

BlackBerry

Tools for success



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CoolBrands

BlackBerry

Cool isn't something that happens by design. It comes through people recognising the authenticity of somebody pursuing their passion.

The passion that motivated Mike Lazardis, founder of Canadian company, Research In Motion® (RIM®), was the desire to create a mobile device that would really help people who needed to work on the move.

Mike wanted to create an intuitive tool – a pocket-sized resource that can be depended on to keep the user in touch with work, family and friends. A tool that was quiet and unobtrusive, with everything you need to stay in touch. It needed to be easy to use, reliable and indispensable.

He couldn't find one – the closest match was a pager, but they only provided one-way communication. So he came up with the idea of 'pushing' email to a pocket-sized device. He called it BlackBerry®.

Mike's determination produced a hit. Today, there are over five million BlackBerry users around the world and this figure is increasing daily.

Perhaps just as importantly, BlackBerry is a cultural phenomenon. These millions of users have become evangelists for a more mobile and connected way of life. This passion stems from the end-to-end nature of BlackBerry (server, software and hardware integration) which provides a simple, seamless user experience that users really value.

Whether lawyer, banker, civil servant or Hollywood film star, BlackBerry has become the default choice for those leading busy lives and who want to get on with it.

How?

By putting people back in control. Much has been written about the intense relationship people have with their BlackBerry. It is because users really find that having a BlackBerry device puts them more, not less, in control of their everyday lives.

By saving time.

Research conducted in 2004 suggests that users on average gain nearly an hour in a day by being able to manage their life on the move.

By being efficient.

People can now securely and reliably manage their e-mails whilst on the move. BlackBerry allows people to view, delete, and respond to emails and make decisions wherever they are.

BlackBerry applications now range from mobile business solutions like CRM and sales force support for enterprises to individual solutions like navigation and time management. All of this will enable individuals and corporations to be successful and get on.

As the BlackBerry story continues to unfold, the people behind its success seem determined to focus on continuing what they do best – developing tools for those that want to get on in life.

