BlackBerry AtHoc

Protect your people and operations with BlackBerry's critical communication solution

December 2017

BlackBerry

Organizations around the world use **BlackBerry AtHoc** software to communicate and collaborate in times of crisis.

- Trusted by 2000 + organizations globally
- State-of-the art technology for responding to threats
- Recognized for industry leading security

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Trusted By Customers for Safety and Security

Government

- US Dept. of Energy
- US Dept. of Treasury
- US Dept. of Agriculture
- US Dept. of Veterans Affairs
- US Senate
- US House of Representatives
- Federal Aviation Administration
- Parliament of Canada

Defense

- US Army
- US Marines
- US Navy
- US Air Force
- US Army Corps of Engineers
- Pentagon Force Protection Agency
- Defense Logistics Agency

Homeland Security

- DHS Headquarters (Nebraska Ave. Complex)
- Transportation Security Administration
- US Customs and Border Protection
- United States Coast Guard
- Immigration And Customs Enforcement

Commercial

- General Electric
- JCDecaux
- BOSCH
- TENNECO
- Chevron Nigeria
- Eastman Chemical
- Microsoft
- KOMATSU
- DOW

Healthcare

- Red Cross
- KAISER PERMANENTE®
- Children's National Medical Center
- BaylorScott&White HEALTH
- GRITMAN MEDICAL CENTER

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Many forces impact business resiliency and safety

Severe weather	Cyber security attacks	Man made incidents	Government regulation
Increasing frequency and scale of impact from severe weather	Cyber attacks are growing in their reach and sophistication	Terror attacks and other man-made incidents impose new threats	Regulations for duty of care and interoperability are evolving quickly

Securely sharing information within and organizations has never been more important. Doing so increases operational resiliency, reduces costs, and keeps people safer.

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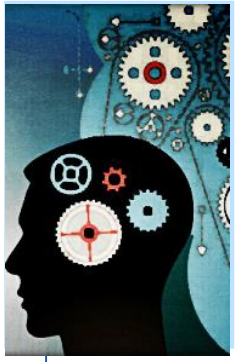
But there are challenges to sharing information

Accounting for Personnel

- Are my people safe?
- Can we operate?

Security & Scalability

- Is personal info safeguarded?
- How do I support global scale?
- Am I compliant with regulations?



Situational Awareness

- Do I have real-time information?
- Where do we apply resources?

Collaboration

- How can we securely work with other organizations to resolve an incident quickly?

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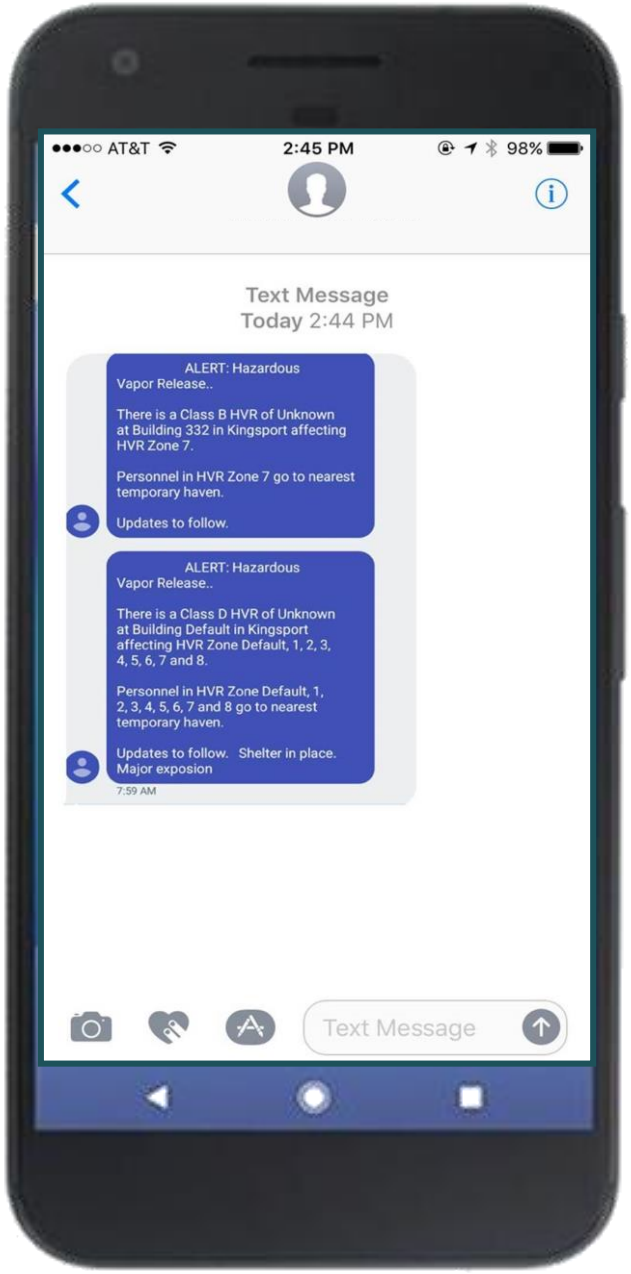
Real-time usage: Chemical plant

