

# Company report research in motion report example

[Business](#), [Company](#)



Research in motion limited is a technology company that deals with marketing, manufacturing and designing of wireless solution for the global market of mobile communication. The company was incorporated in the 1984 and has been among the leading companies in the technology industry. The company is based in Canada, Waterloo, Ontario. It provides the solution to access information using mobile communication through integration services, software and hardware. The platforms provided include intranet and internet based mobile application for browsing, short messaging services, instant messaging services, voice messaging services, and e mail services.

Research In Motion Limited creates opportunities for other third party manufacturers and developers in the industry to improve their products and services. This is through providing kits for software development, providing wireless connectivity to data, and providing support programs. The company's portfolio includes software development tools, the wireless and hand held product line, and the black berry wireless solution. In 2010, the company bought the operating system that was developed by Harman International Company. In 2011, the company also purchased the shares of a company and incorporated the technology of the purchased company into its own developer tools. In June of 2011, Research in Motion acquired Scoreloop and in March of 2012, it acquired Paratek Microwave Inc.

One of the main products that have always been talismanic in the company is Blackberry. The product has always been focused on the enterprise market where they manufacture blackberry mobile devices that offer mobile communication platform for a specific enterprise depending on the need of

the enterprise. However, in a bid to increase its presence and dominion in the mobile communication industry, the company extended focus to the mainstream consumer market where the blackberry devices could be sold to individuals and still experience the same communication experience. The enterprise market provided the perfect environment for the company to sell its products since it used the blackberry enterprise server. This wireless solution can integrate an organization's emailing system.

In 2011, the company introduced a whole series of new products to compete with other products provided by its rival companies. It introduced the blackberry playbook tablet, blackberry style, blackberry torch, blackberry pearl 3G, blackberry curve 3G, blackberry bold, and the blackberry 6. These products are specifically mobile devices that are integrated to the blackberry wireless solution. Away from the mobile devices, the company also introduced more enhanced mobile communication platform such as the blackberry enterprise server express, blackberry mobile gifting, blackberry balance, and the blackberry mobile system 5 which enables voice over Wi-Fi calling.

The blackberry smart phones are made to work with the carrier networks such as EDGE, GPRS, GSM, and HSPA. The blackberry enterprise solution links the smart phones to the enterprise system, wireless networks, and business applications. Through the enterprise server express, business are also able to converge their smart phones and their office desktop phones. This enables the users to use voice features on the go or at their desks. The services provided by the company generate revenue through access billing that it charges the carriers. The carriers in turn would bill the consumers on

monthly basis.

These and other previous products manufactured and designed by the company are the main sources of revenue for the Research In Motion Limited. However, the primary source of revenue for the company is the wireless mobile communication solution which includes sales of the devices, the services, and the software programs. The users of the company's products are mainly provided with a wireless extension of their personal and work email accounts. In addition, the company also generates revenue through repair of its devices that have been returned by the customers, the resellers, and the carriers after the expiry of the warrantee period.

## **Works Cited**

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