

**BlackBerry** Intelligent Security. Everywhere.

# BLACKBERRY ATHOC

*Protect what matters: your people, your property—and your reputation*

SOLUTION BRIEF



## *IN A CRISIS, EVERY SECOND COUNTS*

When you're faced with losing revenue, or worse, when lives are at stake, there's no way to stop the clock. Great outcomes depend on:

- Being prepared before trouble strikes
- Gathering real-time and accurate intelligence
- Communicating immediately with recipients and ensuring their safety
- Collaborating with partners, like emergency services and other businesses

Delays with any of these aspects can be disastrous.



## **A CENTRALIZED COMMAND CENTER**

Respond and coordinate effectively from one dashboard and maintain a single source of truth.

## **TWO-WAY, SECURE, INDEPENDENT COMMUNICATION**

Coordinate emergency responses across teams and organizations, with real-time, bidirectional messaging.

## **IMMEDIATE INSIGHT**

Confirm message delivery down to the millisecond, and geo-target with ease.

## **AUTOMATED TEMPLATES**

Front load emergency planning to lighten the mental load and reduce in-the-moment stress.

# 59%

of organizations can't activate their plans within the "golden five minutes".<sup>1</sup>

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# \$300K

is the average cost for an hour of critical system downtime. In many cases that number can push into seven figures.<sup>2</sup>

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# 3X

as likely to resolve incidents in less than a day using critical event management, and 2x more likely to see no or limited impact on revenue.<sup>2</sup>

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## **CONNECT EVERYTHING AND EVERYONE THAT MATTERS IN A CRISIS**

BlackBerry® AtHoc® helps organizations securely collect, validate and share information across channels to activate a coordinated, multi-departmental response—immediately. Independent from enterprise IT networks, BlackBerry AtHoc provides operational resilience and secure messaging, even when your primary communication platform—like email, messaging apps and telephony—are compromised.

## **WHY BLACKBERRY ATHOC?**

### **THE HIGHEST SECURITY**

BlackBerry is the only cybersecurity company with a CEM solution. BlackBerry AtHoc is StateRAMP and FedRAMP certified. Choose the solution used by 75% of U.S. federal government employees, including the U.S. State Department, Army, Navy, Air Force, Homeland Security, FBI, The White House, and more.

### **FASTER TIME-TO-VALUE**

BlackBerry AtHoc can be up and running in days. Dual use (for standard operations and emergencies) amortizes the cost even faster and speeds ROI.

### **GLOBAL 24X7X365 COVERAGE**

BlackBerry AtHoc features 24x7x365 email and phone support to ensure you can get the help you need. Rest assured that your BlackBerry AtHoc service will be ready, whenever the next issue hits.

### **EASY-TO-USE INTERFACE AND SELF-SERVE TRAINING**

Even under the pressure of a crisis, BlackBerry AtHoc is intuitive for all involved. Most of the administrative work can be done in advance, so when an incident occurs, BlackBerry AtHoc is ready, and so is your entire organization.

<sup>1</sup>2021 BCI Horizon Scan report

<sup>2</sup>Aberdeen Research – How Critical Event Management Limits the Risk of IT Disruptions and Cyber Attacks

# BE READY FOR ANYTHING

*BlackBerry AtHoc centralizes communication in one command center and empowers users to respond to and resolve any physical or digital crisis within minutes.*

## **COORDINATE AN EMERGENCY RESPONSE WITH FEWER RESOURCES**

BlackBerry AtHoc is simple to use and compatible across devices and systems, both in the cloud and on-premises. Plus, partner agencies don't need to opt-in to receive your messages.

## **MAINTAIN CONSTANT COMMUNICATION—EVEN DURING A BREACH**

Diminish chaos and ensure you can communicate and coordinate as any crisis unfolds, even if other key channels are compromised. Prevent costly communication downtime.

## **REMAIN COMPLIANT DURING ANY CRISIS**

Maintain a fully auditable trail for complete transparency that's suitable for even the most strictly regulated industries. Records offer data and insight that can guide post-incident reviews and process improvements.

## **REACT FASTER TO ANY ISSUE**

Eliminate manual communication and cut your activation time to less than five minutes. Reduce human error with the help of AI-based threat detection and process automation.

 **BlackBerry**® Intelligent Security. Everywhere.

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 215M 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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