

 **BlackBerry** Intelligent Security. Everywhere.

BLACKBERRY ATHOC

CRITICAL EVENT MANAGEMENT

Be Ready For Anything

A Fundamental Problem

Incidents are on the rise. Resolving them is increasingly complex. But many existing “solutions” only add to the chaos.

- When incidents hit, you need to resolve them fast. That takes a comprehensive, cutting-edge and purpose-built solution.

Table 1: The Clear Benefits of Critical Event Management

Organizations with Critical Event Management are:

70%	more likely to analyze and understand the impact of critical events in minutes or less
3x	more likely to resolve critical events in less than 24 hours
2x	more likely to see no or limited impact to revenue from critical events

Aberdeen Research – How Critical Event Management Limits the Risk of IT Disruptions and Cyber Attacks

In A Crisis, Every Second Counts

Great outcomes depend on these factors. Any delays can be disastrous.

Being prepared
before trouble
strikes

Gathering real-
time and accurate
intelligence

Communicating
immediately with
recipients and
ensuring their safety

Collaborating with
partners, e.g. EMS &
other local
businesses



CEM Complications

Many organizations struggle to react in a coordinated, timely way, costing money, or worse – lives.

Piecemeal solutions














Outdated technology



Workaround apps



Symptoms of Pain

Time	 <p>Takes too long to resolve issues</p>	 <p>Can't prevent reputational damage/financial impact</p>	 <p>Can't test processes in advance</p>	 <p>Using manual methods: call trees or door-to-door</p>
Tech	 <p>Too many channels to manage</p>	 <p>No backups to internal tools eg Teams, Slack</p>	 <p>Single points of failure (people)</p>	 <p>Can't coordinate easily with other groups/orgs</p>
Trust	 <p>Compliance is hard/impossible</p>	 <p>Not sure sensitive data is protected</p>	 <p>Lack of situational awareness</p>	 <p>Can't be sure people got the message</p>

There's A Better Approach

From:

Reacting too slowly to prevent damage

Using technology that isn't up to the job

Facing uncertainty and insecurity

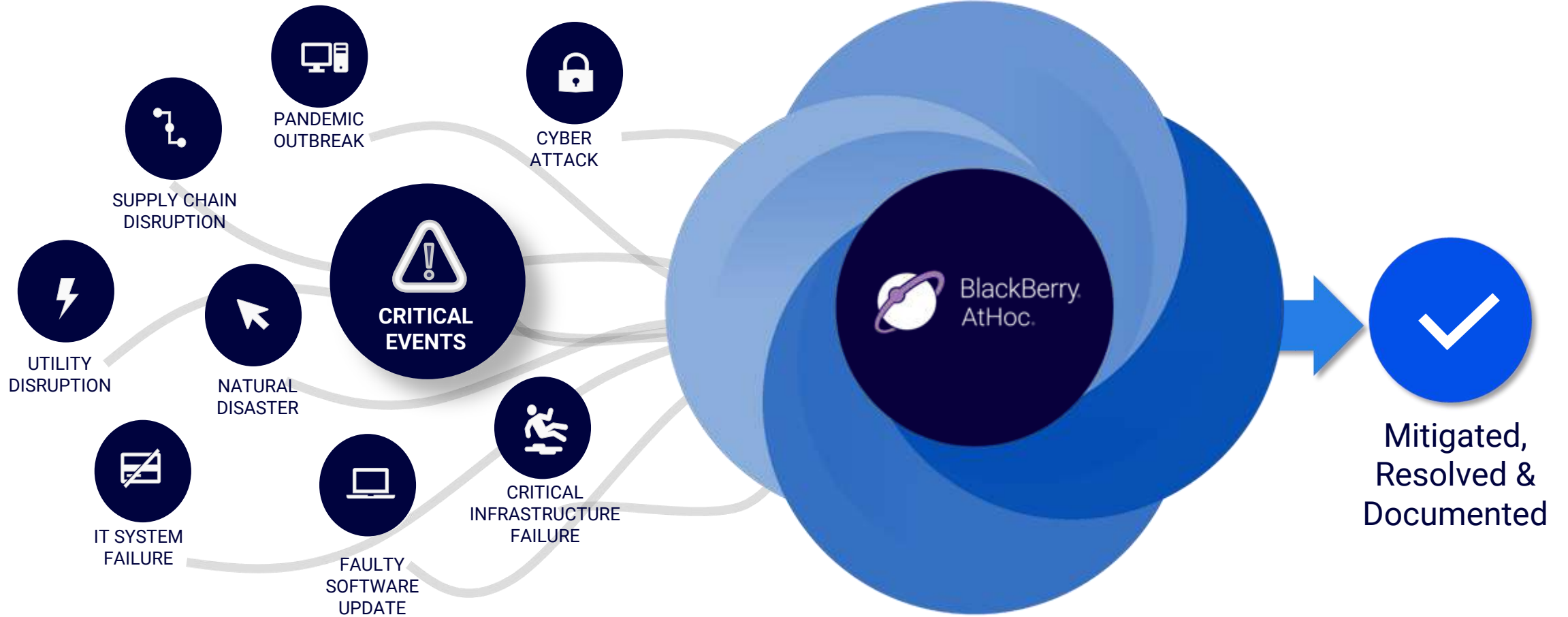
To:

Making better decisions, faster, to prevent and reduce fallout.

