

**Etisalat,  
the First Operator to Launch BlackBerry Service,  
a challenge and success**

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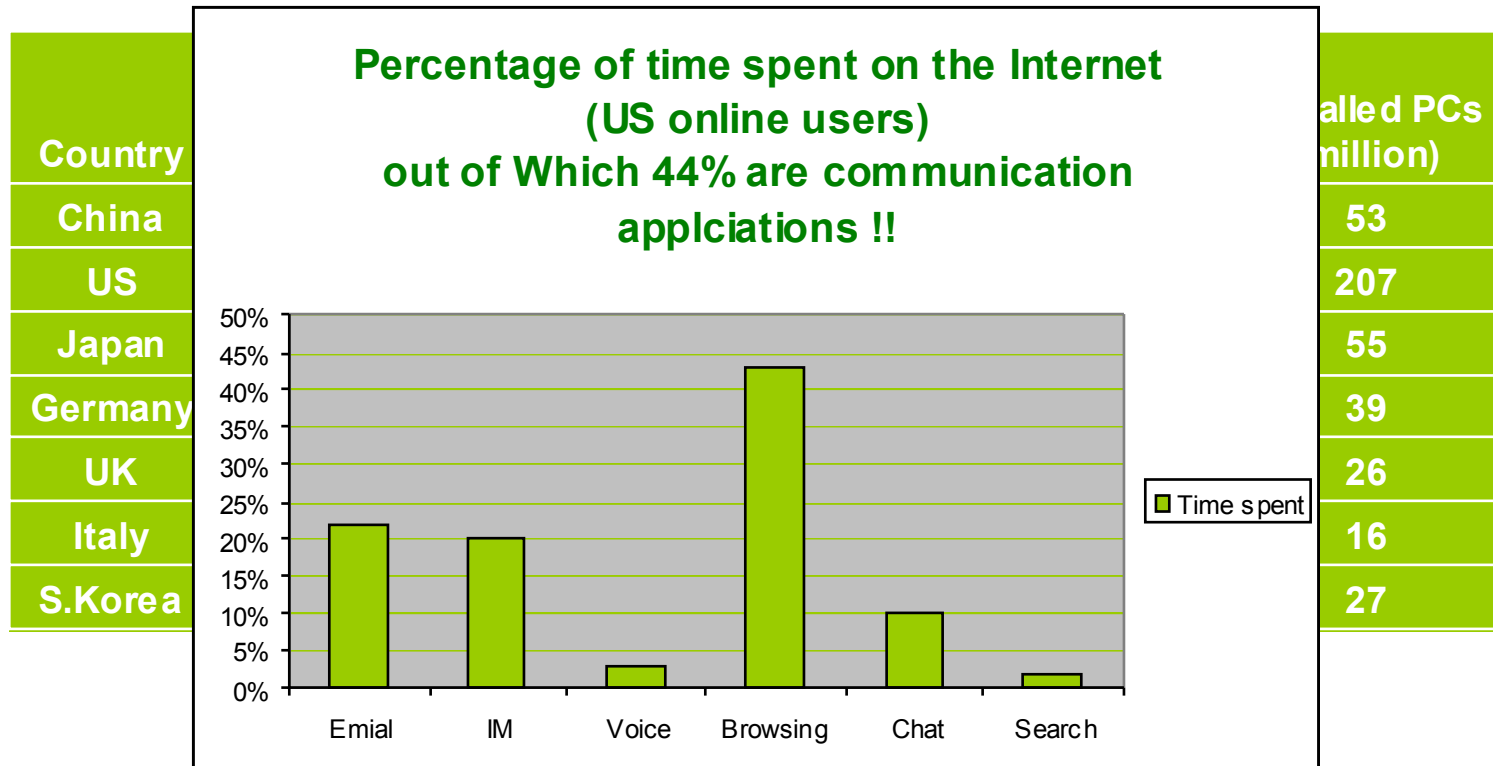
## Agenda

- ▶ **BlackBerry, service description**
- ▶ **The launch, Challenges faced**
- ▶ **Success figures**



# BlackBerry, service description

Mobile communication, mobile internet is happening now?





## BlackBerry, service description

▶ Blackberry is one of the first solutions that introduced “email access” to mobile devices

▶ The need for email on the move began to appeal specially when GPRS mobile packet data networks started to get introduced in 1999 and the increased use of email over the internet



RIM 850 Wireless Handheld



## BlackBerry, service description

- ▶ BlackBerry was the first email solution to use the a push concept
- ▶ push email technology (in contrast to pull) is mainly when the email server initiates the connection to the email client to deliver an email as soon as it arrives at the server
- ▶ Push email concept is an email implementation that makes email sending and receiving as easy as SMS
- ▶ The key success factors to implement a push email solution is ease of use, reliability and convenience to use



## BlackBerry, service description

- ▶ In General implementing an email solution on mobile devices faces couple of technical and user experience problems
- ▶ The customer is used to certain access speeds when accessing his email specially with the late enhancements to DSL speeds
- ▶ The amount of setting required and the technical awareness
- ▶ A push email solution if not well designed can consume the mobile device battery very fast as well as network resources
- ▶ BlackBerry solution is well designed to overcome all the above limitations and add to it the ease of use

▶ Etisalat  
GPRS/EDGE  
network

▶ With vast coverage  
in the UAE

▶ Fast evolving  
the introduction of  
UMTS and S  
HSDPA

▶ BlackBerry  
work on

▶ The ultimate  
security and  
experience is  
achieved on  
BlackBerry Models

▶ A BlackBerry Enterprise

▶ Mobilizing  
Applications

▶ BlackBerry paves the way to Applications mobility

▶ Building on well adopted BlackBerry solution

System





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## BlackBerry service launch, challenges

- BlackBerry is not recently the only PushMAIL solution available not to mention the standard email is now available on most mobile devices?
- Whether to launch BlackBerry or another PushMAIL solution that will even allow Etisalat branding?
- What will be the Market size interested in a BlackBerry device specially that UAE smart phone penetration is high?
- What are the market segments that are willing to give away their existing smart phones for a blackberry?
- Can BlackBerry create the ultimate email experience and hence pave the road to the introduction of more solutions in the future?



