

Blackberry to take on iPad with BlackPad

by Hugo Miller

BLACKBERRY smartphone maker Research In Motion is to introduce a BlackPad to compete with Apple's iPad tablet computer.

Research In Motion Ltd is turning to technology used in BMW audio systems and the US Army's Crusier tank as it tries to distinguish its new tablet computer from Apple's iPad, said three people familiar with the plans. The yet-to-be-announced tablet will run on software developed by QNX Software Systems, which RIM bought from Harman International Industries Inc for \$200 million (€155.19m) in April, said the people, who didn't want to be named because the plans haven't been made

public. QNX's software is used in products from companies including Cisco Systems Inc, General Electric Co. and Caterpillar Inc.

RIM, based in Waterloo, Ontario, is racing to introduce its tablet as rivals debut similar devices that fill the gap between smartphones and laptops.

"The iPad is very much a device for consuming," said Alkesh Shah, an analyst at Evercore Partners Inc in New York, who has a buy rating on the stock and doesn't own any. "What's not out there is a tablet for creating, for production."

RIM plans to call the tablet BlackPad, one person familiar with the company's plans said in July. RIM acquired the Internet rights to blackpad.com last month, according to the

Whois database of domain names.

Marisa Conway, a spokeswoman for RIM, declined to comment.

QNX, with headquarters in Ottawa, has customers in the automotive, industrial, medical, and communications industries.

Its software helps control the music, media and navigation systems in cars such as those from Bayerische Motoren Werke AG and Porsche SE, according to its Web site. The technology is also used in cardiac monitoring systems, nuclear power plants and weapons systems.

The BlackPad is designed to capitalise on RIM's strength with corporate customers, particularly with e-mail service, one person said last month. The tablet will be closely integrated

with the BlackBerry's e-mail system and will have similar security for messaging, the person said.

The BlackPad will include Wi-Fi technology so it can connect to the Internet wherever the wireless technology is available, including a home or office.

When not near such Wi-Fi "hotspots," people could connect wirelessly to their mobile phone with Bluetooth technology and then to the Internet. The device will not be able to connect directly to the cellular net-

work the way some iPads can, two people said last month.

RIM plans to introduce the tablet, which will be roughly the same dimensions as the iPad, in November, two people said last month. Hewlett-Packard Co., Samsung Electronics Co and Motorola Inc are also preparing tablets. Apple last month said it sold three million iPads in 80 days last quarter, eclipsing sales of its iPod music player.

Bloomberg

Research In Motion Ltd is turning to technology used in BMW audio systems and the US Army's Crusier tank as it tries to distinguish its new tablet computer from Apple's iPad.



My job

Denis Collins

A talent for turning a crisis into an opportunity

"My job is a global role which is centralised in Cork," Denis Collins explains. "The role is primarily providing global leadership for strategic growth and sales. This involves a certain amount of troubleshooting, and multiple layers of executing in a collaborative manner across business partners and sometimes even competitors where you need to team together, governmental and industry agencies as well as community networks. The work would include networking with multinationals as well as business and government leaders," he says. His team has grown the business into \$500 million in annual signings. "Collaboration is very important for social as well as business needs these days, and is part of IBM's Smarter Planet strategy as well as being a caveat of our success as good corporate citizens."

Prior to his current position, Collins was based in New York at IBM's Global Technology Services group where he led start-up strategy and built a team that developed and deployed variously-priced offerings designed to allow clients scale their business and infrastructure processes based on market demands, resulting in \$150m of annual signings. His leadership initiatives include IBM's Worldwide General Business Top Gun Leadership Team, the Mentor Program and the Leading@IBM Initiative and Spirit Committee. His external business associations include the board of IT@Cork, membership of the American Chamber of Commerce, the Cork Chamber of Commerce and the Institute of Directors. He is also a member of the Fordham University Alumni Association.

Born in the US to Cork parents, Collins' arrival in Ireland coincided with the latter days of the economic boom and the early stages of the current downturn. As an outsider keen to integrate his professional skills into the current economic reality, he looks to the commercial positives slowly emerging within the business community of 2010.

"I firmly believe that where there is chaos there is opportunity," he says. "There is always an airplane getting ready to take off on the runway, it's about having the ability to know that it is coming and having the right strategy and collaborative model in place along political and business partnerships. It can often be a time to let old experiences and feelings go and look to new markets, new partnerships and new offerings to help people. There is always new opportunity and we need to stay positive to achieve that."

