BlackBerry AtHoc

Return to Work Safely

Communicate, collaborate and react decisively to any incident, event or emergency situation.
Be ready for anything

As economies begin to open, organizations and communities need to adapt to the new normal. An effective response to any incident, event or major crisis is based on informed decisions. The challenge comes in building an accurate assessment of what’s happening in time to act, particularly in an environment where information spreads quickly and the credibility of sources is a concern.

Critical incident communications can relate to a wide variety of scenarios – from a road traffic incident right through to a potential cyber-attack – and can quickly impact a host of blue light, public sector, community, and commercial organizations. But one constant is always present: the need to interpret a wealth of incoming information to determine what’s happened, and how best to respond.

The creation of a Common Operating Picture (COP) demands the ability to:

1. Gather critical information from individuals and teams both internal and external to achieve situational awareness
2. Ensure effective and secure two-way communications to receive intelligence and guide your staff
3. Gain real-time information into the safety and status of all staff involved
4. Provide and receive time-sensitive updates in a manner that integrates neatly with standard operating procedures

Linear processes that create blockages or delays in the flow of information, thereby impacting the speed and effectiveness of any response, are the ‘weak link’ in any communication strategy.
When every second counts

BlackBerry® AtHoc® provides a secure unified communications platform for enabling networked critical communications and emergency notifications, both inside and outside your organization.

BlackBerry AtHoc not only helps protect your most important asset – your people – it also facilitates situational awareness in your organization and helps emergency authorities when called upon.

Staff returning back to work need time to adapt to the new normal environment. Government and public health advisories will continue to be the primary source of information. However, we are constantly receiving multiple sources of information and this can be hard to track, monitor or even determine its authenticity. Organizations can assist by ensuring only critical messages are communicated to staff and stakeholders.

Besides communicating authentic information during this transition period, other threats continue to exist. BlackBerry AtHoc helps ensure that when the unexpected happens, any reaction is coordinated in real-time – and based on a detailed understanding of all the available facts.

What’s more, these capabilities can be quickly aligned with processes connected to the METHANE response framework. As a result, all relevant organizations can rely on effective two-way communications that help detail what’s happening, where, and what they need to be doing – via any existing work or personal device.
USE CASE #1: NOTIFY, LOCATE, RECALL STAFF

In event of a business disruption, such as learning about an illness outbreak, BlackBerry AtHoc provides the ability to locate and recall individuals and teams based on their location, availability, and proximity to any incident (opt-in GPS secure location mapping). Prevent a bad situation from getting worse, by keeping employees safe and informed, and prevent further loss of productivity.

USE CASE #2: ORGANIZATION-WIDE ALERT

A single click sends an immediate critical incident or notification alert across all selected organizations and every member of staff (both on and off duty). Send employees daily safety reminders to capture employee sentiment or health checks to get staff what they need to manage critical outbreaks or other emergencies.

USE CASE #3: PHYSICAL INCIDENT RESPONSE

Organizations can instantly share intelligence and information regarding a person or persons of interest with relevant stakeholders and public security agencies.

USE CASE #4: GATHER REAL-TIME INFORMATION

- Organizations can collect real-time information and scene imagery (photo and video) which will facilitate situational awareness and assist responding agencies.
- Answer employee questions, gain feedback and automate a process for contact tracing by collecting critical information from in field employees.
USE CASE #7: FACILITATE CONTACT TRACINGS
Should contact tracing efforts be initiated by the local health authorities, BlackBerry AtHoc can quickly facilitate the process by alerting potential close contacts for verification.

USE CASE #5: PROTECTING VULNERABLE PEOPLE
VIP and vulnerable people can be given access to a duress application, the activation of which alerts relevant agencies and staff for immediate response.

USE CASE #6: UNIFIED COLLABORATION
In the event of a major incident, BlackBerry AtHoc enables organizations to confidently share information with local police services or other trusted local networks, on known risks to help improve multi-regional and multi-jurisdictional cooperation and collect vital information back from the relevant agencies.

