

BlackBerry App World storefront

Version: 1.1

Feature and Technical Overview

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Overview

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The BlackBerry App World™ storefront provides BlackBerry® device users with a single location to discover, try, purchase, download, manage, rate, and review applications for BlackBerry devices. BlackBerry App World provides vendors with a location to distribute applications that is highly secure and accessible to all users who installed the BlackBerry App World application on their BlackBerry devices.

BlackBerry device users can access BlackBerry App World over the wireless network. The BlackBerry App World application is available on <http://www.blackberry.com/appworld>.

Vendors can use BlackBerry App World to provide applications in a single location to their customers and potential customers. To apply for membership, vendors provide information about their organization and evidence that it exists, and vendors must pay a fee for each set of applications that they want to store in BlackBerry App World.

Related resources

Self-serve resources are available that provide vendors with support for the BlackBerry App World™ storefront.

Resource	Description
BlackBerry® Technical Solution Center	<p>The BlackBerry Technical Solution Center provides technical support documentation so that BlackBerry device users can troubleshoot various issues without help from technical support representatives. The BlackBerry Technical Solution Center includes What Is, How To, and Support articles.</p> <p>For more information about troubleshooting issues with BlackBerry App World, visit www.blackberry.com/btsc.</p>
BlackBerry Support Community Forum	<p>The BlackBerry Support Community Forum facilitates the exchange of information between customers on topics such as product information, troubleshooting issues, product reviews, and general discussions. For more information about the BlackBerry Support Community Forum, visit supportforums.blackberry.com/rim/.</p>
BlackBerry Answers	<p>BlackBerry Answers is a natural-language search application that provides specific answers to customer questions. To create a personalized experience, all answers that BlackBerry answers provides are specific to the user's BlackBerry device model and software version. BlackBerry Answers is currently available in English only.</p> <p>For more information about BlackBerry Answers, either click the BlackBerry HELP! icon on the Home screen of the BlackBerry device or visit mobile.blackberry.com.</p>

Features

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Features for vendors

Feature	Description
comprehensive distribution	This feature permits vendors to choose whether they want to exclude or include specific wireless service providers, countries, BlackBerry® device models, or versions of BlackBerry® Device Software when they distribute their applications.
external visibility	This feature permits vendors to promote applications to BlackBerry device users who might not have the BlackBerry App World™ storefront installed on their BlackBerry device. Users can also browse a list of the applications that are available on the BlackBerry App World at www.blackberry.com/appworld .
flexible payment options	This feature permits vendors to specify whether an application is free, on trial, or if a BlackBerry device user must pay to download it. For applications that require payment, vendors can choose a price from a list of pricing levels that Research In Motion provides.
distribution that is highly secure	This feature provides vendors with payment processing and application distribution that is highly secure to help protect BlackBerry® device users and vendors from users with malicious intent.
reports of downloads and sales	This feature permits vendors to generate reports that describe the downloads and purchases of a vendor's applications over a specific period of time. Reports show how many applications BlackBerry device users buy or download, the geographical regions where the transactions take place, and the BlackBerry® devices that the BlackBerry device user downloads or purchases the application with.
review and rating system	This feature permits vendors to help moderate reviews that BlackBerry® device users write about the applications that are on BlackBerry App World. Vendors can flag reviews that they think are inappropriate or that they think Research In Motion removed unnecessarily. RIM reads the reviews that vendors flag and either removes or approves the reviews.

Features for BlackBerry device users

Feature	Description
flexible storage capabilities	This feature permits BlackBerry App World™ storefront users to remove applications from their BlackBerry® devices and reinstall the applications without paying for the application a second time. BlackBerry App World archives a record of the application to save memory and so that the user does not have to maintain the application on the BlackBerry device. BlackBerry App World users can also install or archive applications on expandable memory, such as a media card.
intuitive user interface	This feature makes items such as applications easy to find, download, and rate.
PayPal® payment process	This feature provides BlackBerry App World users with a payment service that many users might already use and maintain an account for.
review and rating system	This feature permits BlackBerry App World users to rate and write reviews for applications that other users can view. BlackBerry App World users can search for highly rated applications and improve the visibility of applications to other users by giving the applications high ratings.
web site for BlackBerry App World	This feature permits users to read descriptions and reviews and view screen shots of applications even if they are not BlackBerry App World users. Users can find applications by using the search function, selecting an application category, or browsing by Featured Items, Top Free, Top Paid, or Newest Applications. Users can visit the web site for BlackBerry App World at www.blackberry.com/appworld .

Process flows

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Process flow: Applying for membership

1. A vendor visits a sign-up link (for example, at www.blackberry.com/developers/appworld) and clicks sign up.
 - The vendor agrees to the vendor agreement for BlackBerry App World™ that Research In Motion provides.
 - The vendor optionally agrees to the agreement with Digital River® so that the vendor can offer applications that require payment.
 - The vendor provides contact and information about the vendor's organization.
 - The vendor provides PayPal® account information.
2. PayPal validates the PayPal account information.
3. On the vendor web site for the BlackBerry App World™ storefront, the vendor pays the registration fee to RIM through PayPal and then submits membership request.
4. RIM approves or rejects the membership request and sends the vendor an email message. If RIM approves the membership request, the vendor can start adding applications to BlackBerry App World. If RIM rejects the membership request, the email message includes a reason and the registration fee is refunded.

