

# The Value of BlackBerry Crisis Communication Specialization



Solutions Provider Specialist  
Crisis Communication

## Specializations are powerful competitive tools

**BlackBerry** partners with industry leaders who share our commitment to bringing the most advanced solutions that make the world safer.

Become a specialist and stand out from your peers!

In times of constant technological change, the right combination of knowledge and expertise is essential to meet evolving customer demands, expand into new markets and grow revenue. And that's why at BlackBerry, on top of the existing Partner Program Tiers, we have introduced Specializations, which offer you access to additional innovative solutions and unlock new markets for your business.

When emergencies strike, customers demand a seamless and trusted exchange of critical information between organizations, their people, devices and a myriad of any external entities. This is essential, as no event occurs in isolation.

BlackBerry Crisis Communication Specialization is designed to help Partners build their expertise in providing solutions that empower organizations and people to communicate and collaborate in times of crisis. BlackBerry AtHoc, the product associated with this competency, offers a comprehensive suite of applications that unifies crisis communications between organizations, people, devices, and external entities. The result: your customers can make informed decisions to effectively protect the people they care about. This, coupled with the right blend of skills and knowledge, can help you stand out as a specialist in crisis communications, meet evolving customer demands, expand into new markets and grow revenue.

## Why should your company apply?

This specialization is for Partners who want to provide advanced customer solutions with an end-to-end service, wrapping their own services and expertise around our solution, and is currently aimed at organizations that have a proven track record for the following verticals: government, industry with life-safety requirements e.g. oil and gas plants), large healthcare and transportation networks e.g. railways or airport hubs.

Partners who simply wish to resell our AtHoc solution, backed up with BlackBerry services and support, can do so by becoming Authorized.

## What are the benefits?

In addition to the benefits listed in your Partner tier, Crisis Communication Specialists will benefit from being able to deliver their own - endorsed by BlackBerry - integration services and developing a higher-margin, higher-return, services-based business. Partners who have achieved this specialization will also be recognized, recommended and endorsed by BlackBerry, a recognized leader in this field. Additional rewards include preferential engagement with the BlackBerry marketing and sales team.

Additionally, as a BlackBerry Crisis Communication Specialist, you will be able to use our Partner Locator to promote yourself, and connect with other BlackBerry partners.

**Specializations are powerful competitive tools**

**Value of Crisis Communication Specialization**

- Deliver stronger customer value
- Strengthen your brand by being associated with a market leader
- Expand your core competencies
- Unlock new business opportunities

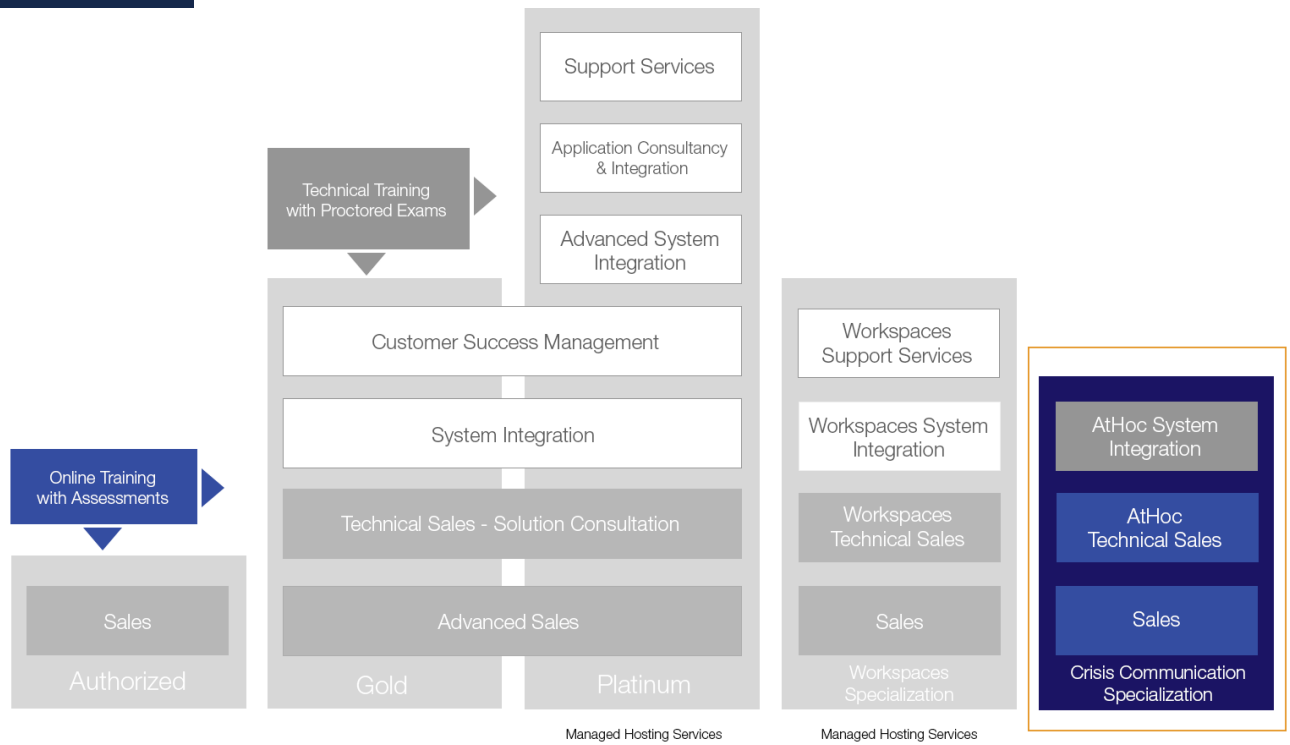
**What are the requirements?**

The BlackBerry Crisis Communication Specialization has several prerequisites and requirements intended to verify the level of knowledge and established practices of your company. For the latest details, please refer to the Crisis Communication Program Description.

If you are new to BlackBerry, you need to apply and accept our BEPP for Solutions Providers Reseller Agreement and Terms and Conditions. Existing Partners need not apply again.

Specializations are by invitation only, and applications for the Crisis Communication Specialization are limited to Partners who are at least BEPP Authorized Tier.

The image below summarizes the associated competencies. For more information associated, please see the Crisis Communication Accreditation Matrix.



If you wish to find out more about the overall BEPP for Solutions Providers Program, please refer to the BEPP for [SP Program Description](#).