

## RIM Looks to Sell Cloud Service Provider

Written by Marco Attard  
16 August 2012

---

Reuters reports RIM might be trying to sell cloud services provider NewBay together with other recently acquired "minor assets" as part of an ongoing strategic review process.



NewBay provides cloud-based photo, video and social networking services for smartphones and PCs. RIM bought the company for reportedly \$100 million back in October 2011.

The acquisition was a "huge part" of earlier plans to change RIM's faltering futures-- until current CEO Thorsten Heins kicked off the review process of the company's various assets.

Talk of a NewBay sale is hardly the first RIM-related hearsay in recent weeks. Last week Bloomberg reported the RIM enterprise-services unit (which operates the Blackberry messaging and support network) "attracted the interests" of IBM.

Influential Jeffries analyst Peter Misek also said RIM was trying to "revive talks" with Samsung to license the BB10 smartphone OS-- a rumour later dismissed by Samsung.

Go [RIM Looks to Sell NewBay, Other Assets \(Reuters\)](#)

Go [Will RIM Find a buyer?](#)