- Multi-channel notification begins within seconds
- Utilized personal and mass communication channels
  - Text
  - Email
  - Phone
  - Public address systems

- Multiple notifications kept employees apprised of safety protocol and status, including shelter-in-place requirements.

Lesson Learned: Automated single-interface solution enabled regular practice drills and integrated into business continuity and safety procedures.

Result: No significant injuries and quicker recovery time



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BlackBerry AtHoc: real customer usage

Terror Attack

BlackBerry, major global media company, major defense organizations, activated **personnel accountability** event to obtain real-time safety status of workers and travelers in London (and previous attacks in Paris and Brussels)

Cyber Security Breach

G8 Government was victim of cyber attack and **reduced time** of sharing critical information **from 90 minutes to less than 90 seconds**

Communication Outage

Major manufacturer's typical communication channels went offline; **integration with non-IP mass communication devices** were activated

Earthquake

City building inspectors created **situational awareness via rich media** communication of damaged buildings post Mexico earthquake

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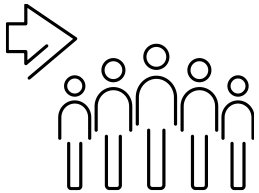
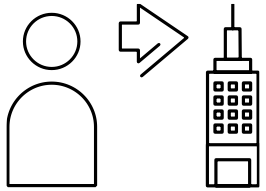
BlackBerry AtHoc Crisis Communication Solution



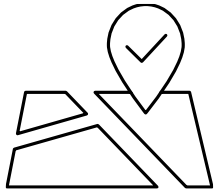
Alert

Notify anyone, anywhere, on any device



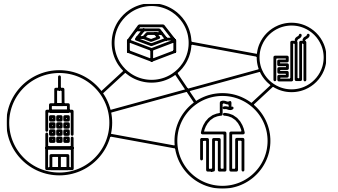
Collect

Capture critical information to achieve situational awareness



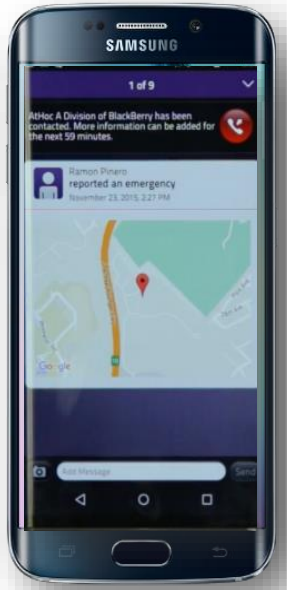
Account

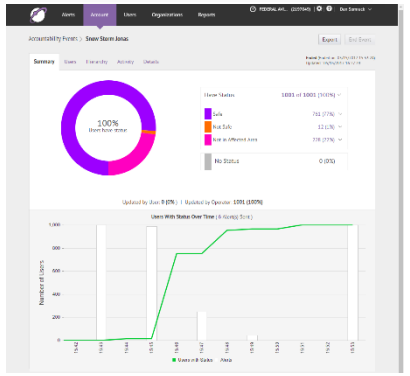
Gain real-time visibility into your personnel safety and status



