

Crisis Management for a Connected World

Situation Response from BlackBerry

POLICE LINE DO NOT CROSS



A crisis can upend an organization or a community — a flood or fire in an office building, a natural disaster, like a hurricane or tornado, or a global epidemic. Whether the situation is a life-threatening event or merely an inconvenient power-outage, it seems like there's an emergency around every corner.

Even when a community has crisis management processes in place, missteps can happen with communications between departments or agencies, erroneous reports disseminated to the media, or wasted time with duplicated efforts. The public no longer has patience for stumbles or finger-pointing. Accurate communications, a coordinated response, and complete transparency are the expectation.

Introducing AtHoc Situation Response

BlackBerry has enhanced its market-leading crisis management solution, BlackBerry® AtHoc®, with new capabilities to help governments and businesses prepare and plan for unexpected emergencies. Now, the moment disaster strikes, organizations can execute a seamless response.

AtHoc® Situation Response offers a centralized platform to manage incidents with real-time communications. Ideal for public or private organizations, the solution allows you to plan, manage, remediate, and continuously improve emergency responses.

Next-Generation Crisis Management

- Reduce response times and costs with more efficient plan management.
- Increase user adoption with improved plan awareness.
- Empower teams to collaborate with highly secure instant messaging.
- Improve situation awareness with a centralized, single view of the response operation.

Plan for Potential Risks

The first step to crisis management is to plan for the risks and uncertainties that your business or organization may face. A school or university will face dramatically different risks than an oil refinery or a manufacturing plant. However, some threats, like weather events and fires, are common across any business. AtHoc Situation Response allows you to create intuitive business continuity and community safety plans with clearly defined duties and responses for each stage of a crisis. And since no two incidents or emergencies are ever alike, the solution is flexible enough to make modifications on the fly. Because the planning, response, and mitigation modules are tightly integrated, you're not dealing with disparate applications, which can slow the response time.

Collaborate Seamlessly with Partners and External Organizations via AtHoc Connect

Emergencies typically cross organizational boundaries, and a seamless crisis response requires collaboration between many different entities, such as state or local government agencies, media outlets, and first responders. From the Situation Response dashboard, AtHoc® Connect allows you to "invite" external groups to join a communications network to manage the crisis. You can initiate real-time chats from the AtHoc mobile application and share encrypted information to maintain privacy and confidentiality. Solution administrators have complete control over delivery channels, messaging content, recipients, and PII. Once the emergency has been resolved, crisis managers can disband the collaboration session and archive the chat content to maintain transparency.

A Detailed Plan of Action

A water main break shuts down your business. With AtHoc Situation Response, you can quickly implement a pre-defined action plan for this inconvenient situation.

1. Employee notices there's no running water in the building.
2. Employee alerts office manager [or facility manager].
3. Office/facility manager alerts appropriate executive(s) via email, text, and phone.
4. Office/facility manager sends automated message by email and text to all employees explaining the situation and letting them know that all non-essential personnel should leave the building. The message would also tell employees at home or in the field not to come into the office.
5. Office/facility manager communicates with water management department to stay abreast of situation.
6. Office/facility manager sends periodic updates by email and text to all employees with details about the situation and expected time of resolution.



Immediately Account for All Personnel using AtHoc Account

When an emergency occurs, accounting for the personal safety and location of employees and contractors is paramount, especially when you have people in the field, covering many different locations, or working remotely. With AtHoc® Account, a key component of Situation Response, you can automate the task of accounting for personnel by individual, selected groups, or your entire workforce. A centralized dashboard allows crisis managers to quickly assess the status of personnel and who may be available to take on an assignment. If a particular person doesn't respond to a request, the solution automatically contacts the next available resource.

Respond Efficiently with Streamlined Notifications with AtHoc Alert

AtHoc® Alert, a powerful, end-to-end notification solution, unifies all communications channels so you can alert everyone in your organization on any device with one click. Using static and dynamic groups, based on organization structure, role, location, geography, and many more defined segments, you can send alerts en masse or to individuals. With a library of pre-defined message templates for a multitude of situations, you can speed your communications. Embedded rich media, like videos, maps, and links, convey a more thorough message. The solution tracks each recipient for a complete, transparent record of the notification. Because you can integrate the alert system with external sensors and data sources, such as fire alarms and the National Weather Service, AtHoc can automatically trigger notifications based on specific conditions.

Quickly Gather Information with AtHoc Collect

Collecting real-time information from eyewitness sources is critical to leading an effective emergency management response. Employees in the field can become the eyes and ears on the crisis by providing first-hand information to help resolve the situation as quickly as possible. The geotracking features, in AtHoc® Collect, enhance situational awareness with source, type, and location data so leaders can visualize the scene and make appropriate decisions. Employees can use the one-click duress button to signal a crisis situation at the moment it happens. If someone feels endangered, they can use the "track me" feature to alert responders.

When an incident or emergency situation arises, personnel accountability and effective communications contribute to situational awareness, which can help leaders make the best decisions under high-pressure circumstances.

- **Personnel Accountability.** The ability for police officers to immediately determine where officers are located, if they are safe, and who is available to take on an emergency assignment.
- **Effective Communications.** Effective communication needs to be streamlined, intuitive, immediate and also two-way, so officers can quickly assign tasks and receive feedback on the status of the situation.



Ideal for Your Industry

BlackBerry AtHoc is tailored to the needs of diverse industries.

- **Federal Government.** BlackBerry protects 70% of US Federal Government employees. [Learn how the Pentagon Force Protection Agency implemented a complex threat response system using AtHoc Connect](#), a key component of the BlackBerry AtHoc system.
- **State and Local Government.** BlackBerry connects state and local agencies and the communities they serve, meeting their critical interoperable communication needs. [Find out how BlackBerry AtHoc helps the Durham Regional Police Services in Canada ensure the safety and security of its community.](#)
- **Industrial and Enterprise.** BlackBerry protects commercial and industrial facilities across the globe, enabling them to meet their duty of care responsibilities and reduce downtime. [Read how one of the world's largest manufacturers of industrial machinery transformed the way it alerts and accounts for personnel in crisis situations.](#)
- **Healthcare.** BlackBerry transforms healthcare organizations' IP networks into powerful crisis communications systems. [Learn how BlackBerry AtHoc keeps a 20-hospital healthcare network connected and protected.](#)

Ensure Your Organization is Ready for the Next Emergency

BlackBerry AtHoc is a highly secure, real-time crisis notification solution. Learn more at www.blackberry.com/athoc.



About BlackBerry

BlackBerry (NYSE: BB; TSX: BB) is a trusted security software and services company that provides enterprises and governments with the technology they need to secure the Internet of Things. Based in Waterloo, Ontario, the company is unwavering in its commitment to safety, cybersecurity, and data privacy, and leads in key areas such as artificial intelligence, endpoint security and management, encryption, and embedded systems. For more information, visit BlackBerry.com and follow [@BlackBerry](https://twitter.com/BlackBerry).