Leveraging technology to reach all the right people at the right time, confirm their status, and gather insight from those on-scene.

Creating best-case outcomes, from planning to post-incident reviews, with trusted, validated information throughout.

How Customers use BlackBerry® AtHoc® For Critical Event Management



Protect What Matters: Your People, Your Property, and Your Reputation

+

Coordinate an emergency response with fewer resources

+

Maintain constant communication – even during a breach

+

Remain compliant during any crisis

+

React faster to any issue



Connect Everything And Everyone That Matters In A Crisis

Automated templates

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

Immediate insight

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

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.

Alert



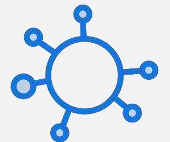
Account



Collect



Connect



Situation
Response



Why BlackBerry AtHoc?

The highest Security

StateRAMP & FedRAMP certified and used by 75% of US federal government employees



Faster time to value

AtHoc can be up and running in days. Dual use (for standard operations and emergencies) speeds ROI.



Global 24/7/365 Coverage

With 24/7/365 email and phone support, rest assured your AtHoc service will be read whenever you need it.



Intuitive UI and self-serve training

Even under the pressure of a crisis, AtHoc is intuitive for all involved.



Flexible Deployment Models

On-premise, hosted SaaS or hybrid models. Manage it yourself or have us run it for you.



Commitment To The Highest Information Security Requirements



AtHoc Cloud Systems follow NIST SP 800-53 IA controls



DEFENSE INFORMATION SYSTEMS AGENCY

Department of Defense Information Network Approved Products List (DODIN APL)



FedRAMP Authorization with 15 ATOs granted to date

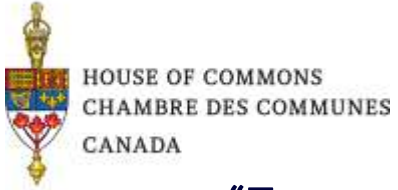


DHS SAFETY Act Approved Technology



Certified StateRAMP Ready

Customer Outcomes



“Emergency notifications that used to take 90 minutes to deploy are now communicated within 90 seconds using BlackBerry AtHoc.”

Maxim Zakurdaev, Enterprise Architect and Technical Product Management, Canada House of Commons



“With BlackBerry AtHoc’s capabilities, we’re able to get alerts out much quicker and coordinate a far more effective response. When lives are at stake, that’s a level of value you cannot truly quantify.”

Thomas Brewer, GIS Technology Officer, Mississippi Emergency Management Agency



5.0 ★★★★★ Feb 8, 2021

Review Source: ⓘ

Great product and good technology partner

Reviewer Function: IT Company Size: Gov't/PS/ED <5,000 Employees Industry: Government Industry

BlackBerry AtHoc solution provides an exceptional value in improving and streamlining corporate communication for emergency and non-emergency subjects

[Read Full Review](#)

5.0 ★★★★★ Feb 18, 2021

Review Source: ⓘ

Blackberry AtHoc

Reviewer Function: IT Company Size: 3B - 10B USD Industry: Transportation Industry

Great customer relationship and IT support. Implementation was easy and had 24/7 support through the whole process and still have continued support through other features that were added on.

[Read Full Review](#)

5.0 ★★★★★ Nov 16, 2020

Review Source: ⓘ

Very Happy!

Reviewer Function: IT Company Size: <50M USD Industry: Transportation Industry

Very happy with their products and their customer service model. Their services have always delivered when we needed them.

[Read Full Review](#)

Thank you

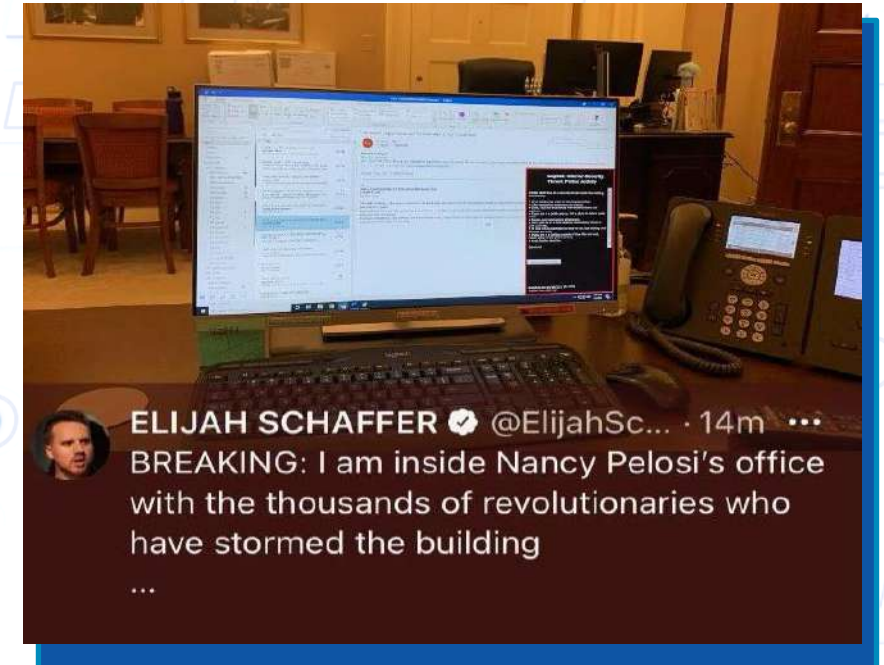
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Ready for Anything: Social Unrest

