

# BlackBerry



11710 Plaza America Drive,  
Suite 2000, Reston,  
Virginia – 20190  
Contact: (703) 871-5292  
Email: [info@cy-tec.com](mailto:info@cy-tec.com)  
Website: [www.cy-tec.com](http://www.cy-tec.com)

## Introduction

BlackBerry Business Solutions allow you to connect and collaborate wherever you are. Not just through email, personal information management and voice, but with Customer Relationship Management (CRM), field service, Enterprise Resource Planning (ERP), order entry, Internet and intranet access, instant messaging and more—all the tools and applications necessary for you to make important decisions quickly.

## Industry

Financial Services  
Government and Public Sector & Healthcare  
The BlackBerry solution for Higher Education  
Insurance  
Manufacturing  
Public Safety  
Law enforcement officers  
Business Intelligence

Staying on top and in touch is critical in a competitive environment. Whether you are a financial service firm or professional, BlackBerry® smart phones offer the ability to:

- Obtain leads and sales data instantly
- Browse the web for potential investments
- Easily access client information with the address book
- Set up meetings while on the road
- Check news, weather, sports and more in your free time
- Banking Mobility
- Securities and Investment Wireless Solutions
- All-in-One Insurance Solutions

## Government and Public Sector

In an unpredictable, fast-paced world, all levels and branches of government need to stay on top of the most current and critical information to deliver top-notch service to their constituents. This is why the public sector stands out as the leading adopter of wireless technology. The BlackBerry® solution is the wireless solution governments choose most.

BlackBerry® Business Solutions for Government and the Public Sector allow your mobile personnel to communicate wirelessly—and securely—at all times, making them more productive, flexible and effective.

## Healthcare

As never before, clinicians can practice medicine anywhere, at anytime; with instant access to the information and systems they need—right at their thumbs. Information technology enables your healthcare organizations to:

- Practice evidence-based medicine at the point of care
- Effectively utilize Electronic Health Records (EHR)
- Unleash the power of your human resources
- Reduce medical errors

- Control costs

But with these opportunities come the challenges of escalating costs, changing processes, an aging population, diminishing human resources and patient safety concerns. Coupled with all of this, the heightened responsibility of keeping patient information private and secure.

BlackBerry® Business Solutions\* provide Healthcare organizations with hardware, software and applications to transform the way you deliver care. When you have the right technology in place, your teams not only work safer, they work smarter.

BlackBerry Business Solutions for Medical Professionals  
BlackBerry Business Solutions within Primary & Acute Care

- Nurse Call integration
- Critical alerts delivery (result notifications or even 'code blue' pages)
- Work orders/job dispatch
- Vital sign monitoring

BlackBerry Business Solutions within Home Care  
BlackBerry Business Solutions for Digital Health  
BlackBerry Business Solutions through the Life Sciences Supply Chain

### **The BlackBerry solution for Higher Education**

BlackBerry® smartphones are the ideal way to stay connected—on and off campus.

With a BlackBerry smartphone, educators, administrators, operations staff and students all have mobile access to the communications and information they need to get things done. Whether it's conducting research, updating records or collaborating with peers, a BlackBerry smartphone is simply the smart way to get more done.

BlackBerry smartphones provide mobile access to phone, email, organizer and web browsing so you can stay connected and effective while you're on the go. Find out how it can benefit everyone on campus:

Faculty  
Students  
Operational staff  
Your institution

### **Insurance**

Going mobile gives your business the opportunity to establish a responsive customer experience. BlackBerry® Business Solutions allow your business to:

Obtain leads and sales data instantly  
Browse the web for access to important information  
Easily access client information and set up meetings  
Get to where you need to go using GPS (Global Positioning System) and BlackBerry® Maps\*  
Check news, weather, sports and more in your free time

**All-in-One Agent Solutions:** Access to customer, market and product information maximizes your customer visits, ensuring that they see the value in your business. Immediate follow up is easy when you're connected to your office and clients.

