

# The Future of Mobile Email



**Can Anyone  
Beat the  
Blackberry?**

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# How Do You “Beat the Blackberry” ?

- Make a better device?
- Make a better Email service?
- Make a better phone?
- Beat the company?

# Devices – Blackberry vs....

- Microsoft Mobile 5.0  
(Motorola Q, Palm W,  
HP, HTC)
- Nokia
- Palm (and future  
Linux based OS)
- Samsung, Sony-  
Ericsson



Blackberry

# Question: Who Makes the Best Phone?

- Top Phone Players - Nokia, Motorola, Samsung
- Top PDA Players - Palm/Treo, HP, HTC
- Sidekick – a different approach
- Volume pays, and price will become a factor
- Will a low price device challenge the blackberry (Nokia E61)?

# Do Blackberry Killers – Kill Innovation?

History of Technology shows beating the top dog – is not done on their turf. (1-2-3 vs. Excel, Wordstar vs. WordPerfect/Microsoft Word, dot-matrix vs. laser printers, Candy-bar Phones vs. Flip Phones), so....

The Blackberry Killer won't look like a blackberry or any of it's twin look-a-likes...



Blackberry



Motorola Q



HP 6515



Treo 650



Nokia E61

# What A Nexgen Device Killer Could Look Like



Ultra Mobile PC Variation?



A "pod" device/slide out keyboard?



Sony-Ericsson  
M600

Nokia 888 Concept Communicator?



# Blackberry Device Weakness

- Development of applications beyond Email
- No signature capture (directly)
- Lack of storage
- Lack of iPod-like experience (MP3, Video)
- No expansion capability (directly)
  - Storage
  - Barcode
  - RFID
  - GPS

# Mobile Email Services

- Microsoft Exchange Server 2007– Free, single vendor, single server solution (Exchange 2003 SP2)
- Good Technology
- Sybase iAnywhere – A strong collection of companies in the mobile space (AvantGo, Extended Systems, Afaria, etc.)
- Nokia – now owns Intellisync (Mobile Email and database tools)
- DataViz – Roadsync – Non-windows Mobile 5.0 and Microsoft Exchange Server Solution

## Choose a Smartphone



### Palm OS

[Treo 650](#)  
[Treo 600](#)  
[Treo 700p](#)  
[LifeDrive](#)  
[Tungsten C](#)  
[Tungsten E](#)  
[Tungsten E2](#)  
[Tungsten T2](#)  
[Tungsten T3](#)  
[Tungsten T5](#)  
[TIx](#)  
[Zire 72](#)  
[Sony N Series](#)  
[Sony UX40/50](#)



### Java MIDP 2.0

[Motorola PEBL](#)  
[Motorola RAZR](#)  
[Motorola SLVR](#)  
[Motorola A630](#)  
[Motorola v180](#)  
[Motorola V220](#)  
[Motorola V300](#)  
[Motorola V400](#)  
[Motorola V505](#)  
[Motorola V525](#)  
[Motorola V551](#)  
[Motorola V600](#)



### Symbian UIQ

[Motorola - A1000](#)  
[Sony Ericsson - P900](#)  
[Sony Ericsson - P910](#)  
[Sony Ericsson - P990](#)  
[Sony Ericsson - M600](#)



### Symbian Series 80

[Nokia 9300](#)  
[Nokia 9300i](#)  
[Nokia 9500](#)



### Symbian S60

[Nokia 3250](#)  
[Nokia E50](#)  
[Nokia E60](#)  
[Nokia E61](#)  
[Nokia E70](#)  
[Nokia N71](#)  
[Nokia N73](#)  
[Nokia N80](#)  
[Nokia N91](#)  
[Nokia N92](#)  
[Nokia N93](#)



### Windows Mobile 2003 PPC Phone Edition

[HP iPAQ hw6500](#)  
[HP iPAQ hw6515](#)  
[Samsung SCH-i730](#)  
[Samsung SCH-i750](#)  
[Samsung SCH-i830](#)  
[iMate PDA2K](#)  
[Audiovox PPC 6600](#)  
[Siemens SX66](#)  
[XV660](#)  
**Pocket PCs**  
[Hp iPAQ hx2100/2110](#)  
[Hp iPAQ hx2410/2415](#)  
[Hp iPAQ hx2700/2750](#)

Will device diversity present the biggest challenge to RIM?

# Email “Services”

- More than just push Email
- ...Deployment, management, maintenance
- Remote wipe, kill, quarantine, IT Policy enforcement, mass configuration, no/low touch install

# Will Wireless Carriers Become a Factor?

- Will Verizon, Cingular and worldwide wireless carriers create and brand their own services?

Visto? Seven?

- Probably not – they have a poor history of understanding data and enterprise needs. (Sprint has a lead in this area)

And Visto brings up another point...

# RIM Legal Battles Not Over

- Visto has filed and won a legal patent case against Seven
- Also targeting Good, Microsoft and others
- NTP owns part of Visto, and Visto owns part of NTP
- A long term legal battle will emerge over the next 3 years
- ...but should it be a real concern?

