

BUSINESSWEEK
INTEGRATED SOLUTIONS
CASE STUDY
RIM | BLACKBERRY

FORWARD.

BusinessWeek

BLACKBERRY OBJECTIVES

Create a digital community to serve the needs of small business professionals, giving them the insight they need to maximize the benefits of smartphones.

BUSINESSWEEK SOLUTION

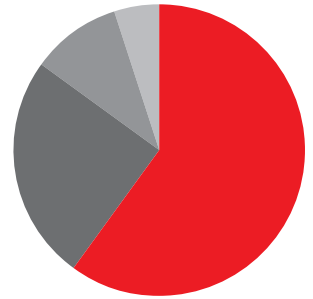
- Leverage BusinessWeek Research Services to gain insight into how small and midsize business owners can improve performance and increase profitability.
- Showcase results of research study – Smart Stories About Smartphones – to target audience.

Program Elements

1. **Research:** Quantitative and qualitative studies
2. **Co-Branded White Papers:** In-depth examination of how small businesses benefit from using smartphones
3. **Video Segments:** Short clips featuring research results and interviews
4. **Podcasts:** Audio clips discussing key findings
5. **Online Articles:** Tips and tactics for making the most of smartphones
6. **Microsite Content:** Materials highlighting research results

1 Research

BusinessWeek Research Services conducts quantitative online surveys and qualitative interviews of small business executives on their technology strategies and attitudes toward smartphones.



2 Co-Branded White Papers

BusinessWeek Research Services releases survey results through three in-depth white papers exploring the benefits of smartphones for small business owners.



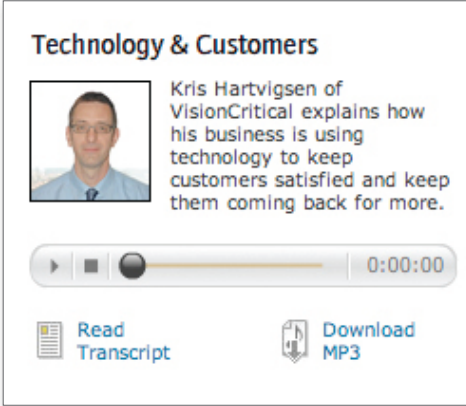
3 Video Segments

BusinessWeek Research Services researchers go on-site and discuss smartphone solutions with entrepreneurs in their everyday environments.



4 Podcasts
Audio clips explore key findings from the research and feature interviews with small business owners.

Technology & Customers



Kris Hartvigsen of VisionCritical explains how his business is using technology to keep customers satisfied and keep them coming back for more.

0:00:00

Read Transcript Download MP3



EMPOWERED

SMARTPHONES PAY OFF BIG FOR SMALL BUSINESSES

Small businesses that have embraced smartphones are more optimistic about revenue growth.

Let Sprint and BlackBerry show you how to mobilize your small business.

5 Online Articles
Research findings are translated into five articles detailing easy tips and tactics for small business owners to leverage smartphones for business success.



EMPOWERED

SMARTPHONES PAY-OFF BIG FOR SMALL BUSINESSES

SMALL BUSINESSES THAT HAVE EMBRACED SMARTPHONES ARE MORE OPTIMISTIC ABOUT REVENUE GROWTH.

Small Business Owners Embrace Mobile Technology to Improve Customer Service and Increase Revenue.

BlackBerry Curve™ 8330 Unlimited Now! \$99.99

6 Microsite Content
Interactive website features white papers, articles, podcasts, and videos developed from BusinessWeek Research Services research results. Visitors find objective information presenting smartphones as a valuable resource for small business owners. The site also features BlackBerry content, from user guides to tips on personalizing your BlackBerry.

RESULTS

- Custom content derived from BusinessWeek Research Services and BusinessWeek editorial helped create a destination for small business professionals.
- Consumer engagement: 9 minutes average visit.

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