

HEARABILITY AUDIT · JUNE 2026

BlackBerry can't be heard.

blackberry.com scored across its two divisions — Secure Communications and automotive (QNX) — against their new competitors, plus the angle that gets the flagship past **80**.

CYBERSECURITY · SECURE COMMS

39

/100

vs ~40 challengers

AUTOMOTIVE · QNX

29

/100

vs 53 Wind River

Market leader. Message laggard.

HOW THE SCORE WORKS

Five things a hero has to do in ten seconds

Each homepage is read cold, above-the-fold only. Two gates open first — can a stranger name the category, and can they tell it's for them. Then five dimensions are scored and rolled into one number out of 100.

Resonance /30

Does it compress to 3 words? Is a real fear named?
Does it signal who the buyer is?

Motivation /25

Is a behavioral lever pulled — loss, urgency, a safe-and-defensible choice?

Distinctiveness /20

Is the category ownable, the metaphor alive, the incumbent's language absent?

Credibility /20

Specifics, named proof, concrete dated numbers — not round vendor-speak.

Next Step /5

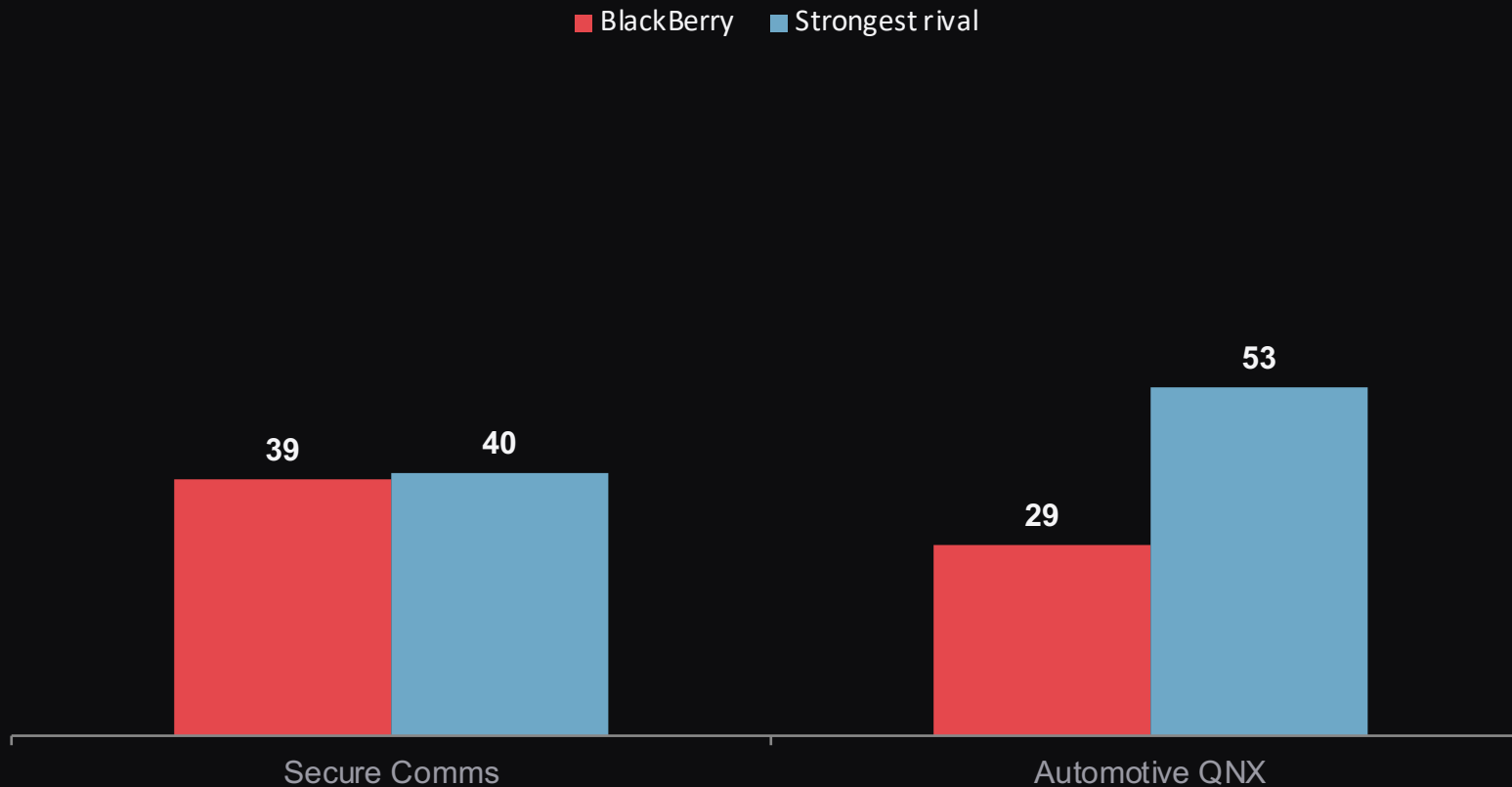
One small, reversible, time-anchored action — not 'do nothing.'