**Brokers and Brokerage Mobility:** Mobility brings your insurance business to the customer doorstep in a way never seen before - Customer Relationship Management (CRM), product catalogues and reporting information at your finger tips - so sales cycles are shortened and support time reduced. BlackBerry solutions help you easily keep track of information, replacing those handwritten notes with backed up emails so you have a paper trail for your records.

**Solutions for Insurers:** Give your team, customers and distribution channel access to your products and services to separate your business from the competition. Wireless technology is a competitive edge to collect information in the field; eliminating data recreation, providing greater accuracy and savings in claims processing

## **Manufacturing**

The world of manufacturing is changing. Customers and suppliers are more demanding. Pressure from competitors is more intense. And manufacturers are expected to do things better and faster — with fewer resources. The added pressure of entering new markets, reducing costs and growing revenue means manufacturers have to embark on joint ventures, mergers and acquisitions, strategic alliances and outsourcing to expand their global footprint. How do you stay ahead of the game when things are moving so quickly?

If you want to stay competitive you have to find innovative ways to improve manufacturing capabilities and business processes. That means making sure everyone in your company — from the top floor to the shop floor — has access to the information, communications and applications they need to work collaboratively, both internally and across your supply chain.

BlackBerry® Business Solutions offer so much more than just wireless email. They can extend your existing investments in enterprise applications and put ERP, MRP, SCM, SFA and CRM applications in the hands of your mobile employees so they can record at the point of performance — giving them instant access to the information they need to improve productivity, streamline operations, increase revenue and decrease production costs. And ideally, improve relationships with customers, dealers and wholesalers, whether they're in the building or out and about.

- Production/shop floor supervisors
- Sales professionals
- Manufacturing executives
- Fleet managers
- Field service employees

## **Public Safety**

Like all public safety organizations, your office is under pressure to improve responsiveness and service to the public on a limited budget. Meeting that challenge is easier when your people have immediate access to the critical information they need to make informed decisions and resolve issues quickly. BlackBerry® Business Solutions can connect your personnel and officials to the colleagues, communications and information they depend on.

BlackBerry Business Solutions offer a complete wireless solution that provides the hardware, software and services that enhance the effectiveness and efficiency of public safety organizations, including law enforcement agencies, fire departments, border and transportation security agencies, emergency management departments and more.

Your field personnel can gain timely wireless access to:

- APBs and amber alerts
- Dispatch information and incident reports
- Criminal databases and updated photos of suspects
- Emergency response procedures
- Email
- Phone
- Calendar and address book

By keeping in touch with colleagues and accessing information while mobile, public safety personnel can increase their responsiveness, make informed decisions and enhance their mobility.

### **Law enforcement officers**

Using third-party applications\* on their BlackBerry® smart phones, law enforcement officers can conduct criminal database queries without having to radio a dispatcher, increasing their speed of decision making. They can also receive assignments and other critical emergency response information on their BlackBerry smart phones. Computer aided dispatch systems deployed on BlackBerry smart phones support collaboration and interoperability between different law enforcement jurisdictions.

### **Business Intelligence**

In today's fast-paced business environment, mobile executives and decision makers must make quick, informed decisions. Being unable to access information in the field makes it difficult to remain responsive and almost impossible to make good decisions.

Business Intelligence (BI) solutions for the BlackBerry® platform can help decision makers access and prioritize critical data from just about anywhere. Decision support can be improved and accelerated with constantly updated data, facilitated by the BlackBerry push architecture. Decision makers can access at-a-glance information, monitor performance against targets and receive alerts of predefined events.

BI solutions for BlackBerry smart phones can enhance the daily productivity of mobile executives by following them to:

- Instantly access sales, product and organizational performance data in any database
- View performance by day, week, month, quarter and year
- Compare performance vs. target
- Quickly drill-down from division-region-district-account
- View customizable reports
- Access data that is refreshed automatically

Extend BI to BlackBerry smart phones to:

- Remove the requirement to be near a desktop to view critical data
- Support decision-making with automatic alerts and automatically refreshed data
- Provide at-a-glance performance monitoring, permitting accelerated action

**For more information contact:**

**Mohan Kanala**  
(703) 871-5292  
info@cy-tec.com