USE CASE #8: CYBER SECURITY
Cyber security threats have increased since the start of the global pandemic and will continue to persist during this transition period. With BlackBerry AtHoc, all information relating to an emerging cyber-attack can be shared with relevant authorities to speed up protective measures and minimise any potential impact.
Answers to all the key questions

By bringing together secure two-way communication and high levels of customization, BlackBerry AtHoc enables organizations to tailor their ideal response to a crisis or critical scenario – and always be able to answer the most important questions every time; ‘Where are my people?’ and ‘Are they safe’.

“I need communications that can be accessed by all”

BlackBerry AtHoc features secure mobile and desktop applications that provide text-to-speech, email and SMS features on any existing device. In addition, the platform can sync with physical alarm and PA systems to enable multi-modal communications.

“I need to know an alert has been received”

Real-time business analytics track and display responses to an alert in real-time – which can be seen on live management dashboards (alongside more detailed reports) to assist with response management.

“I need to improve the speed of our reactions”

BlackBerry AtHoc helps automate many manual processes that are typically the source of slow information availability, and instead presents a rich, visual picture of what’s happening, the threat level, and the progress of teams and individuals.

“I need to focus on safety”

The platform provides real-time visibility into the status of all involved personnel, alongside the condition of relevant assets. In addition, users are afforded the highest levels of data security, alongside 24/7 support to allow a notification to be triggered at a moment’s notice.
Return to work safely with BlackBerry AtHoc

BlackBerry AtHoc is trusted by global organizations in keeping their people safe and businesses operational. As we transition into a new normal, BlackBerry remains committed in this journey, with our proven reputation for delivering the highest levels of security for voice and data communications.

As a secure networked critical notification platform, AtHoc is configured to meet stringent public/private sector requirements for ensuring the safety of their people. What’s more, it’s completely independent of commercial cellular networks, is cloud based (though it can also be deployed on-premise), and utilizes virtually any available device and operating system to ensure critical alert message delivery.

**AtHoc® Collect**
AtHoc Collect™ empowers you to gain greater awareness and make better decisions by enabling your field personnel to be the eyes and ears of the operations center. Give personnel in the field the ability to report events with rich geo-tagged media reports, plus a one-click “duress” button to report emergent situations for rapid response. The operation center can see what is happening at any incident scene, enabling rapid mobilization for a more effective response.

**AtHoc® Connect**
Emergencies, even small ones, do not happen in isolation. AtHoc Connect™ bridges the communication gap between organizations during these events. It allows organizations to share authoritative information with external targeted organizations, agencies and the public in real-time during crises. This empowers the connected community to collectively assess situations and provide a coordinated response to protect lives and property.

**AtHoc® Alert**
AtHoc Alert™ is a comprehensive end-to-end emergency notification system that unifies all communication modalities to alert everyone you care about with a single click. Using a single web-based console or smartphone/tablet, emergency managers can provide two-way communication across the entire enterprise or community to virtually any device with Alert real-time speed and assured reach.

**AtHoc® Account**
AtHoc Account™ enables real-time visibility into personnel location and status for effective crisis handling and response. An operations center or the organizational leadership uses Account to request status from select groups or the entire populace. For example, account for people post emergencies, recall personnel and conduct daily mustering. Emergency management is provided an accurate summary view or detailed delivery report of each alert recipient across the enterprise. Users can also provide unsolicited reports of their current status and location.
The smarter way to managing resources

During this transition phase, BlackBerry AtHoc enables organizations to quickly reach out to their staff should there be updates to the current business operating environment and thus allows quick adjustments and incident response should the need arise.

In the event of a business disruption or incident impacting staff safety and continuity of operations, organizations should consider these questions:

- Where is the current location of my staff and are they safe?
- If we need to activate our business continuity plans, how soon can we proceed with recovery operations?
- What specialist skill sets are we short of, and how quickly can these become operational?