# Technical Change Points for RIM

- Refresh cycle of Email systems – Microsoft, IBM, Groupwise
- Unified Email
- Redefinition of communications – Push-to-Talk, IM/SMS
- Expansion beyond the professional worker – field service workers, consumers, sales forces
- Movement to do more things wireless – beyond Email
- VoIP, WiFi - changes in PBX systems to seamless roaming
- User Interface technology – Speech (Multimodal standard), Screens, Virtual Keyboards
- Messaging inside applications

# Social Change Points for RIM

- The X-Pod Generation driving media demand on the device
- Movement toward Software-As-A-Service, Outsourcing Email
- Redefinition of communications – Push-to-Talk, IM/SMS, Sametime, etc.
- Value perception and pricing of service
- Device makers adding value to devices (Nokia acquires Intellisync, more device intelligence?)

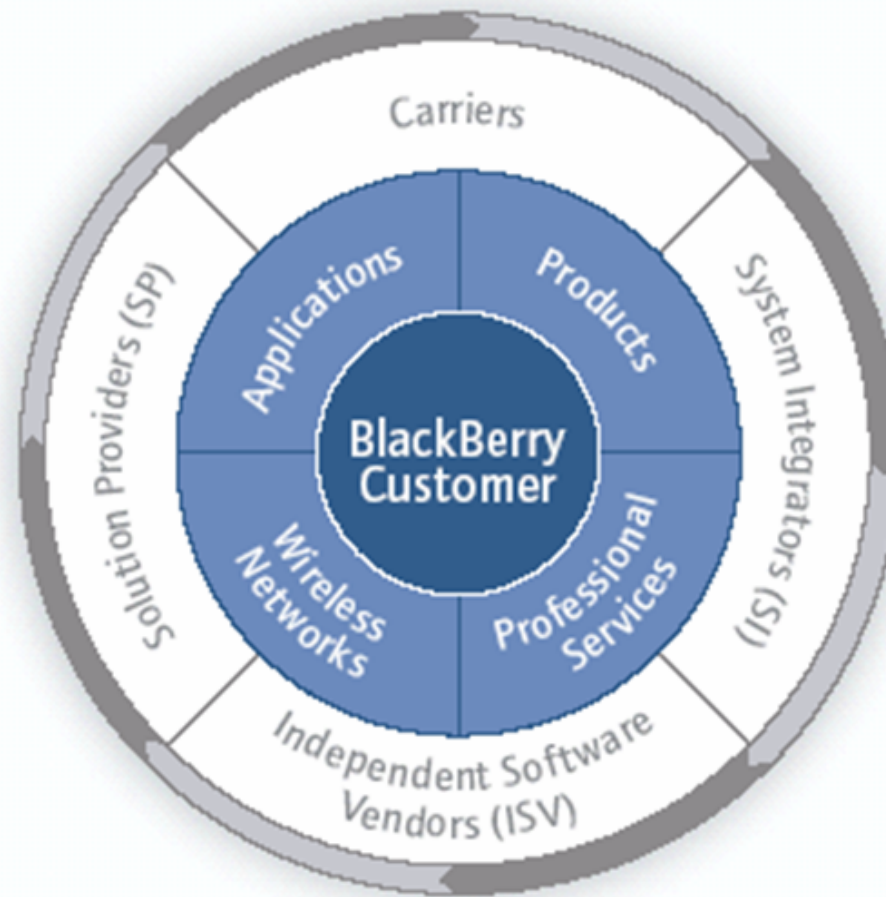
# RIM Is Changing Also

- A variety of peripherals filling various needs
- New Pearl Release for consumers
- Broad industry applications
- Enterprise to SOHO
- Evolved to two basic models



# Solutions from BlackBerry Alliance Partners

BlackBerry Partner Ecosystem



- IDC Whitepaper – The Benefits of Microsoft Mobile Messaging  
<http://download.microsoft.com/download/c/7/d/c7d98c4f-5469-49d6-9a76-288e9abe66a9/mobile-messaging-benefits.pdf>
- Blackberry Solutions [www.blackberry.com/go/solutionsguide](http://www.blackberry.com/go/solutionsguide)
- Good [www.good.com](http://www.good.com)
- Dataviz Roadsync <http://www.dataviz.com/products/roadsync/winmobile/index.html>
- Nokia Intellisync <http://www.intellisync.com/>
- Sybase iAnywhere (Email solutions) -  
[http://www.iAnywhere.com/needs/mobile\\_email\\_pim.html](http://www.iAnywhere.com/needs/mobile_email_pim.html)
- PalmSource – various emails [http://www.palmsource.com/interests/mobile\\_email/](http://www.palmsource.com/interests/mobile_email/)
- Nokia E61/62 <http://www.mobiledia.com/phones/nokia/e62.html>

# Can Anyone Beat The Blackberry?

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Can Any **TWO** Beat The Blackberry?

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# Any Questions

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