



DIRECT RESPONSE

BlackBerry® Wireless Email Solution

As a mobile business service provider Direct Response understands the importance of accessing the most up to date information, especially when away from the office. With the new BlackBerry Wireless Email Solution, you can have all your emails and appointments directed to your handheld, and even use your BlackBerry to browse the Internet, without the need to carry around your laptop or PDA.

Benefiting from the latest GPRS technology, always on and always connected BlackBerry provides a wealth of business resources, enabling accelerated response to colleagues and clients and increased productivity through effective use of time.

What is BlackBerry?

BlackBerry is a handheld device that enables your remote users to get real time company email wherever they are, depending on roaming agreements with foreign networks.



BlackBerry has the ability to 'push' emails to the handheld from your mail server and notify you that they have arrived, including reading any attachments from the emails. This means there's no need to keep checking the handheld to see if you've received any emails. It is also small enough to fit into a suit pocket or, with its convenient holder, can be clipped easily and unobtrusively onto your belt.

As well as accessing all your company and personal contacts while on the move, you can also amend appointments using your BlackBerry, which will automatically be updated on your desktop when you return to the office.

How does BlackBerry work?

Operating within your business mail environment, BlackBerry provides a seamless extension to your existing email system. The solution consists of:

- BlackBerry Enterprise Software (BES), which sits on the company mail server.
- Desktop software, enabling you to set up email filters to control your email.
- A BlackBerry handheld device, which has an intuitive menu-driven interface for easy use.

BlackBerry uses GPRS as its bearer and, due to the nature of the always-on service, it can be connected to your company mail server throughout the day.

When an email is delivered to your mail server it is replicated by the BES, which compresses, encrypts and 'pushes' the email to your BlackBerry handheld, removing the need to dial up to read new emails.

We currently offer three models: BlackBerry 7230, 7730 and 7200v. Full technical specifications are available upon request, or by visiting our website at www.dr ltd.com.

The Benefits

• Improved communications

Keep your team in the loop, connected and communicating with customers, suppliers and each other no matter where they are.

• Ease of use

With BlackBerry's intuitive menu system users are able to access and manage their inbox quickly and easily. With a four day battery life, BlackBerry is always connected so there is no need to dial in, set up modems, or carry around additional equipment. The 'always on' service ensures you can get access to vital information immediately before meetings and update colleagues with the results afterwards.

• Increased productivity

Working within your company email platform, BlackBerry reduces the need for multiple email addresses, combining the management of both company and web based addresses, enabling you to use your time more efficiently while you're out of the office.

• Safe information

BlackBerry's Triple DES (Data Encryption Standard) means that you can be sure that critical business information remains secure. IT Departments can have full control over organisation-wide security settings on BlackBerry handhelds and implement IT policies such as mandatory passwords and automatic handheld backups.

