



## Value Investors: 1 Ridiculously Cheap Value Stock to Buy

### Description

**BlackBerry** ([TSX:BB](#))([NYSE:BB](#)) provides the technology that allows endpoints to trust one another, communicate securely, and [maintain privacy](#). Based in Waterloo, Ontario, the company was founded in 1984 and operates globally.

BlackBerry is widely recognized for productivity and security innovations. The company delivers the most secure endpoint management and communications solutions in the market. With these core strengths, the company's broad portfolio of products and services is focused on serving enterprise customers, particularly in regulated industries. The company is focused on delivering an end-to-end software and services platform and leverages many elements of BlackBerry's extensive technology portfolio.

### Expanded product and services offering

The company intends to continue to enhance BlackBerry's product and service offerings through both organic investments and strategic acquisitions. BlackBerry's goal is to remain a leader in target enterprise markets by continuing to extend the functionality of the company's secure platform and delivering innovative solutions focused on strategic industry verticals.

The company's core software and services offering is the end-to-end [Enterprise of Things](#) platform that comprises endpoint management capabilities, enterprise communication software and safety-certified embedded solutions. These solutions are informed by the company's deep security expertise and experience, continuous technical innovation, professional cybersecurity services, industry partnerships and academic collaborations. Platform components include the BlackBerry Enterprise Mobility Suite, BlackBerry AtHoc, Secusmart, and the technologies offered by BlackBerry QNX and Certicom.

The company is developing BlackBerry Spark to integrate these components as well as the artificial intelligence and machine learning cybersecurity capabilities of BlackBerry Cylance, to better deliver secure communications and protect endpoints.

## Emphasis on security

The company leverages BlackBerry's expertise in endpoint security and management to capitalize on opportunities in growing segments of the Internet of Things, cybersecurity, connected transportation, healthcare, financial services and government markets. BlackBerry provide enterprises and governments with the highest standard of safety and security.

The company's sales strategy focuses solely on enterprise software, services and licensing. Blackberry continues to build the company's developer and channel partner programs to bolster the company's direct sales and marketing efforts and promote the growth of an Enterprise of Things ecosystem. BlackBerry also licenses the company's brand and secure handset software and applications to select third-party manufacturers and others seeking the company's software expertise.

## Efficient process optimization

BlackBerry optimizes the company's operations on an ongoing basis to enhance the efficiency of the company's software and services business. The company should be able to drive revenue growth through the company's software and services portfolio and to achieve margins that are consistent with those of other enterprise software companies.

Cybercriminals use novel and increasingly sophisticated techniques, such as ransomware, malware, and phishing attacks, to gain access to sensitive information and disrupt operations. Highly publicized data breaches have exposed the potential for hacking to cause significant financial and reputational damage to enterprises and even to threaten national security.

This landscape has created opportunities for BlackBerry's cybersecurity solutions, enterprise applications, networks and analytic tools that help enterprises to secure their connected endpoints, enhance data privacy and demonstrate compliance with applicable regulations.

At \$12 per share, BlackBerry appears to be ridiculously cheap.

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1. canada

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nikhilwaterloo

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