

Blackberry messenger coming on Android & iOS

Blackberry has already fallen behind in its race with Android in the smart phone user market share in the US. Though it still commands a strong brand recall and ease of usage, it's losing its brand value. In many countries including India it is also suffering from security issues because of the failure of the executives to share the encryption keys since certain data which maybe confidential could be exchanged

Big guns at RIM seem resigned to the fact that Android has beaten them fair and square and they can't do anything about it. One can only deduce this from their decision to bring the Blackberry Messenger App to Android and iOS phones later this year.

Yes this is the most famous app since everyone loves using it because one can send text messages without any word limit. And many third party services like [Kik](#) and [WhatsApp](#) have started offering very similar services. But then RIM hasn't been able to gain much control on preventing them.

RIM is losing market share to the iPhone and Android and therefore having a messaging specific platform only on theirs doesn't make sense. And therefore RIM has decided that taking their messenger services to other phones does make sense. They feel it would encourage people to buy the Blackberry smartphone since the messenger app for Android phones would be a stripped down version of the original where one can't send locations, photos etc.

Obviously they would get revenue and make money out of the same. But! What about the soul of Blackberry? which is that app? What about the entire Blackberry experience? What about people flaunting their Blackberry's around? What about the ecosystem of Blackberry?

One thing is clear. RIM doesn't care about its ecosystem that is its apps and stuff. Apps are the most important pieces of technology for a smartphone, probably more important than even the hardware. If you get rid of the soul of the phone, what is the point of buying a Blackberry?

Even the upcoming Blackberry Playbook is said to include certain apps from the Android apps. And this too would be a risky move since it would take the share from the Playbook app market.