



BlackBerry Messenger Enterprise

Secure instant messaging to keep your organisation compliant

The WhatsApp challenge

Most enterprises have WhatsApp as part of their mobile strategy. However, you are not GDPR compliant if your employees use WhatsApp to contact customers. This is due to the app's limited security and data protection capabilities.

Critical issues include:

- **All customers in a user's address book are transferred to WhatsApp and Facebook.** It's unclear how this data is processed. So, you can't let customers know what happens to their data to fulfil the 'right to access' requirement of the GDPR.
- **WhatsApp collects personal data**, such as who users connect with. But there's no transparency in terms of what data is collected. In this case, your enterprise cannot fulfil the 'right to be forgotten' requirement of the GDPR.
- **WhatsApp transfers customer data to the US.** But GDPR prohibits the transfer or storage of data outside the EU.
- **There are 'data portability' issues**, because personal customer data is locked in to WhatsApp. If you need to transfer all customer data to another service, this is not possible.

If your company uses WhatsApp for business purposes, you need to deploy an alternative secure messaging app. One that fully complies with GDPR and provides the right level of data protection.



The BlackBerry solution

BlackBerry Messenger Enterprise (BBM Enterprise) is designed to fully protect your data. This powerful instant messaging app for business provides advanced security capabilities that will help your organisation to comply with all GDPR data protection standards.

BBM Enterprise comes with an enhanced security model for instant messaging, voice, and video communications on any platform. This includes Android, iOS, BlackBerry 10, Windows and macOS. It delivers the proven BlackBerry security that's trusted by thousands of companies and users around the world. So, you can rest assured one of your most important assets – your business data – will be fully protected.

Ultra-secure IM for police officers

BBME provides a UK police force with a secure communication platform, giving administrators full control over who can access the service.

"BlackBerry Enterprise mobile messaging, voice, and video provides government grade encryption, digital signatures, enterprise control and message archive and audit for compliance."



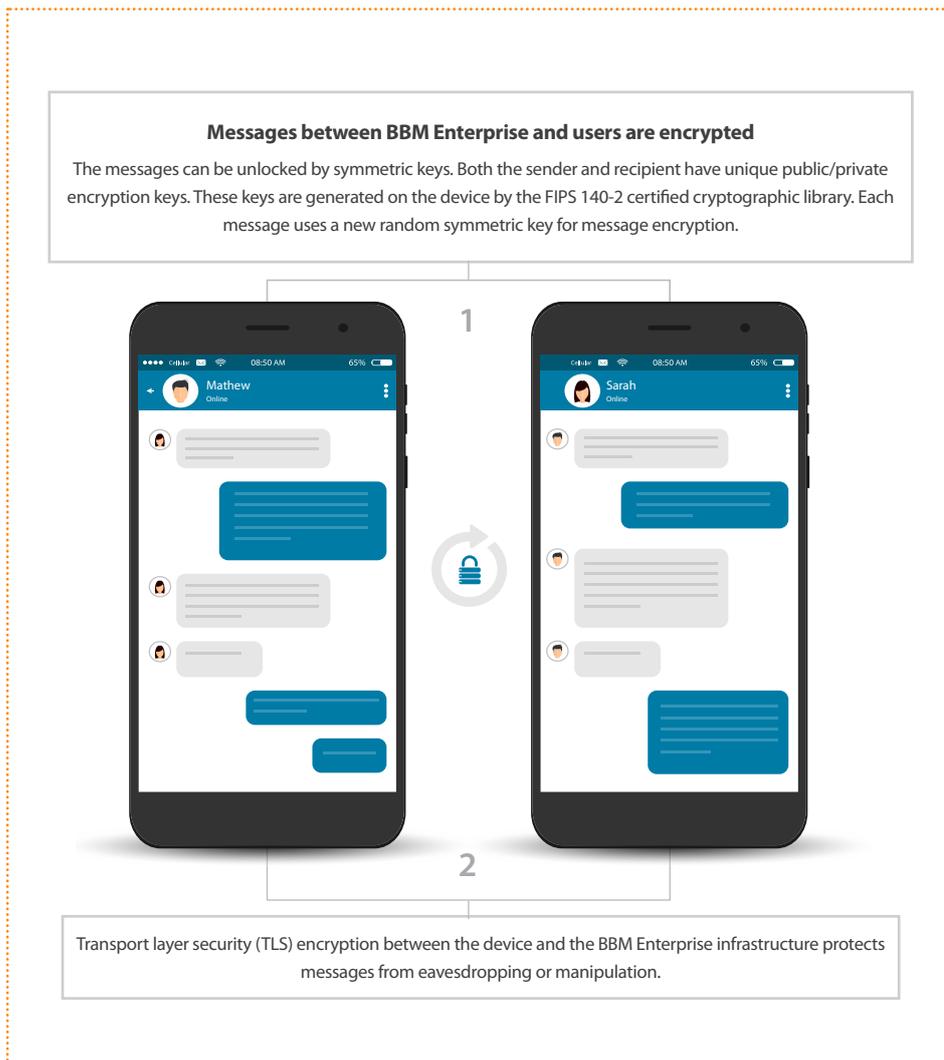
BlackBerry Messenger Enterprise

Secure instant messaging to keep your organisation compliant



How does it work?

BBM Enterprise is an easy-to-administrate instant messaging system. It will protect your organisation's data with enterprise-grade encryption, while helping your company to comply with the GDPR requirements.



Private messaging by design

Your enterprise messaging app must comply with the GDPR privacy by design principle. When a BBM Enterprise user sends a message, their conversation is automatically secured with enterprise-grade encryption. This encryption occurs even if the recipient is a non-BBM Enterprise user. This means your employees can securely interact with external contacts such as clients, customers and partners.

With BBM Enterprise no other organisation will gain access to your corporate data shared via instant messaging.

Extending AtHoc's crisis management capabilities

BlackBerry AtHoc lets organisations and people effectively communicate and collaborate during a crisis. BBM Enterprise extends AtHoc's capabilities. For example, if your offices were inaccessible due to a crisis, communications could still be sent to all employees via BBM Enterprise, which is cloud-based. BlackBerry Notifications can also be used to alert your employees during a crisis.

Why Appurity?

Appurity's focus on mobile device security and app delivery ensures that our clients across all verticals are provided with best of breed, secure solutions.

Appurity are mobility specialists as recognised by our partnerships with the industry leaders: Apple Consultants Network, BlackBerry, Google (Android Enterprise), Samsung SEAP, MobileIron, Check Point and Aerohive.

The adoption of smartphones in organisations is driving change in business process and Appurity are helping deliver mobile initiatives and providing productivity apps.

Get in touch

If you'd like to talk to us about BBM Enterprise, AtHoc or Notifications, simply contact us on

0330 660 0277

sales@appurity.co.uk

Our Partners

