



BLACKBERRY ATHOC

BlackBerry Critical Event Management for the Enterprise

DURING CRITICAL EVENTS, SITUATIONS CHANGE QUICKLY

Major disruptions happen at a moment's notice. Natural disasters, civil unrest, power outages, active shooters, and even pandemics – your communications need to be ready and available when anything happens at any time. With BlackBerry® AtHoc®, you can respond, communicate, and problem-solve – easily and securely – when a critical event inevitably strikes.



MOTHER NATURE

Extreme Weather Events
Power Outages
Non-Occupational Diseases



HUMAN-MADE

Active Shooters
Terror Attacks
Traffic Accidents



CRITICAL INCIDENTS

Cyber Security Attacks
Political Unrest
IT / Network Outages
Supply Chain Disruption

BLACKBERRY ATHOC HELPS YOU UNDERSTAND REAL-TIME IMPACTS AND MAKE INFORMED SAFETY-CRITICAL DECISIONS

Here's how it works:

- **Alert** – Notify anyone, anywhere, on any device, so you keep important safety information flowing.
- **Account** – Quickly and easily account for personnel, with real-time visibility into their safety and status. Because there's no time to waste and things change rapidly.
- **Collect** – Gather critical information from your people through a mobile app that gives you up-to-the-minute awareness of the situation.
- **Connect** – Share information to securely communicate and collaborate with other organizations that are involved in the event.
- **Situation Response** – Take a centralized approach that lets you properly plan, manage, and remediate after an incident.

BlackBerry AtHoc helps you manage critical events with a unified solution that's secure and flexible.

Let's take a closer look at each of these features.



ATHOC ALERT

Target groups of people with timely and relevant messages using specific communication channels. Whether you need to reach a team of 10 people or communicate to the entire organization, AtHoc® Alert gives you the control to manage sending and receiving critical information. In addition to email, phone, text, and mobile notifications, the platform connects into many other mass communication devices, including two-way radios, loudspeakers, digital displays, fire panels, emergency stop buttons, badging systems, as well as to social media. It delivers a single interface for managing all types of communication.



ATHOC ACCOUNT

Check employees' status efficiently, reliably and systematically, before, during and after a crisis, with AtHoc® Account, a personnel accountability feature. Request status updates from users across your entire organization or select groups. Reduce confusion and eliminate manual processes during emergencies, using pre-determined messaging based on existing federal processes and policies. Automatically contact the next available resource or transfer responsibility if a request isn't acknowledged or recipients indicate they can't perform an assigned task.



ATHOC COLLECT

Manage events in real-time from any device. To ensure you're getting as much up-to-the-minute information as possible, AtHoc® Collect lets you access geo-tagged rich media, real-time location tracking and field reporting. Through an intuitive mobile app, every user acts as a sensor, capturing real-time information for situational awareness. They can report on suspicious packages or people, dangerous situations, medical emergencies, and more. And if they're in harm's way, they can easily send a duress signal to seek help.



ATHOC CONNECT

When emergencies happen, enterprises often need to reach outside groups to ensure responses are coordinated and crucial information flows between organizations. In times of crisis, AtHoc® Connect allows you to communicate with teams outside your organization, using up-to-date contact and location information. AtHoc Connect extends your ability to securely communicate outside your four walls and tap into partners and a wider community of resources.



ATHOC SITUATION RESPONSE

Plan and continuously optimize your response to any event. Define an incident plan, add steps, assign reviewers and trainees, and send the plan through a moderated review cycle with AtHoc® Situation Response. Stakeholders can review the plan to familiarize themselves with their role, so when a crisis happens, everyone is prepared and can execute the response. And, because real-life incidents don't always follow a playbook, BlackBerry AtHoc lets you make live adjustments to the plan as you go. After the event, you can use the activity log and reports to debrief and get an accurate timeline.

MAKE BETTER SAFETY AND OPERATIONAL DECISIONS WITH CENTRALIZED, SECURE AND TIMELY COMMUNICATION

BlackBerry AtHoc provides leaders and their teams with a centralized approach to critical event management. By enabling an exchange of trusted and timely information between people, processes and devices, BlackBerry AtHoc helps teams make better safety and operational decisions. With features for planning, alerting, accountability, information collection, and connections to external stakeholders, you can:

- Prepare and optimize your response to any event
- Reach individuals and teams anywhere, anytime, with targeted and relevant messages
- Track every response and display results in dashboards, ensuring comprehensive personnel accountability
- Locate and manage on- and off-duty teams
- Securely collect and share images across key sites

BlackBerry AtHoc delivers all the incident management functionality and features enterprises need within one centralized platform, so you can keep your people safe and your organization up and running.

**“ ENHANCING PREPAREDNESS,
RESPONSE AND RECOVERY
EFFORTS TO KEEP PEOPLE SAFE
AND INFORMATION SECURE ”**





About BlackBerry: BlackBerry (NYSE: BB; TSX: BB) provides intelligent security software and services to enterprises and governments around the world. The company secures more than 500M endpoints including over 195M vehicles. Based in Waterloo, Ontario, the company leverages AI and machine learning to deliver innovative solutions in the areas of cybersecurity, safety and data privacy solutions, and is a leader in the areas of endpoint security, endpoint management, encryption, and embedded systems. BlackBerry's vision is clear – to secure a connected future you can trust.



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