Tiers: 0–30 boring · 31–60 competent but forgettable · 61–80 strong · **81–100 stunning**

THE FINDING

Two divisions, two different gaps

In Secure Communications, BlackBerry is at parity with the encrypted-messaging challengers (39 vs 40) — but on a frame it never backs with proof. In automotive, QNX trails Wind River by 24 points (29 vs 53) despite running more vehicles than any rival. The bigger the truth, the quieter the telling.



34

BlackBerry average

47

rival average

The gap is messaging, not product.

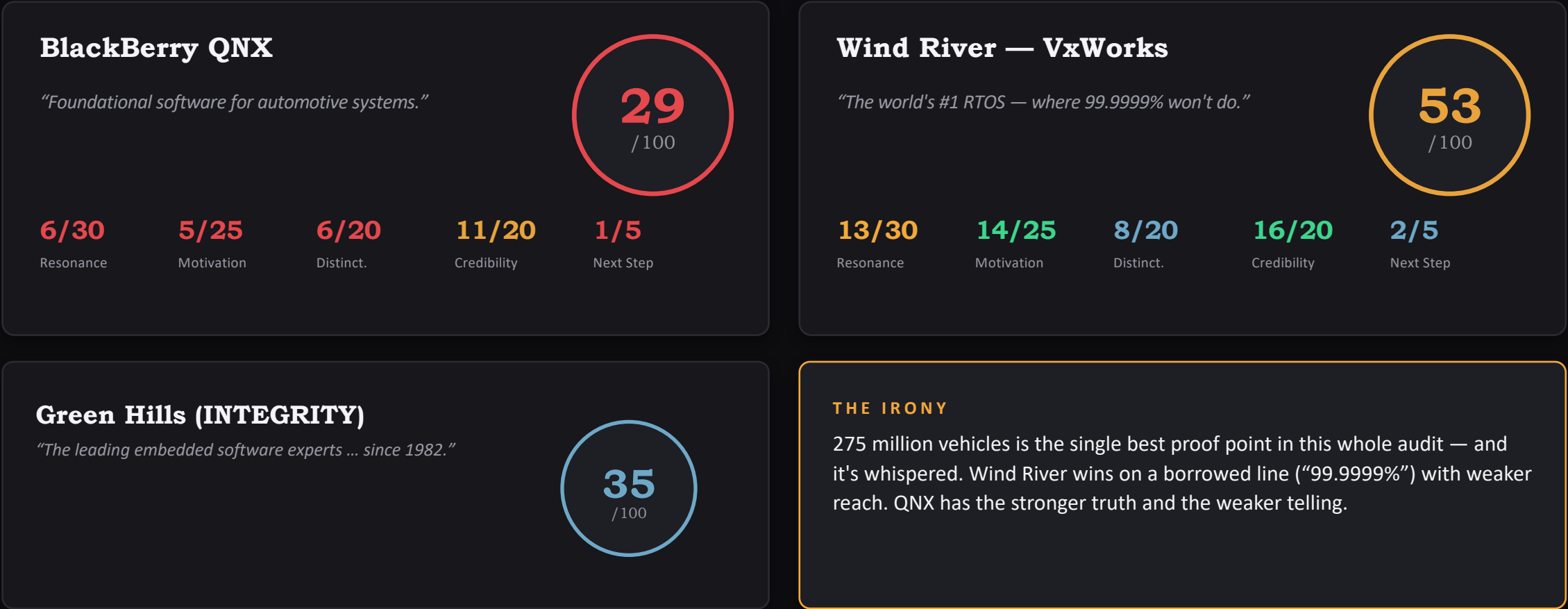
Strong line, no proof behind it

BlackBerry's current hero: “Every call. Every message. Protected.” + “True sovereign control.” Rival set: government-grade encrypted-messaging challengers (Signal / Wickr-class).