For more information, see the FAQ at <http://na.blackberry.com/eng/developers/appworld/faq.jsp>.

Process flow: Managing a membership account

1. On the vendor web site for the BlackBerry App World™ storefront, on the Manage Account Details screen, the vendor changes any membership information including account information or PayPal® account information.
2. Research In Motion or PayPal verifies the relevant information.
3. If necessary, RIM notifies the vendor of a about any issues with the membership info.

Managing membership

You can manage your membership account for the BlackBerry App World™ storefront in the following ways:

- **Manage account details:** You can add and change account details, such as your organization's address, contract and banking information, and contacts. The account details are the same information that you provided when you applied for the membership account.
- **Manage user accounts:** You can change the user accounts and permissions for the users who can access your membership account. You can add users to the account, remove users from the account, or change information about specific users. There must be at least one user account associated with your membership account.

Process flow: Adding an application

To add an application to the BlackBerry App World™ storefront, a vendor logs in to the vendor web site for BlackBerry App World and clicks Manage applications.

1. The vendor provides information about the application.
2. Research In Motion verifies that the application conforms to RIM standards.
3. A third-party testing organization installs and runs the application on BlackBerry® devices and removes the application from BlackBerry devices.
4. RIM approves the application and sends an email message to the vendor.
5. The vendor makes the application available on BlackBerry App World .

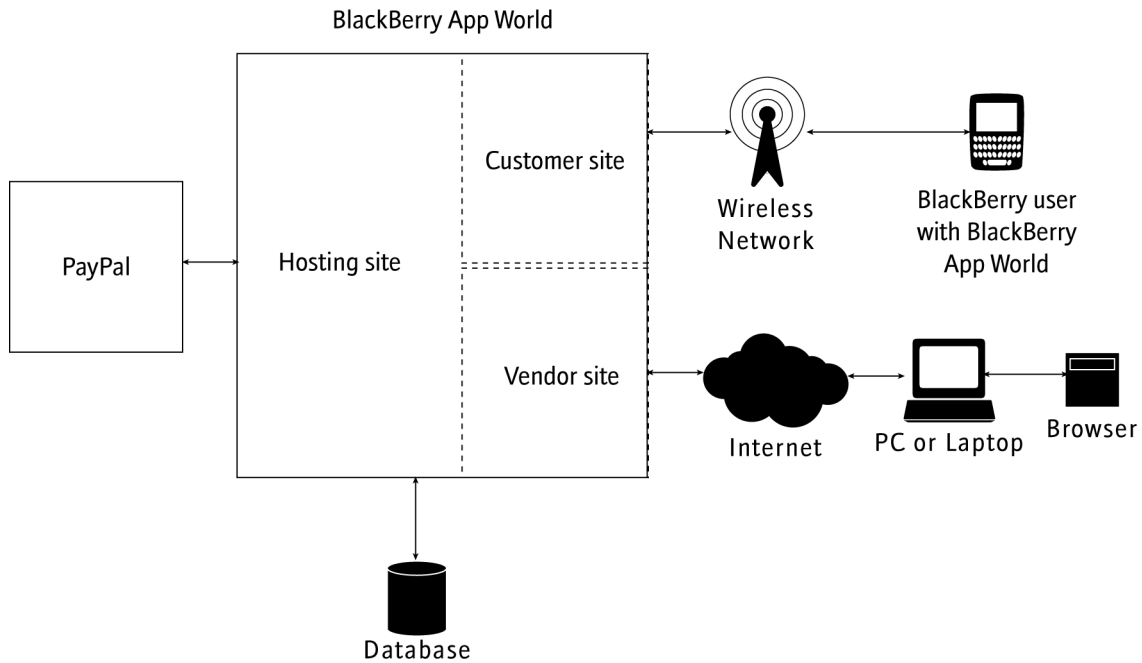
For more information on application standards, see the FAQ at <http://na.blackberry.com/eng/developers/appworld/faq.jsp>.

Process flow: Managing an application

After a vendor adds an application to the BlackBerry App World™ storefront, the vendor can make changes to the application (for example, make it available or unavailable for sale or change the application name).

1. On the vendor web site, under the Manage Applications section, the vendor clicks the application. The vendor makes the appropriate changes.
2. If necessary, Research In Motion sends an email message to the vendor to verify the changes.

Architecture



Component	Description
hosting center	The hosting center contains the database for the applications and application information, customer information, and vendor information.
BlackBerry App World™ storefront application	BlackBerry App World enables BlackBerry® device users to purchase, store, and manage applications.
vendor web site	The vendor web site permits vendors to upload and manage applications, manage information about the applications, and produce reports.
PayPal®	PayPal manages the purchasing process for BlackBerry device users and payment for vendors.
administration console	The administration console permits Research In Motion to access BlackBerry App World to approve membership requests and items.

Provide feedback

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To provide feedback on this deliverable, visit www.blackberry.com/docsfeedback.

Legal notice

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