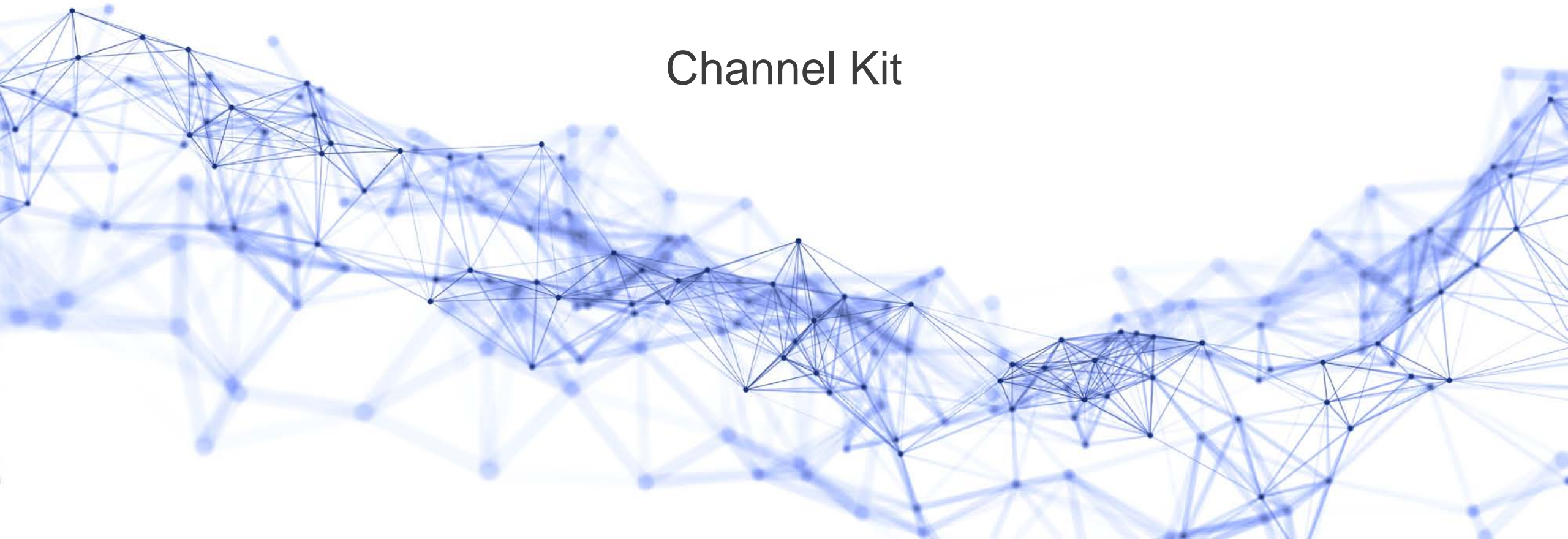




Intelligent Security. Everywhere.

Zero Trust Program

Channel Kit



Zero Trust

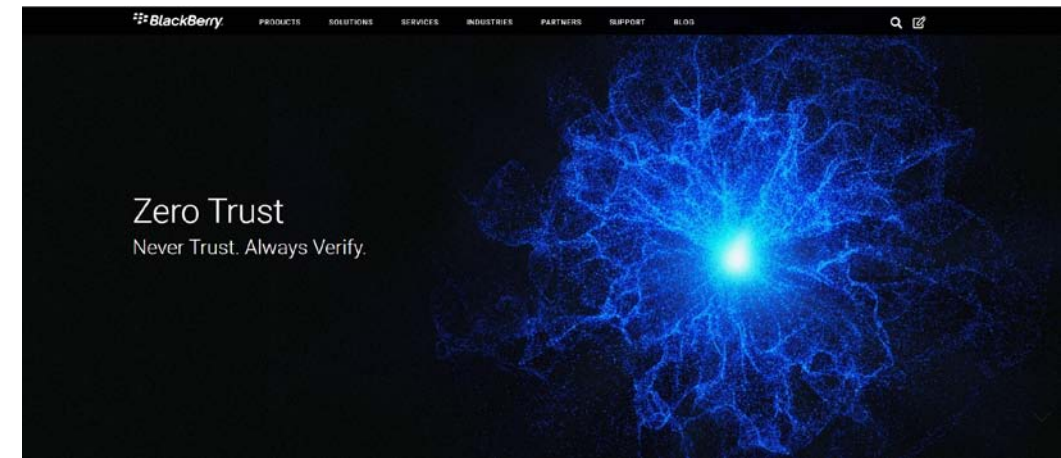
What is Zero Trust?

