

**BlackBerry was once only  
company making smartphones,  
then.....**

**..... its pride “killed it”**

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BlackBerry phones that oozed business through and through, and particularly through their keyboards

BlackBerry, once a pioneer in the early days of mobile phones, is now reduced to a company that will lurk around other companies while they made phones.

According to Gartner, the company which owned one-fifth of the smartphone market in 2009, now has less than 1 per cent of it.

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Once a giant in the smartphone market to a provider of services and software, BlackBerry sure has travelled a long way.....

.....but unfortunately the journey has been a ride downhill since the iPhone entered the market.

.....So, **where did BlackBerry take a wrong turn that resulted in disastrous future for it?**

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Year 1999 when Microsoft was trying to shove Palm-size PC in people's faces, when Apple's Newton had already failed, a company named Research In Motion was trying to make something that would take connectivity and corporate communication to a new level.

By the end of 90s, emails had become the buzz word for all things corporate. RIM was already a big name with its Inter@ctive Pager line of devices that only needed little innovation to become something more than a two-way pager.

The solution was named "BlackBerry", which was basically Inter@ctive Pager 950 with a PC dock. The company launched BlackBerry 957 in April, 2000.

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In the following few years, with a little help from carriers and content partners like AT&T, Bell and Nortel, BlackBerry became what Apple is today. A name to reckon with.

The early 2000s was an interesting time for technologies with LCD display, Bluetooth, speakerphones and even Li-ion batteries came fast to the market and without an afterthought were employed in phones.

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2006. BlackBerry has already changed the way it looked with colourful bodies and of course coloured display.

And the way it worked by adding Bluetooth, GPRS, GPS, and Push-to-talk technologies.

The company sent out a message that you don't need to wear a suit to carry a BlackBerry.

By the end of 2006, the company launched Pearl, the iconic BlackBerry phone which introduced many firsts including a 1.3-megapixel camera, still holds a dear place in many hearts.

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**What went wrong.....**

BlackBerry found the secret recipe to success with its business-centric smartphones.

But the thing it failed to realize that others, which had started to emerge, could offer just as much as BlackBerry and even more.

The company lived on with the feeling that nothing could go wrong, and nothing went wrong in the next two years, till 2010.

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**What went wrong.....**

Apple's iPhones and Google's Android-based smartphones were offering consumers a lot more than BlackBerry ever did.

New generations wanted **fun, spunk and exciting designs**.

2009 and 2010 were the right years when BlackBerry should have boarded the Android train, which it eventually had to.

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**What went wrong.....contd...**

After the launch of the first iPhone, literally the whole market took to touchscreen phones..... But not BlackBerry.

First Apple's iPhone and other Android-based phones gave BlackBerry a serious **tough competition**.

BlackBerry's stock price dropped by 87 per cent between 2010 and 2013, mostly caused by iPhone's performance.

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**What went wrong.....contd...**

Android smartphones dealt the falling company another blow.

In 2010, Android's market share was just a little over 7 per cent in the US, significantly lower than BlackBerry's 43 per cent, in just one year, the tables were turned.

In 2011, Android was running on over 30 per cent of the phones and BlackBerry slid under 30 per cent.

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**What went wrong.....contd...**

If the declining user base wasn't a hint, there were other early symptoms that BlackBerry failed to recognise.

By the end of the decade smartphones had become a great part of day to day life.....

.....even businessmen have fun, BlackBerry failed to catch that. Emerging social media like Facebook, Twitter, and messaging apps like WhatsApp offered a lot more than BlackBerry'.

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**Unfortunately, the company kept on relying on its services.....**

**.....posted a loss of \$372 million in Q2 /2016 results.....**

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