Connect

Inter-agency critical communications





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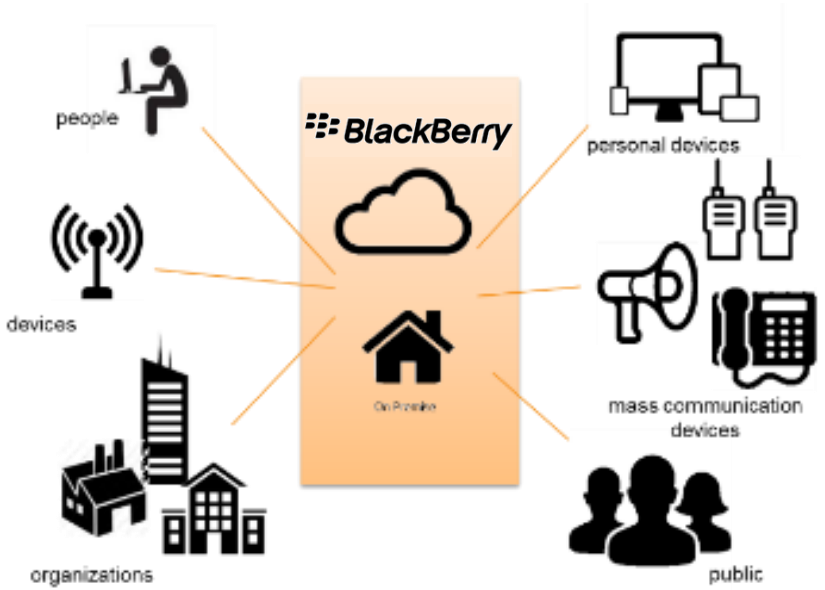
“**Alert**” - BlackBerry’s Secure Mass Notification Solution

Assured reach to targeted personnel immediately, on any device, anywhere, with confirmed response

Key Use Cases

- Provide media rich content
  - Link to maps, photos, checklists, files
- Target users via groups, teams, organizations, geographic location, or advanced query
- Select personal or public delivery devices
  - Integral desktop client, secure mobile app, SMS text, telephone call, email
  - Sirens, radios, digital signage, social
- Enterprise-class, secure, flexible deployment (SaaS, On-premise, or Hybrid)

Solution Approach



FedRAMP

Sample Views

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“**Collect**” - BlackBerry’s Personnel Accountability Solution

Make every user a sensor; capture real time information for situational awareness

Key Use Cases

- User reports geo-tagged events directly from the field, via text, video, photo and voice
- Users report and share photos or videos of suspicious packages, suspicious persons, dangerous conditions, medical conditions

Solution Approach

Sample Views

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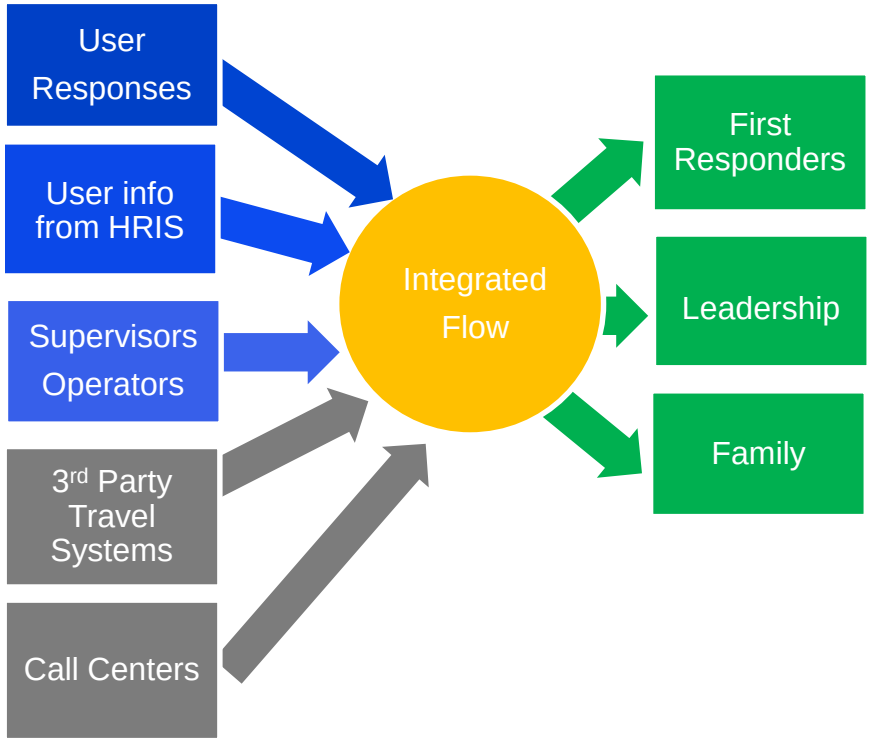
"**Account**" - BlackBerry's Personnel Accountability Solution

