to develop a new approach that delivers the kind of relationship you're looking for – with the people, tools and resources you need to help grow your business.

As a current Alliance member, how will the new program structure benefit my organization?

The focus of the new BlackBerry Alliance Program is to build stronger relationships with our members. To accomplish this, we need to provide a program that delivers the structure and value that supports the changing needs and requirements of our members. The new program offers your organization:

- **Choice and Flexibility.** The biggest change with the Alliance Program is the introduction of a tiered membership structure. There will be 4 tiers which are differentiated through specific BlackBerry Alliance Program Requirements and accessibility to specific Program Benefits. The BlackBerry Alliance Program Requirements will be tracked through a measurable points system. The new program structure allows you to choose the program tier that best aligns with your business objectives and requirements from membership with the BlackBerry Alliance Program.
- **Uniformity.** Under the existing structure, members are grouped based on the type of BlackBerry applications and/or services their organization provides. Moving to a tiered structure, the new program will deliver a more unified approach and experience. Overall the program becomes more streamlined, effective and efficient for our members.
- **Transparency.** Using a BlackBerry Alliance Program Requirements tracking system, we have the ability to measure our members' performance across a variety of areas including: Sales and revenue, customer references, marketing initiatives, programs and competencies. When members are provided with a clear outline of the performance requirements by tier, they gain an understanding of how to become successful in the BlackBerry Alliance Program, and how to access additional benefits and resources that help drive their businesses.
- **Improved Member Experience.** With the introduction of a new portal technology, members will benefit from an enhanced user experience to access the relevant information and programs that align with their program tier. Members have a centralized resource that allows them to easily view and monitor their membership status, progress and participation in the program. The portal connects members to technical, marketing, sales and certification benefits including networking programs with other Alliance members and supporting BlackBerry resources.

What are the new Alliance Program Tiers?

- Registered Member: Open to the public community to offer and share BlackBerry information and facilitate networking
- BlackBerry Alliance Associate Member: Outreach program designed to accelerate development and increase member mindshare of the BlackBerry platform
- BlackBerry Alliance Select Member: For members with sustainable revenue through various channels
- BlackBerry Alliance Elite Member: For technology and brand leaders that ensure BlackBerry adoption and foster innovation and channel opportunities

Frequently Asked Questions

What are the individual Tier requirements for joining the new BlackBerry Alliance Program?

Organizations have the opportunity to join the Alliance Program at any tier and will have access to the applicable program benefits upon completing [core program requirements](#). The Member Points associated with each tier must be achieved within the contract year for the organization to continue to receive the tier-specific benefits.

How does my organization enroll in the new BlackBerry Alliance Program?

Visit [BlackBerry Partner Sphere](#) and click on the Join Now button

Are the benefits available in each Tier guaranteed?

The BlackBerry Alliance Program Requirements and Benefits structure is subject to change. The services that RIM provides to members of the BlackBerry Alliance Program may vary depending on the program tier, member type and other factors set out in the Program Guide. Interested parties should carefully review the specifics of the BlackBerry Alliance Program before. Also note that the availability and delivery of program benefits is at RIM's sole discretion and may be subject to change. RIM may make changes to the program benefits and Program Guide as provided in the Master Alliance Agreement and will notify members accordingly.

Why has the BlackBerry Alliance Program introduced a Member Points structure?

Member Points are used to measure your activity in the Alliance Program and to reward the degree of interest and participation you have with the program benefits, and your impact in the market. As your organization earns Member Points, you also qualify to move to higher program tiers which provide additional resources and benefits to support your business. Visit the [Member Points](#) section for more details.

What are Influenced Revenues and how are Member Points earned?

Influenced Revenues are gained from selling your organization's BlackBerry applications and services and reporting quarterly revenue back to RIM through your membership with the Alliance Program. For organizations that offer a free BlackBerry application for download, the number of downloads each quarter should be reported. Depending on the results you report each quarter, member points are achieved based on the following table. RIM has the right to audit the Influenced Revenue reported to verify proof of the number of downloads or the revenue submitted by the member.

| Points assigned for Influenced Revenues Criteria | | | | |
|--|--------------|-------------------|---------------------|------------|
| Range per Quarter | | | | |
| Solution Metric | 2 | 4 | 7 | 10 |
| Total Revenue | \$1-\$49,999 | \$50,000-\$99,999 | \$100,000-\$249,999 | \$250,000+ |
| Number of Downloads | 1-24,999 | 25,000-124,999 | 125,000-249,999 | 250,000+ |

Frequently Asked Questions

What happens if our organization achieves the Member Points to qualify for a higher Tier during our current Master Alliance Agreement period?