With BlackBerry AtHoc, the answers to these questions are available in real-time:

**Active displays**
The live mapping solution built into BlackBerry AtHoc offers a visual representation of the location and skill of all staff.

**Instant collaboration**
AtHoc Connect allows for the secure sharing of intelligence in support of multi-jurisdictional situations.

**Intelligent re-call**
Targeted 'recall to duty' alerts can be sent to staff based on skills (firearms, medic, PSU, etc.) over any device.

**Enhanced utilization**
BlackBerry AtHoc is a tool that helps mobilize the correct number of resources to facilitate the management of overtime budgets.
A platform for secure and trusted information

**Unified communications**
BlackBerry AtHoc is an end-to-end emergency notification system that enables organizations to unite all communication points with a single click. Using a single web-based console or smartphone/tablet, urgent two-way interaction can be delivered across an entire incident location to virtually any device – with real-time speed and assured reach.

**GDPR compliant**
The platform is recognised by analysts and international regulators for its ability to secure personally identifiable information, with data held in local data centers to ensure it's fully GDPR compliant. As a result, it's proven to protect an organization's people alongside their personal data.

**Certified security**
BlackBerry AtHoc is the only critical communications solution that meets stringent FedRAMP security levels. With NIST SP 800-53 certification, continuous monitoring, failover testing, and hosted in highly reliable SSAE-16 SOC I Type II and LEED Certified Data Centers, governments and enterprises across the globe trust the platform to deliver.

**Tracking and accountability**
By bridging the communications gap between organizations during any event or emergency situation, the platform supports the sharing of authoritative information with external agencies and the public in real-time. With automated alerts, and a single workflow, the data gathered also provides a full audit trail.
Why BlackBerry AtHoc for your organization?

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<th>Effective collaboration</th>
<th>Secure public warning system</th>
<th>Saves time and money</th>
<th>No additional costs</th>
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<td>Enable secure, two-way communication across a network of organizations to facilitate a comprehensive and joined-up incident response.</td>
<td>Meet the demands introduced by the European Electronic Communications Code (EECC) that has an implementation deadline of 2022.</td>
<td>Slow and error-prone manual processes are transformed through automation, thereby reducing the resource hours needed to achieve basic tasks.</td>
<td>With all charges for making calls and sending texts, no matter how many or to whom, covered within the license fee, there are no additional costs for the duration of the license.</td>
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<th>Easy to set up</th>
<th>Customised to your needs</th>
<th>Trusted</th>
<th>Military grade technology</th>
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<td>It’s blue-light, public sector, and enterprise ready, with Software-as-a-Service (SaaS) or hybrid deployment options and straightforward integration into existing systems.</td>
<td>Specific communication protocols and processes can be quickly adopted through a tailored setup – and supported by controls that facilitate on-going improvements when needed.</td>
<td>As a proven government-grade platform, it’s already tried and trusted by numerous metropolitan, defence, and public sector organizations.</td>
<td>Designed by experts in data security and protection to help all communications remain protected and dependable.</td>
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Elminate uncertainty as you return back to work

If you’re uncertain that your organization can communicate with all your people as you begin the transition back to physical offices and an event unfolds, be it a missing person or a major act of terrorism, or a cluster outbreak (warranting a phase reversal), can you afford not to act?

As experts in secure communications, we’re available for an exploratory conversation to talk through your current processes and infrastructure – and to identify areas where immediate improvements could be delivered.

To discuss your communication challenges with a BlackBerry specialist, please visit: blackberry.com/contactsales

Tried and Trusted

Keep your people safe with BlackBerry® AtHoc®, the most secure critical communications platform that enables communication and collaboration both inside and outside of your organization.

Millions

of people covered – from famous hubs of culture to healthcare institutions and universities.

INFORMED

we’ve been focused on notifications since 2001, and continue to enhance our offering.

70%

of US federal employees are protected by BlackBerry AtHoc.
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