BLACKBERRY CUSTOMER SUCCESS STORY

DEVELOPER EXPERTISE PROVIDES NEEDED SOLUTION FOR MULTINATIONAL STEELMAKER

Solution

- BlackBerry® Ecosystem solutions Team support
- Custom Plant Inspection Application – HTML5

Many large companies look at mobile suppliers strictly in terms of equipment capabilities and cost. However in today's complex mobile infrastructure, companies need trusted partners to secure an end-to-end mobility solution with post-implementation expertise.

The Challenge

That's what this company, one of the world's largest industrial manufacturers with tens of billions in annual revenue, discovered. One of the global leaders in steel production, this long-time BlackBerry customer had recently upgraded to BlackBerry® Enterprise Service 10 (BES10) and was in the process of rolling out more than 5,000 BlackBerry® 10 devices to its international workforce when it hit a snag with a critical mobile application.

The company relies heavily on a simple mobile app, built using HTML5, for plant inspections. A visiting inspector uses the app to snap photos, which are instantly and automatically downloaded to a central repository. For many enterprises developing custom mobile apps, HTML5's code-once, deploy-often attributes have been a dream-come-true. But, what happens when your enterprise app doesn't work? Contact your mobile supplier, as the steelmaker's officials did after discovering their app was not functioning properly on the new BlackBerry devices.

The Solution

Fortunately, BlackBerry is not just a device maker — it creates solutions. In this case, the answer came from the BlackBerry's Ecosystem Solutions Team; a group of experienced Senior Developers dedicated to assisting enterprises in the mobilization of their businesses.

It took the team only a few days to uncover the source of the problem: a programming error. The customer-compiled HTML5 code controlling the on-device camera worked, but it didn't properly follow the HTML5 standard. After updating the application in accordance with the standard, BlackBerry's application development specialist successfully tested the app on multiple BlackBerry devices. Problem solved.

It was not, however, the end of the story.

Helping Solve Future Problems — Before They Happen

Representatives of the company were perplexed by the fact that the defective app appeared to be operating properly on iOS® devices, as well as smartphones and tablets based on the Android™ operating system. If the issue was a result of improper HTML5 coding, company officials questioned, why did the unaltered application not encounter the same problems on non-BlackBerry platforms?

It turns out that the issue on BlackBerry was an indication of potential future problems on other platforms.

"Our customer didn't encounter the same errors on iOS and Android devices because those platforms are not as standards-compliant as BlackBerry's HTML5 implementation. Our browser is consistently rated the highest in the industry in third-party testing for HTML5 compliance."

Maurice White
Senior Enterprise Developer
BlackBerry Ecosystem Solutions Team

BlackBerry®

iOS

The reason, according to Maurice White, a Senior Enterprise Developer on the BlackBerry Ecosystem Solutions Team, lies in the level of adherence to the HTML5 standard that BlackBerry applies to its operating system and secure browser, compared to its competitors.

"Our customer didn't encounter the same errors on iOS and Android devices because those platforms are not as standards-compliant as BlackBerry's HTML5 implementation," said White. "Our browser is consistently rated the highest in the industry in third-party testing for HTML5 compliance."

The long-term impact of a sloppy implementation of industry standards can be disastrous.

"It's a failure waiting to happen," said White. "While the possibility exists that the customer might never experience an issue with the app, the more likely scenario is that a future update of the device operating system or a modification to the app itself would have produced an untimely crash."

Thanks to the expertise offered by White's team, that problem is no longer an issue.

The Wrap-Up

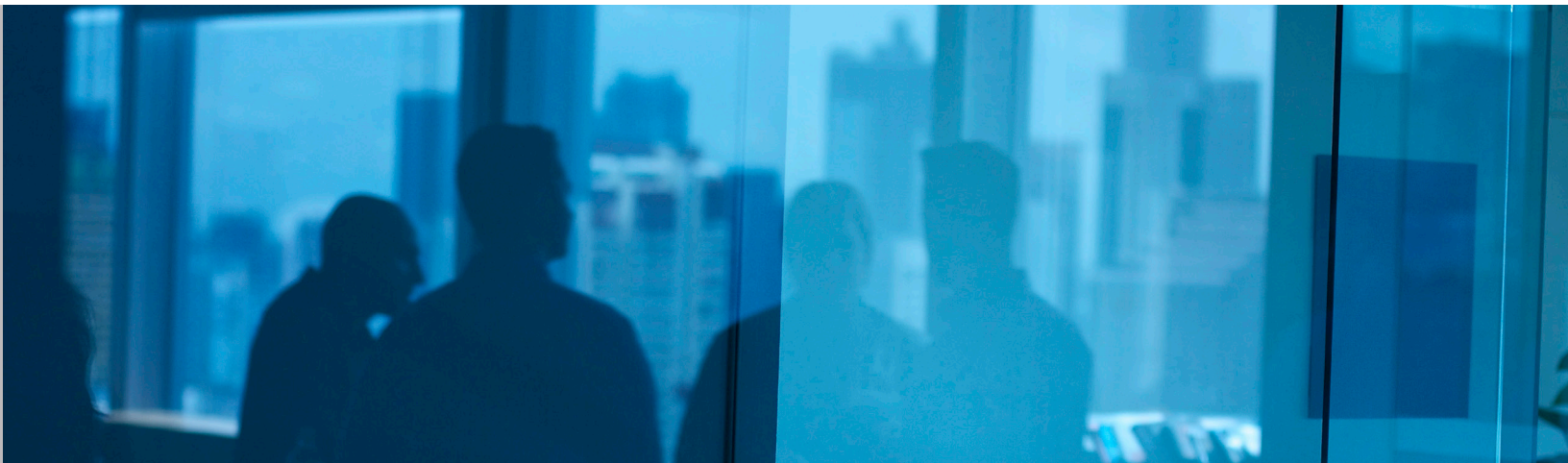
Leveraging the early warning provided by BlackBerry's Ecosystem Solutions Team, representatives from the industrial giant corrected the issue at the source. Upon receiving the updated app from BlackBerry, the customer reported the error to the manufacturer of the framework responsible for auto-generating the original code. In addition to significantly reducing the risk of future disruptions on their iOS and Android mobile devices, which may have inflicted significant and expensive productivity penalties, the customer came away with a benefit that is impossible to affix with a price tag: peace of mind.

The BlackBerry Difference

Identifying and correcting a problem before it happens is far from an everyday occurrence in the mobile application sphere. BlackBerry's ability to detect a hidden flaw in one of its customer's cross-platform applications is a product of three of the company's unique assets.

The first is BlackBerry's extensive support for cross-platform mobile device environments. In order to make a workforce mobility strategy beneficial for a businesses of any size, the ability to maximize the productivity of end users is key for success. BlackBerry combines a protective layer of security and user-centric management capabilities that pave a path for business-altering advances in workforce productivity, regardless of device type.

BlackBerry's support for industry standards, such as HTML5, extends to its mobile application development environment. By supporting open and standard app development tools, BlackBerry enables enterprises and organizations to leverage a large and established repository of industry experience and knowledge to build new mobile apps and to mobilize core business processes.

Last but not least, BlackBerry's Ecosystem Solutions Team is a unique differentiator. Nearly all industry observers agree that the next phase in enterprise mobility will be fueled by a rapid acceleration mobile app development and the efficient mobilization of core business processes. As illustrated by its recent customer engagement, BlackBerry's Ecosystem Solutions Team provides a critical resource to assist businesses in realizing their enterprise mobility aspirations.

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