The Zero Trust security model trusts nothing and no one by default—including users inside the network perimeter. Every user, device and network are assumed to be hostile.

The Zero Trust Dilemma

In Zero Trust security, no user can access anything until they prove who they are, that their access is authorized, and they're not acting maliciously. This approach introduces a conflict with the Zero Touch experience users crave – immediate productivity with instant access to resources.

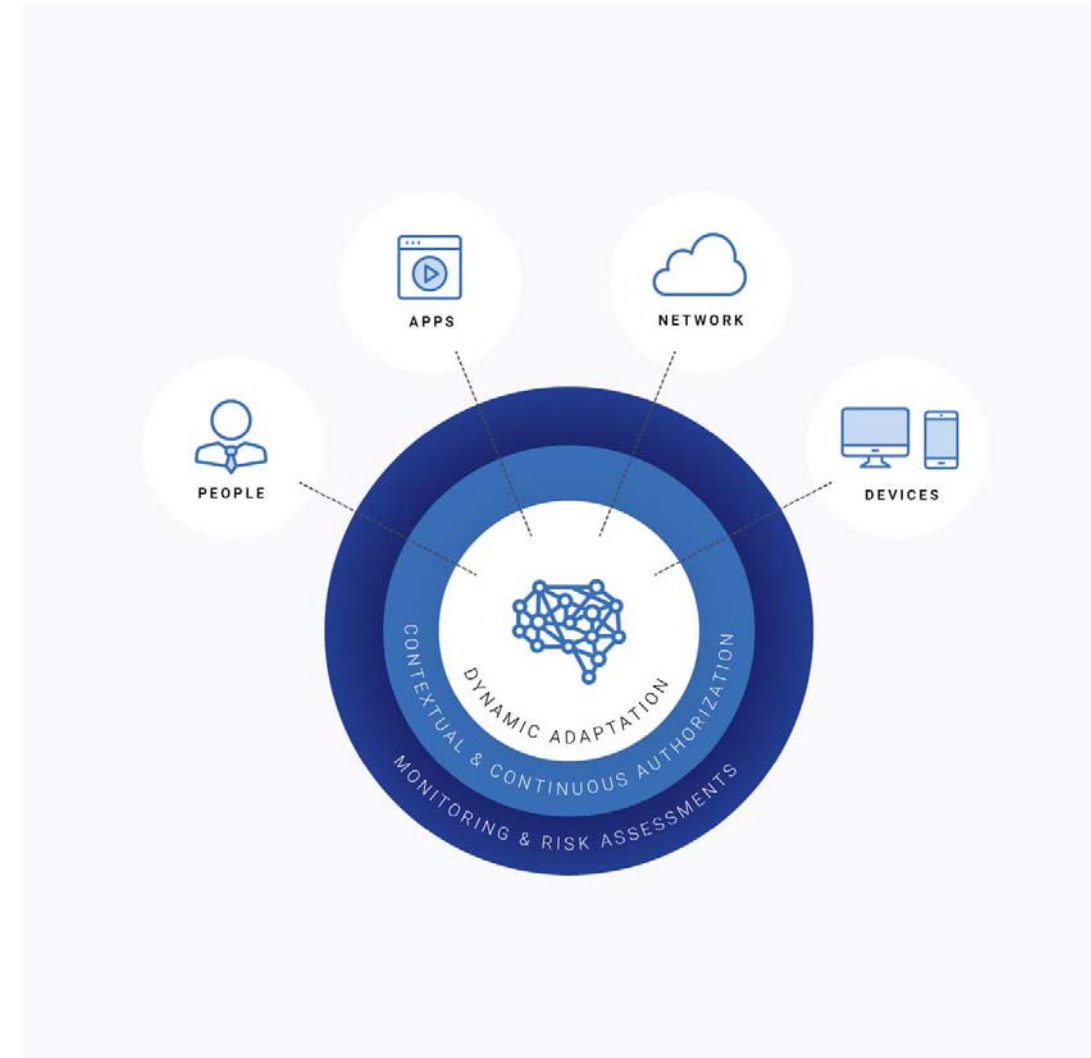
BlackBerry solves the Zero Trust dilemma by applying its strong security AI and analytics expertise to deliver Zero Trust security and a Zero Touch experience.