The leader who sounds like a follower

QNX runs 275M vehicles — more cars than any rival RTOS — yet its hero (“Foundational software for automotive systems”) scores below both challengers.



DIAGNOSIS

The same three layers break every time

1

No spine

Nothing compresses to three words a salesperson can repeat. “Security, trust, and innovation” is three nouns, not a position.

2

No named fear

The heroes promise upside (“protected,” “reliable,” “foundational”). None name the 2 a.m. failure the buyer actually dreads. Loss moves ~2x harder than gain.

3

Proof left in the drawer

275M vehicles, G7 governments, decades of zero-failure pedigree, an ~\$865M QNX backlog — almost none of it is in the visible hero where it would do the work.

Good news: none of these require a product change. They're all in the copy.

FOUR ANGLES THAT CLEAR 80

Where could the flagship go?

Each angle unifies the two divisions under one ownable frame, leads with loss, and pulls the buried proof above the fold. Projected ceilings:

“Can't-fail software”

84

proj.

The trust layer for systems that cannot fail — cars and classified networks alike.
Lead: raise the stakes.

★ PICK

“The most important software you've never seen”

80

proj.

Invisible-and-unbreakable. The backbone of critical infrastructure. Lead: open a loop.

“Harvest now. Decrypt never.”

78

proj.

Sovereign comms built for the quantum break. Lead: stakes + closing window.
(Secure-comms only.)

“When the stakes are absolute”

79

proj.

The standard for absolute-stakes systems. Lead: insurance frame.

THE PICK

“Software for the systems that can't fail.”

It's the only frame that fits both divisions truthfully, and it's a position no single rival can claim — none of them sit inside both 275M cars and a government's classified network. It converts QNX's buried proof and Secure Comms' sovereignty into one loss-charged story, with a real deadline already running.

WORD TO OWN

“Can't fail”

CATEGORY CLAIMED

The trust layer for mission-critical systems (secure comms × embedded)

LEAD LEVER

Loss aversion — catastrophic failure, named

METAPHOR

Bedrock / insurance — the thing under everything

EDGE NO RIVAL HAS

Both the car and the classified network

WINDOW

Post-quantum 2030 mandate · UN R155 vehicle-cyber rule

What goes above the fold

VERSION A — SHIP FIRST

Software for the systems that can't fail.

BlackBerry builds the embedded software and secure communications inside 275 million vehicles and the world's most security-conscious governments — the trust layer for machines and messages where failure is not an option.

See the proof →

Talk to an architect

VERSION B — A/B TEST (loop-led)

275 million vehicles. Every government secret. One company you've never seen.

BlackBerry is the embedded software and secure-communications layer beneath the systems the world cannot afford to lose — keeping machines running and messages unbreakable since before “cybersecurity” was a word.

Both pass the category + self-reference gates; both pull proof above the fold. A measures the loss frame, B measures the loop.

The parts that make it land

Spine (3 words)

“Can't-fail software.” — what a rep says on a cold call and a customer repeats without a deck.

Named fear

Not “an incident.” The 2 a.m. call that a fleet is bricked or a line is leaking — the failure that makes the news with your name on it.

Identity signal

For the leader who refuses to gamble with lives or secrets. Choosing BlackBerry says who you are before it says what you bought.

Proof, surfaced

275M+ vehicles on QNX · ISO 26262 ASIL-D / IEC 61508 certified · trusted by G7 governments · post-quantum-ready encryption · ~\$865M QNX backlog.

The window

Post-quantum mandate (US 2030 / NSA 2035; EU critical-infra 2030) and UN R155 vehicle-cyber rules are already live. “Harvest now, decrypt later” makes doing nothing the risky default.

The same spine, encoded by surface

LINKEDIN HOOK

"Your car has an operating system. So does the missile, the insulin pump, and the surgical robot. 275 million of them run on software you've never heard of — and 'never heard of' is the entire point."

SALES ONE-LINER

"We make the software that can't fail — the OS in 275M cars and the encryption in the world's most paranoid governments."

COLD-EMAIL SUBJECT

"the software in 275M cars you've never heard of"

INVESTOR FRAMING

"Two divisions, one thesis: the trust layer for systems that can't fail."

THE MOVE

From boring to stunning — without touching the product

TODAY (avg)

34

"Boring B2B" tier

39 secure comms · 29 automotive QNX



WITH THE ANGLE (proj.)

84

"Stunning" tier

R 26 · M 24 · D 16 · C 15 · N 3

Same 275 million vehicles. Same governments. Same encryption. A hero that finally says so.