If you enroll in a tier and achieve the member points required for a higher tier, you will have the option to register for the new program tier. When you pay the difference in the membership fee (at a pro-rated rate), you will gain access to the additional benefits. Your contract dates will not change and you will be required to renew on the start date of the initial contract that was executed.

6.2 Services Competency Information

What is the intent of incorporating a Services Competency into the BlackBerry Alliance Program?

Including a Services Competency in the new BlackBerry Alliance Program allows organizations to demonstrate that they have experienced employees in a business area that is relevant to Research In Motion's interests – which will set your organization apart in the marketplace. The Services Competency also allows your organization to access additional resources that will help you better manage and grow your business. Currently the only Competency that we offer is for Services members, but we may choose to expand this for other types of members in the future.

What is the new Services Competency?

Members who specialize in offering professional BlackBerry Services or Hosted BlackBerry® Services will find value in achieving certification in three areas:

- BlackBerry Certified Support Specialist (BCSS)
- BlackBerry Certified Server Support Specialist (BCSSS)
- BlackBerry Certified Solution Designer (BCSD)

The Services Competency member points will only be awarded once the required numbers of individuals are certified in each of the three areas.

How many individuals does my organization need to certify in order to receive the member points for completing a Services Competency?

The number of individuals that need to be certified varies based on which program tier you are enrolled in, as well as your member type (Systems Integrators/Professional Service Providers or Hosting Members). For more details visit the [Services Competency](#) section.

Are the certifications recognized at the organization or individual level?

The specific certifications that each individual completes are maintained at the individual level. An organization must not refer to itself as certified under any of the services competency certification names. An organization can only refer to having certain employees who have completed the BlackBerry Alliance Program Services Competency certifications. If an individual leaves an organization, their certification would go with them, and the organization may need to have another employee obtain certification in order to meet its Program requirements.

If I move up to a higher Program Tier and complete the additional Services Competency requirements, does my organization get additional points?

Unfortunately, additional points will not be awarded for completing the additional certifications; however you will have access to the additional Services Competency benefits.

Frequently Asked Questions

How long does my company have to complete the Services Competency?

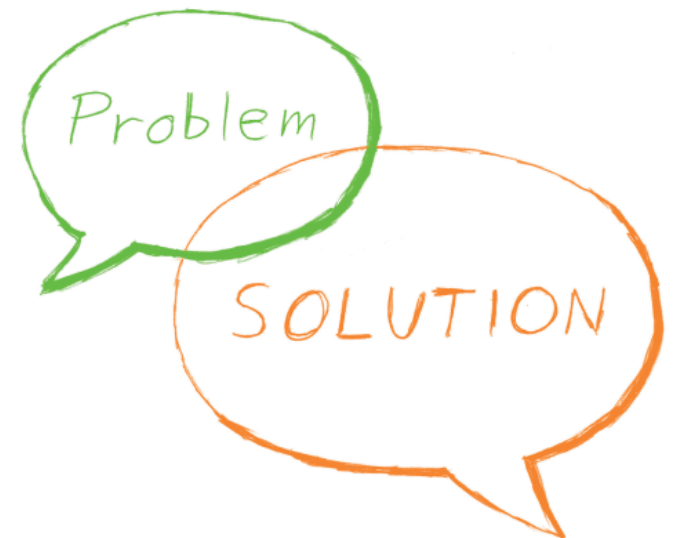
It varies depending on which program tier you are enrolled in. BlackBerry Alliance Associate Members have three months from their contract start date. BlackBerry Alliance Select Members and BlackBerry Alliance Elite Members have six months from their contract start date.

How long is the Services Competency valid for?

The certification associated with the Services Competency will be valid during your program contract year and the achieved member points assigned to completing the Services Competency will be awarded until the certifications need to be updated. You will be notified in advance of this requirement.

Once the Services Competency is complete, does my organization receive additional benefits?

Yes. Once you have achieved the required number of individuals to be certified. These benefits vary depending on your program tier and membership type. Visit the [Services Competency benefits](#) section for more information.



The BlackBerry Alliance Program Requirements and Benefits structure are subject to change. The BlackBerry Alliance Program Guide will be updated as changes are made but ensure that you visit BlackBerry Partner Sphere www.blackberryalliance.com frequently to remain up-to-date.

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