Account for your personnel efficiently, reliably and systematically before, during, and after a crisis

Key Use Cases

- Post Emergency Accountability
  - Terrorist attack (local and remote)
  - Natural disasters
- Recovery & Mission Continuity
  - Staff and workforce recall process
  - Efficient reporting of status
- Mustering
  - Daily mustering procedures
  - Field staff mustering and tracking

Solution Approach



Sample Views

FedRAMP

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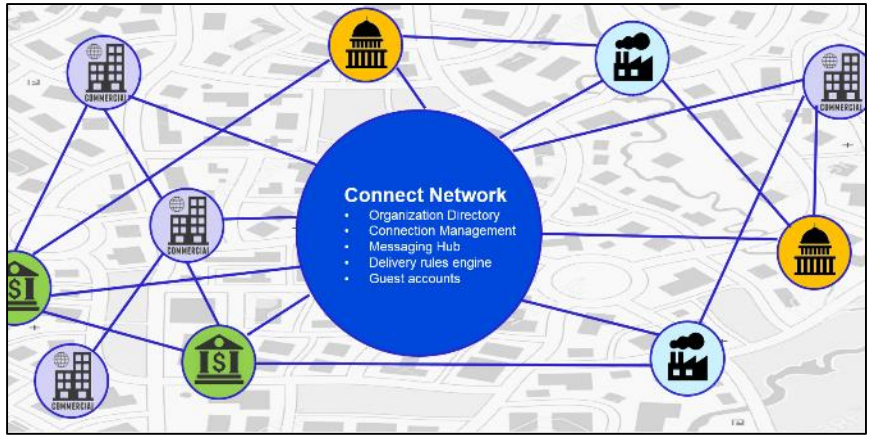
“**Connect**” - BlackBerry’s Interoperable Comm Solution

Connect teams across organizations to exchange geographical based messages in times of crisis

Key Capabilities

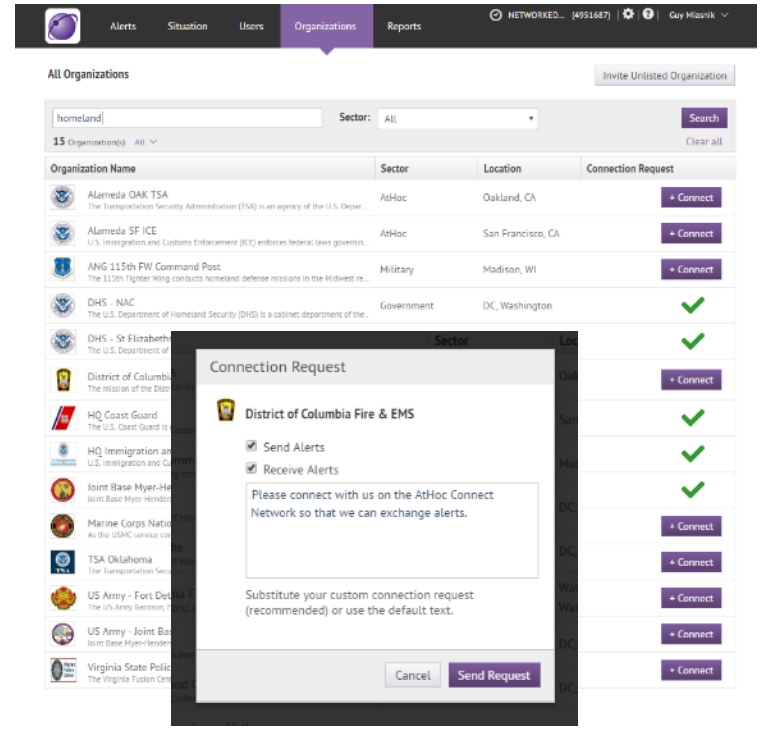
- Global directory of agencies facilitates easy discovery
- Seamless “LinkedIn” like process to establish connection
- Secure sharing of messages and geo-based information
- Rule engine governs message delivery avoids need to expose users externally
- Geo-based approach to collaborating with organizations

Solution Approach



FedRAMP

Sample Views



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Organizations around the world use **BlackBerry AtHoc** software to communicate and collaborate in times of crisis.

- Leverages EoT to effectively collect and share safety information
- Extends secure communication during a crisis by connecting organizations to collaborate
- Delivers greater personnel safety and operational resiliency
- Trusted by 2000 + organizations globally

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