

## How BlackBerry's Mission Control Uses BlackBerry AtHoc To Manage Network Reliability for Clients



BlackBerry helps to support the digital infrastructure of major enterprises and governments around the globe, providing intelligent security software and services and safeguarding more than five hundred million endpoints. Security and innovation are in BlackBerry's DNA. Ensuring the reliability and uptime for client deployments is one of its highest priorities.

This is the core objective of BlackBerry's Network Operations Center (NOC). Under the guidance of Senior Director Jeff McDonald, the NOC maintains the infrastructure for BlackBerry's entire product portfolio. It works closely with BlackBerry's Customer Support Organization (CSO), which provides frontend and backend support for BlackBerry clients.

### **BlackBerry AtHoc**

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**Industry:**

Enterprise Software & Services

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**Location:**

Waterloo, Ontario, CA

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**Product:**

BlackBerry<sup>®</sup> AtHoc<sup>®</sup>

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**Employees:**

4,100

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**Website:**

[www.blackberry.com](http://www.blackberry.com)

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BlackBerry. AtHoc

## Maintaining Critical Connectivity

Whenever there is an incident of any kind, the NOC is responsible for initial detection, triage, and resolution. Major public and private sector organizations around the world rely on BlackBerry to maintain regular business operations. More importantly, they trust BlackBerry solutions to keep their people, systems, and data safe in a crisis.

“In my time with the organization, I’ve been through several major business continuity events,” explains McDonald. “The first was 9/11, which for me really drove home the importance of the NOC. I still remember the email we received from the director of the New York Stock Exchange thanking us for keeping our network up and running – hearing the stories of that day had a lot of us in tears.”

When a service interruption occurs, the first step is notifying those impacted by the event. Originally, the NOC achieved this through a combination of email and call trees. Unfortunately, this often resulted in notification periods of over an hour. This not only impacted the NOC’s own response process, but also that of the CSO, which saw frequent calls to its support center during incidents.

## The CSO/NOC Use Case

With BlackBerry’s acquisition of AtHoc, the NOC and CSO both recognized an opportunity. The efficiency and granularity of the AtHoc® alert system would enable both to establish more efficient, effective, and client-focused communication streams. With this in mind, both departments set out to integrate AtHoc in their own fashion.

The NOC has used the [BlackBerry® AtHoc®](#) API to bake client outreach directly into its incident response workflow, integrating it with existing tooling, ticketing, and list management systems. The creation of a new ticket now automatically populates notification templates, generating additional alerts throughout its lifecycle. Internal staff can register to receive product-specific alerts, and clients can use the My Account Portal to stay informed of any potential interruptions.

Helmed by VP of Global Enterprise Support Sasha Herakovic, the CSO offers support at multiple tiers, the highest of which involves a Premium Service Manager (PSM). These professionals act as dedicated liaisons for some of BlackBerry’s largest and most important clients, primarily operating in financial services, legal, and the public sector. Working closely with the NOC, the CSO has leveraged BlackBerry AtHoc to provide these key clients with real-time updates during service events.

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“For me, the real ROI of BlackBerry AtHoc is twofold. First, our average time to notify a customer of an event in our infrastructure has gone from well over an hour to about fifteen minutes. The secondary benefit was that the individuals originally tasked with crafting incident reports could be repurposed elsewhere in the organization – they were able to expand their work, develop new skills, and move away from focusing solely on daily communications.”

- Jeff McDonald,

*Senior Director, Network Operations Center, BlackBerry Limited*

## The Birth of a New Alerting Initiative

Through AtHoc, the NOC reduced the time between a service interruption and notifications around the interruption from over an hour to less than fifteen minutes. Moreover, the ability to send alerts simultaneously through multiple channels helped guarantee delivery, and operators are able to send alerts directly through the console.

The CSO, meanwhile, has both reduced call volume and improved client satisfaction.

“Our primary goals in this deployment were customer satisfaction and a reduction in call volume for our support center,” Herakovic explains. “We took great pains to make sure we hit the mark once our deployment went live. Clients appreciate the insight and perspective we provide, and we’ve seen our call volumes drop considerably.”

## A New Perspective on Crisis Communication

BlackBerry’s clients place great trust in its infrastructure and solutions portfolio, and the company recognizes its responsibility to ensure this trust is well-placed by ensuring products and services run flawlessly.

More importantly, BlackBerry recognizes the importance of communication in keeping valued clients apprised of developing situations. BlackBerry AtHoc is at the core of this communication and represents one of the foundational avenues through which BlackBerry keeps customers connected, protected, and secure.

## About BlackBerry

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 150M cars on the road today. 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 management, encryption, and embedded systems. BlackBerry’s vision is clear — to secure a connected future you can trust.

*For more information, visit [BlackBerry.com](https://BlackBerry.com) and follow [@BlackBerry](https://twitter.com/BlackBerry).*