[Thought Leadership Page](#)

BlackBerry Spark Enables Zero Trust

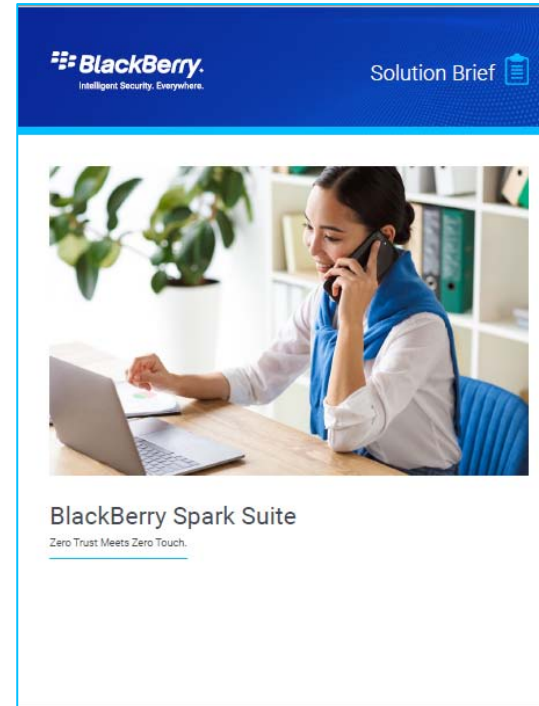
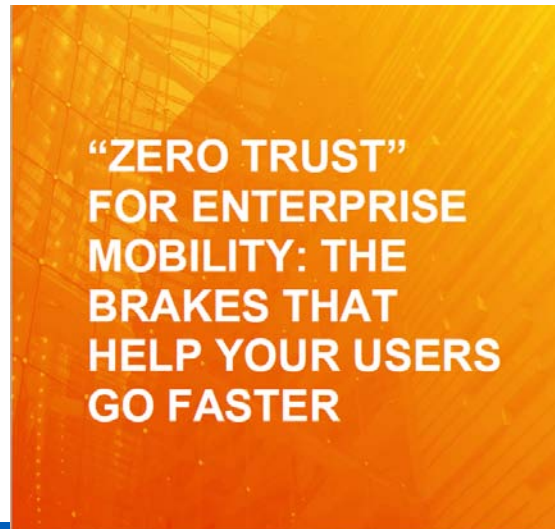
- Focused on protection across any endpoint and continuously validating trust at every event or transaction
- Analyzes user behaviors and dynamically adopts security policies to continuously authenticate users to deliver a Zero Touch experience that improves security with no user interruption
- Provides a total solution for Zero Trust with full coverage across the full spectrum of devices, network, apps and people
 - Endpoint Protection
 - Endpoint Detection and Response (EDR)
 - Mobile Threat Detection (MTD)
 - User & Entity Behavior Analysis (UEBA)



Zero Trust Program - Channel Kit

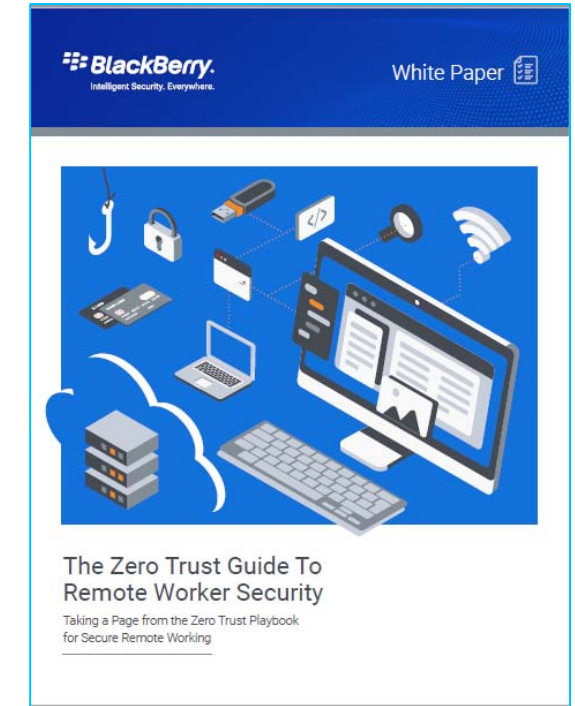
This channel kit contains:

- Email copy blocks
- BlackBerry Spark Solution Brief
- Zero Trust for Enterprise Mobility White Paper
- Remote Worker Security White Paper
- On-demand webinar recording
- Digital ads available to co-brand
- Blogs and social media assets



BB Spark
Solution Brief

Zero Trust for
Enterprise White Paper



Remote Worker Security White
Paper – Partners should gate

On-demand Webinar: Combating Cyber Chaos With Unified Endpoint Security

Partners can leverage the following webinar recording to post on their web site.

Instructions:

- Request the recording file from your Field Marketing Manager or email ebarnes@blackberry.com
- Create a landing page and a lead form to capture the lead
- Follow-up and nurture new leads

On-demand Webinar:
Combating Cyber Chaos
With Unified Endpoint
Security


Summary

Join BlackBerry SVP and CISO John McClurg for a critical analysis on how chaos in the cybersecurity industry benefits threat actors, and what can be done.

Learn eye-opening truths about the different ways standard security solutions leave predictable gaps that adversaries reliably exploit. Topics include:

- The three Cs that plague cybersecurity: chaos, complexity, and various conundrums
- The three Cs needed to secure organizations: converged, core, and connected
- How unified endpoint security (UES) reduces complexity and tackles cyber chaos
- The role of AI in securing infrastructure and protecting mobile computing
- Reducing cybersecurity costs, eliminating friction, and achieving a seamless security posture

Speakers


John E. McClurg
SVP and CISO
BlackBerry

Register for On-Demand Webinar

First Name*

Last Name*

Business Email*

Business Phone*

Job Title*

Country/Region*

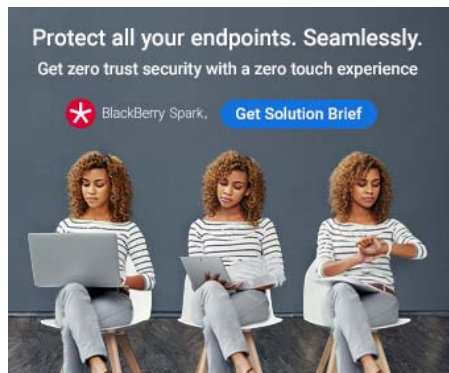
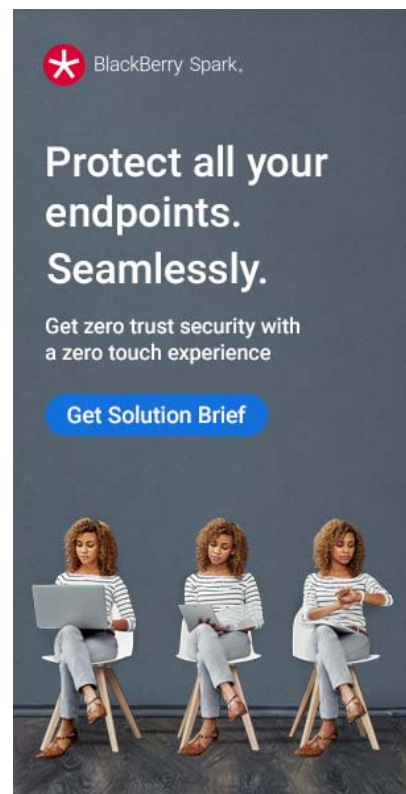
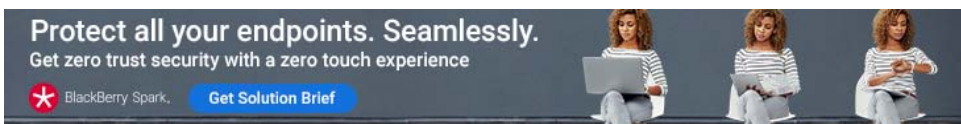
Company*

Yes, I would like to receive communications about BlackBerry products, services and events. By selecting this box I agree to BlackBerry processing my personal data in order to keep me informed through such communications. Understanding BlackBerry may also use my registration information to build a profile of my interests to help create a more personalized experience for me. View the BlackBerry Privacy Policy for details, or unsubscribe at any time.