Employee and Personnel Safety. U.s Capital Insurrection

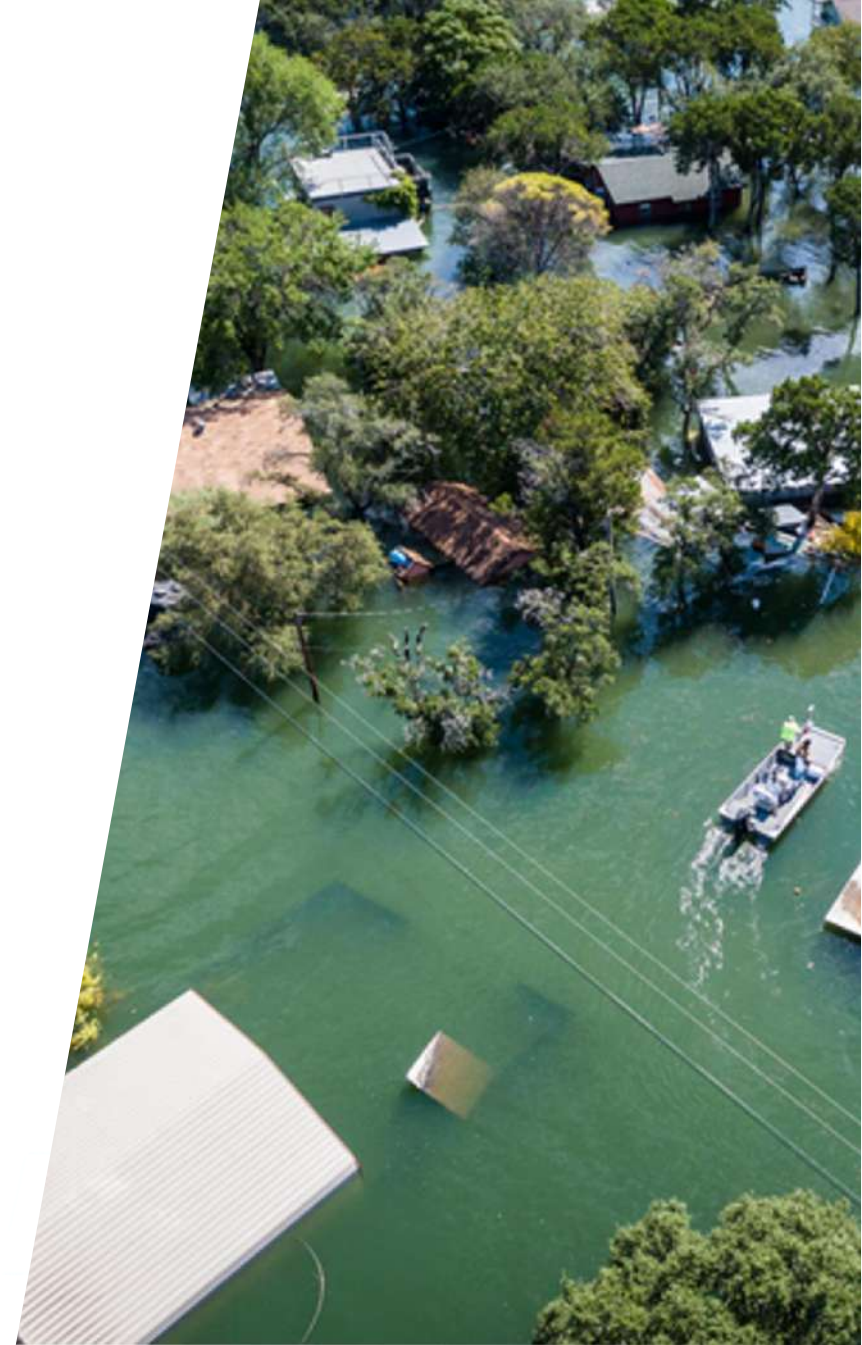
- Coordinated, cross-component communication and response efforts
- Multiple modalities including email, SMS, telephone and desktops
- Desktop shown in this picture taken by a rioter while sitting in the office of the Speaker of the House



Ready For Anything: Climate Change

Employee and Personnel Safety, Flood Risk And Clean Water Monitoring

- Autonomous, year-round monitoring
- Intelligent early warning system based on sensor data
- Alerts generated based on the data insights



Ready For Anything: IT Outage

Employee and Personnel Safety, Flood Risk And Clean Water Monitoring

- IT and interconnectivity have improved transportation infrastructure
- Increased efficiency means increased vulnerability
- Disruptions have significant socio-economic impacts
- Organizations wants to be prepared

