BlackBerry eliminates a cross-platform enterprise mobility management (EMM) rival from the market through the $425 million acquisition of Good Technology.



The buy makes sense for BlackBerry, since Good will allow the expansion of cross-platform BlackBerry EMM solutions. Good has strong multi-OS management expertise, with iOS devices make 64% of Good technology activations, followed by Android and Windows. On the other hand BlackBerry expertise lies in BlackBerry 10 (obviously), as well as Android management.

Meanwhile the Good Dynamics platform offers app-level encryption, advanced data loss prevention and secure communication between applications, as well as a roster of 200 independent software vendors and custom applications.

Good and BlackBerry have something of a tense history-- the two companies settled a series of patent lawsuits back in 2004, but a January 2015 blog post saw BlackBerry critique a Good product announcement through red ink annotations of a press release.

"There is a very long history here," Good CEO Christy Wyatt says. "We are in an incredibly competitive market and speak to many of the same customers."

Post-acquisition Good technology will be folded into the BlackBerry enterprise portfolio, allowing for the seamless integration of applications including BBM, WatchDox, Good Work and and other value added services.

Go BlackBerry to Acquire Good Technology