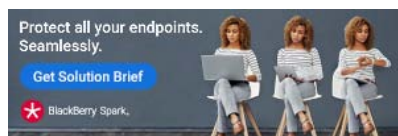
SUMMIT

BlackBerry Landing Page – for example. Partners should create their own landing page and lead form.

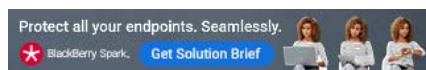
Zero Trust Digital Ads



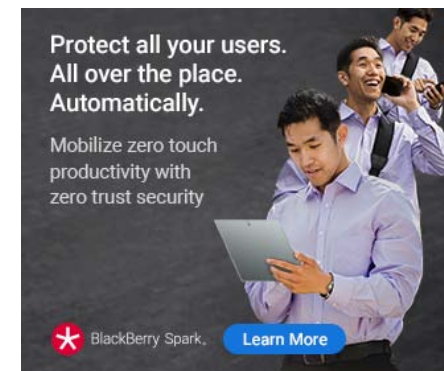
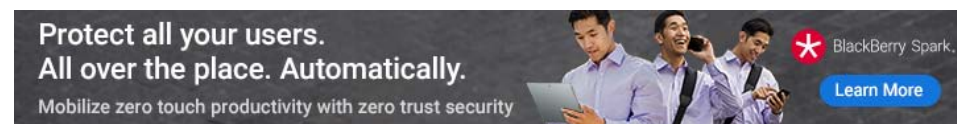
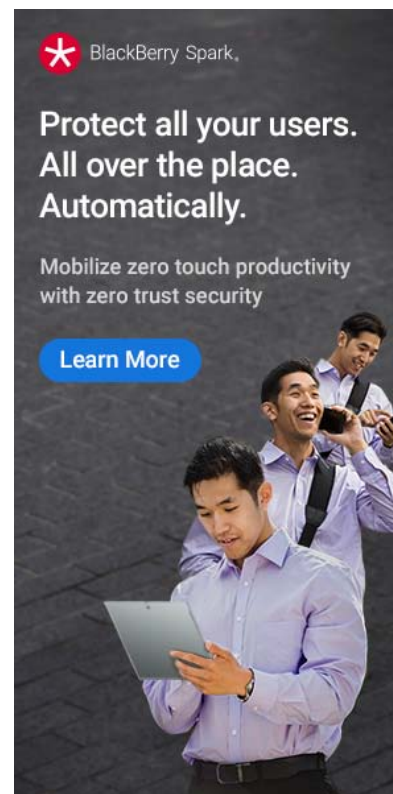
Desktop/Tablet Ad



Smart Phone Ad



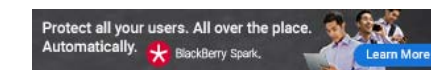
Newsletter Ad



Desktop/Tablet Ad



Smart Phone Ad



Newsletter Ad

Contact your Field Marketing Manager if you would like to create co-branded ads

Social Media Assets and Blogs

Social Media Assets

Includes suggested copy and images



Blogs

Zero Trust Guide: Attack Vector Awareness for Remote Workers

Refers to steps that remote workers can take to improve their security posture and link to The Zero Trust Guide to Remote Worker Security

Zero Trust and Zero Touch: Keys to Digital Transformation

Topics include Gartner predictions, Zero Trust, BlackBerry Spark Suites overview and links

Zero Trust Security in a Virtual Enterprise Environment

Overview of Zero Trust benefits and features, UEM and UES, BlackBerry Spark Suites overview and links



 **BlackBerry**® Intelligent Security. Everywhere.