## BlackBerry service launch, challenges

- RIM had no presence in the Gulf and it took sometime to convince them to introduce the service in the UAE
- RIM imposes a certain partnership model that must be followed and hence a few revenue sharing models need to be negotiated
- The system had to be challenged internally in regards of security
- The solution needs highly trained sales teams with proper understanding of the solution value and capabilities



## BlackBerry service launch, challenges

- The key success of BlackBerry is the ultimate experience
- This needs customer support that can manage and support the solution end-to-end
- Proper support procedures has to be put, that defines the level of support between Etisalat, solution integrator and RIM
- This has to be clear to the different support teams so as a high level of support can be introduced to the customer

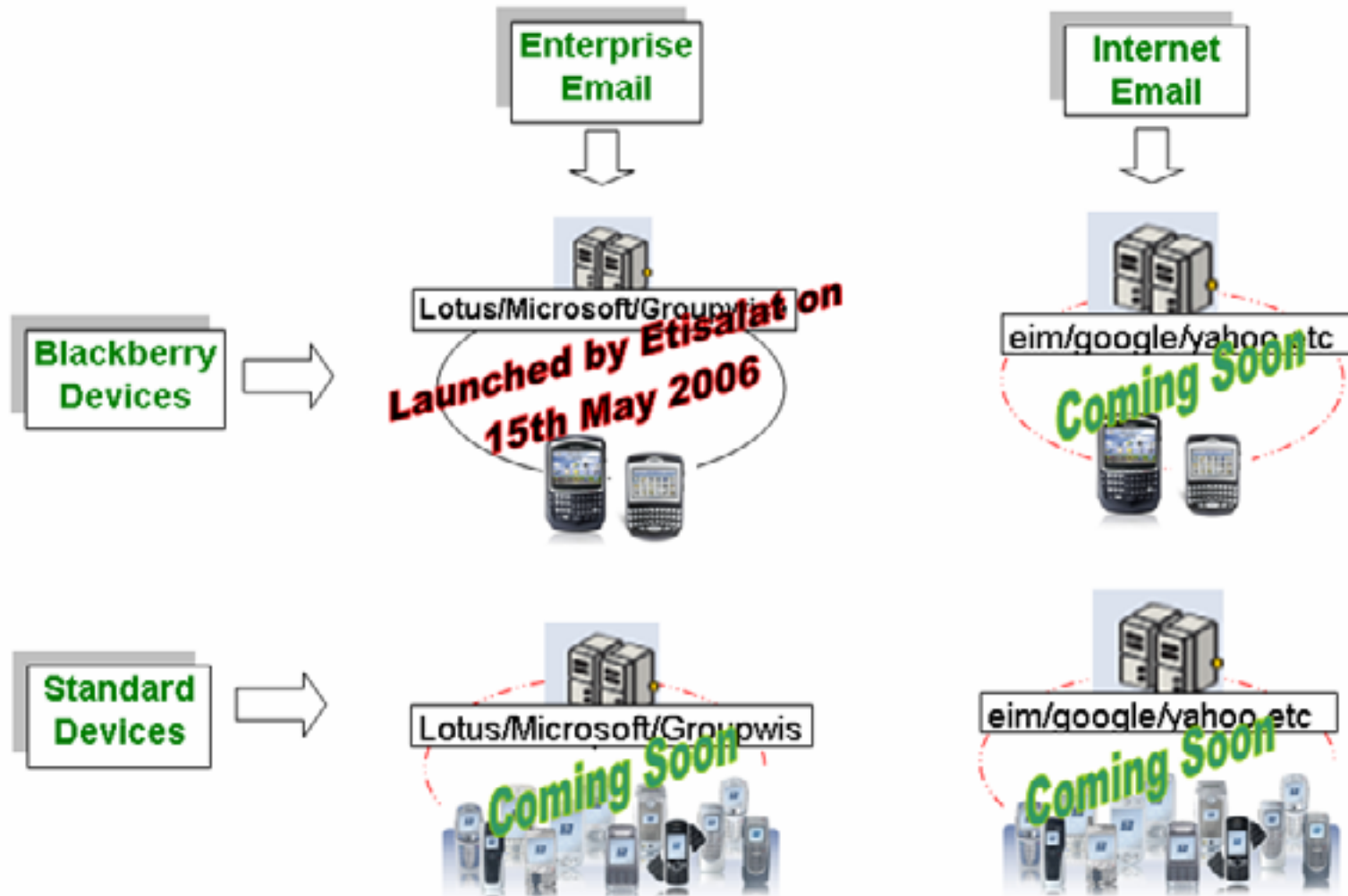


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## BlackBerry service launch, A success





## BlackBerry service launch, A success

- In less than 4 Months, 143 companies has signed for the solution
- Around the same figure is currently in the pipeline and expected to reach 500 company by the end of the year
- 1,500 devices sold and the monthly rate is continuously increasing
- Personal edition shall be released soon to the Market
- Introduction of More BlackBerry Models to suite all demands and budgets



*Thank You*

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