

# BLACKBERRY ATHOC

*BlackBerry Critical Event Management for the Enterprise*



BROCHURE

## ***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 Disruptions



**BlackBerry AtHoc.**

# 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.

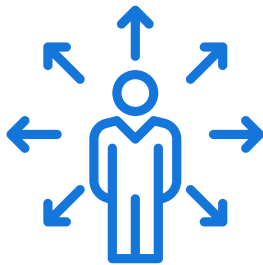
Reduce confusion and eliminate manual processes during emergencies, using pre-determined messaging based on existing federal processes and policies. Automatically contact the next available resource or transfer responsibility if a request isn't acknowledged or recipients indicate they can't perform an 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.



**GLOBAL ORGANIZATIONS  
AND MORE THAN 75%  
OF THE U.S. FEDERAL  
GOVERNMENT COUNT  
ON BLACKBERRY ATHOC  
TO COMMUNICATE AND  
COLLABORATE DURING  
CRITICAL EVENTS**



### *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.

**BlackBerry AtHoc meets and exceeds the highest security criteria, including:**

- NIST SP 800-53 Rev4 at FIPS 199 moderate classification
- DHS SAFETY Act Approved Technology
- ISO 22301 and other business resilience standards
- ISO/IEC 27001:2013 — Information Security Management System Certification
- GDPR
- SSAE-16
- Qualified Anti-Terrorism Technology (QATT) standards

**BlackBerry AtHoc is the trusted choice for the enterprise.**

**Here's why:**

- Secure, integrated personnel accountability
- Powerful, seamless and secure collaboration between organizations
- Cross-platform integration across on-prem, hybrid or cloud environments
- Comprehensive support during onboarding, implementation and beyond
- Experienced, trusted partner of the US government
- Unparalleled data and PII security backed by FedRAMP and StateRAMP authorization



**BLACKBERRY ATHOC  
WORKS TO DELIVER  
SAFETY, SECURITY AND  
RESILIENCY TO ENTERPRISE  
ORGANIZATIONS  
WORLDWIDE.**



## ***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**

**RESOURCES**

[\*Learn more\*](#)

[\*Explore AtHoc success stories\*](#)

[\*Request a demo\*](#)

 **BlackBerry** Intelligent Security. Everywhere.

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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