He believes that "Ireland Inc is still the perfect gateway to Europe as well as the global economy" and commends particularly the Government's €250m investment recently announced by the Taoiseach on Wall Street. "Ireland has an incredibly strong, experienced, well-travelled and educated community, so there is a very good sales force and population that can help drive

Interview:

John Daly

Name:

Denis Collins

Occupation:

Global Sales Executive, IBM business continuity and resiliency service

Background:

With IBM for 20 years where he has held leadership positions in sales and distribution, global financing and services. In 2008, he was appointed to lead IBM's BCRS global general business strategy.

this." Amongst the key areas of potential opportunity, he cites services, innovation centres and cloud computing. While the national psyche may be bruised and battered from increasing unemployment, the construction collapse and substantial debt ratios accumulated during the Tiger years, Collins sees a population successfully grappling with multiple challenges through fortitude and invention.

"I have found Ireland to be a realist community combining vision with an understanding of how things get done," he says.

"I see an incredibly hard-working population who are hugely proud of the advances the country made over the past ten years and are determined to get that back. Part of this process, I believe, is to focus on a finite number of initiatives. Trying to do too many things results in nothing getting done in my experience."

Leveraging the diaspora will be an integral part of the ongoing process of retooling, he believes. "That first global Irish business gathering at Farmleigh last year was a clear case in point, how many countries across Europe and the world could have called together such an assembly of international business

leadership? Very few I would suggest."

While his work takes him across global timezones on a regular basis, Collins wears his national and international hats with apparent ease and professes particular satisfaction at the progress achieved since the opening of the IBM Business Continuity and Resiliency facility at Cork's Blackpool Business Park in 2007.

With continuity vital to business success in today's interconnected world, virtually every aspect of a company's operation is vulnerable to disruption when even a few hours offline can prove commercially fatal. The IBM Business Continuity and Resiliency Services helps ensure the continuity of business operations and assists with regulatory compliance, improved systems availability, protection of data, and the integration of IT operational risk management strategies.

"Our services take you from planning and design through implementation and management, with a strong commitment to understanding your ever-changing business requirements." By managing and operating these services, either fully or partially, IBM enables more balanced workloads, lower application and system downtime, and reducing the potential for data loss. "Using cloud-based data protection solutions, we can help companies and organisations reduce their operating expenses, capital expense requirements and total cost of ownership," he says. "We help save time and expense through centralised visibility, reporting and analytics through our storage portal website for streamlined back-up and restore routines. Cloud-based technology is a huge opportunity for Ireland, Europe and the IT industry. Our IBM Managed Backup Cloud Services offering is a premier offering that addresses an important need for our clients and partners."

Having spent a substantial part of his career working with one of global industry's longest established and venerable players, Collins believes Ireland remains as attractive a location for American multinationals as it ever was — but now with a realigned focus to reflect the changed international reality. "We need to focus now on what the next business model is going to be and I would present what IBM are doing here in Cork and Munster as an example of that," he says. "We have invested millions in our data centre in Blackpool, and have similarly invested in software development at the Cork Business Park where we have several hundred people employed. Anyone looking at IBM's Irish website will see we have job opportunities waiting to be filled today. Also, our development of innovation centres for cloud computing and the utilising of external infrastructures for storage and management is clearly the next level with huge potential for growth," he concludes.

"These are difficult times certainly, but with focus, leadership and execution there are always new opportunities out there to be exploited."



IBM global sales executive Denis Collins says his sales leadership job is 'a global role which is centralised in Cork'.

JOB OF THE WEEK

Job: The Bone Marrow for Leukaemia Trust, which supports the marrow transplant unit at St James's Hospital and patients across the country, wants to appoint an executive director.

Duties: You will lead the not-for-profit charity, develop strategy and shaping the future influence of the Trust.

Qualifications: Strategic leadership, a proven track-record in fundraising and business development, and broad marketing and communication skills.

Applications: Contact Neil Pope of 2into3 management consulting recruitment on 01-640 1843 or email: neil@2into3.com.

FREE WALKING MAP

Complete your collection tomorrow don't miss part three 'The Burren'

FREE

Irish Examiner
The Burren
SELECTED DAY WALKS

SUPPORTED BY
The Fun Starts Here
DISCOVERIRELAND.IE/WALKING

Irish Examiner
A DIFFERENT VIEW SINCE 1841