

20 Years and Going Strong

How Novalink's Partnership with BlackBerry has Evolved



Based near Zürich, Switzerland, Novalink has an incredibly long history in the managed services space. The company has been doing business for more than two decades and works closely with over two hundred clients in the region, including several major banks and insurance agencies. Its fields of expertise include software development, IT infrastructure, business administration, and enterprise mobility.

Novalink

Industry:

Managed Services

Location:

Switzerland

Partnership Level:

Platinum

Product Offerings:

BlackBerry Spark® Suite

Website:

www.novalink.ch

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EXPERIENCE INNOVATION.

The Critical Importance of Trust

“A typical European customer wants to know very deep details about a product, so you need to know it inside and out before offering it,” explains Zekeria Oezdemir, Novalink CTO. “They also tend to prefer working with vendors based in their own country. This is very important to them – they need someone who speaks their language and can understand and adapt global solutions to their unique needs.”

Yet Novalink goes above and beyond in that regard. It prides itself on establishing and sustaining long-term, fair, and cooperative relationships with both clients and partners, relationships built on mutual respect, understanding, and gain. An engineer or technician assigned to a client, for example, works closely with them for the entire lifecycle of a product or service.

“Novalink installs and delivers services to our customers both from our own portfolio and that of our partners,” says Oezdemir. “Ensuring that we have a strong relationship with our clients and that our clients know they can trust us is and always has been our core driver. Constant communication plays a large role in that – I have staff on my team who, on a week-per-week-basis, are functionally part of client organizations.”

“Equally important, however, is that the customer is able to see a strong relationship between our company and the partners we work with,” he continues. “They need to see that we work closely with our vendors, and closely with their portfolio. For that reason, we use every product we offer internally, and take an active role in product development wherever possible.”

A Partnership Spanning Decades

Novalink first partnered with BlackBerry in 2003. Then as now, one of the core reasons Novalink sought to work with BlackBerry was tied to its reputation for reliability and security. In its early years, the partnership between BlackBerry and Novalink was carrier-based. Approximately eight years ago, however, things began to change. BlackBerry began to shift its focus. It pivoted, increasingly focusing on cybersecurity software.

“With BlackBerry’s pivot, we started seeing increased business, allowing us to forge a much deeper relationship,” says Oezdemir. “This was helped along by BlackBerry’s excellent sales staff and support professionals in the region. For the past five or six years, we’ve seen our sales increase year-over-year, and BlackBerry has been instrumental in that – this is a trend that I expect will continue.”

“BlackBerry stands for security. The brand may have changed over the years, but it’s still strong, recognizable, and reliable, which is one of its greatest advantages.”

– Zekeria Oezdemir CTO, Novalink

A Global Frontrunner

One of the defining characteristics of Novalink's partnership with BlackBerry is that it's constantly ahead of the curve. It was, for example, one of the first partners to receive Platinum Status under BlackBerry's partner program. As a Platinum Partner, Novalink is responsible for providing direct technical support to its clients that use BlackBerry solutions, including deployment, systems integration, success management, and maintenance.

To achieve this accreditation, Novalink had to undergo an extensive technical training process, displaying a mastery of and commitment to BlackBerry's solutions portfolio. Even here, the organization has gone above and beyond. It takes an active role in BlackBerry's beta programs, providing feedback on upcoming developments before other partners have even joined.

"It's extremely important to us that we're involved in BlackBerry's roadmap at the earliest stage possible," explains Oezdemir. "We can give BlackBerry advice on what they can improve from our perspective, and in the process gain a better understanding of what each new product does and how it fits into our portfolio. It helps us learn what a product delivers, providing us with the necessary insights to leverage it for our customers the moment it's deployed."

Novalink was also one of the first partners to secure a large deployment of BlackBerry® Persona with one of its clients, a major Swiss bank. An artificial-intelligence-based endpoint security solution, BlackBerry Persona uses machine learning to dynamically adapt security policies based on user location, device, and multiple other factors. Oezdemir believes that this deal is the first of many to come.

"There's currently a significant demand for cross-platform endpoint protection," he explains. "With BlackBerry's acquisition of Cylance, we're able to meet that demand. We recently launched a managed endpoint protection solution in our product portfolio that uses Cylance as a foundation, and are currently in the midst of switching customers to it from traditional antivirus software – we see new customers to onboard every week, which is excellent."

"For us, an acquisition followed by the expansion of BlackBerry's product portfolio is nothing new," he adds. "I see it as a good thing. They expand our portfolio on the BlackBerry side and allow us to cut down on complexity by reducing our reliance on multiple vendors."

In addition to BlackBerry Persona, Novalink is selling BlackBerry® Optics, which provides greater visibility into endpoint security, and BlackBerry® Protect, an AI-driven threat prevention solution.

"We've been in business with BlackBerry for twenty years, and in that time, we've continued to create new business opportunities. BlackBerry solutions are core strategic offerings for us, particularly in enterprise mobility and security"

– Zekeria Oezdemir CTO, Novalink

A Portfolio Built on Trust

One of Novalink's guiding philosophies is that in order to sell a product, that product must meet two qualifications. First, Novalink must use it internally. And second, it must be one hundred percent convinced that the product provides value to its clients.

To that end, in addition to offering BlackBerry solutions to its clients, it also uses them internally. Among the products it offers are BlackBerry® Workspaces, BlackBerry® UEM, BlackBerry® Dynamics™, BlackBerry Protect, BlackBerry Optics, and BlackBerry Persona. At the moment, the BlackBerry Dynamics application container is Novalink's top seller, but Oezdemir expects that BlackBerry Persona may soon outstrip it.

"If we sell products and services to a customer, we should use them ourselves," says Oezdemir. "BlackBerry makes that easy to do. It's great to work with such excellent products, and with such a strong partner – I look forward to seeing how our relationship will continue to evolve."

About BlackBerry

BlackBerry (NYSE: BB; TSX: BB) provides intelligent security software and services to enterprises and governments around the world. The company secures more than 500M endpoints including 150M cars on the road today. Based in Waterloo, Ontario, the company leverages AI and machine learning to deliver innovative solutions in the areas of cybersecurity, safety and data privacy solutions, and is a leader in the areas of endpoint security management, encryption, and embedded systems. BlackBerry's vision is clear — to secure a connected future you can trust.

For more information, visit [BlackBerry.com](https://blackberry.com) and follow [@BlackBerry](https://twitter.com/BlackBerry).

