

Be Prepared When The Crisis Hits

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**EMPOWERING THE SECURELY
CONNECTED WORKFORCE**

BlackBerry® Secure™

**WORLD
TOUR**

Many forces impact business resiliency and safety

Severe weather



Increasing frequency and scale of impact from severe weather

Cybersecurity attacks



Cyber attacks are growing in their reach and sophistication

Manmade incidents



Terror attacks and other man-made incidents impose new threats

Government regulation



Regulations for duty of care and interoperability are evolving quickly

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

But there are challenges to sharing information



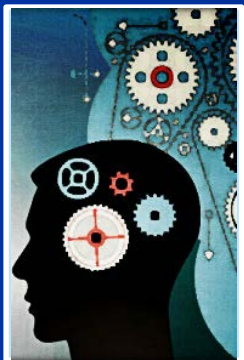
Accounting for Personnel

- 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?



ICE Protecting the Protectors



U.S. Immigration and Customs Enforcement

- Enterprise Notification System used to protect and account for 20,000 + personnel
- Established as authoritative source for critical information sharing, offering:
 - Mass Coverage
 - Speed of Communication
 - Multiple Devices
 - Historical Reporting
- Provides situational awareness the and ability to share critical information with timeliness and precision



ICE

Emergency Notification System Use Cases

Political Conventions

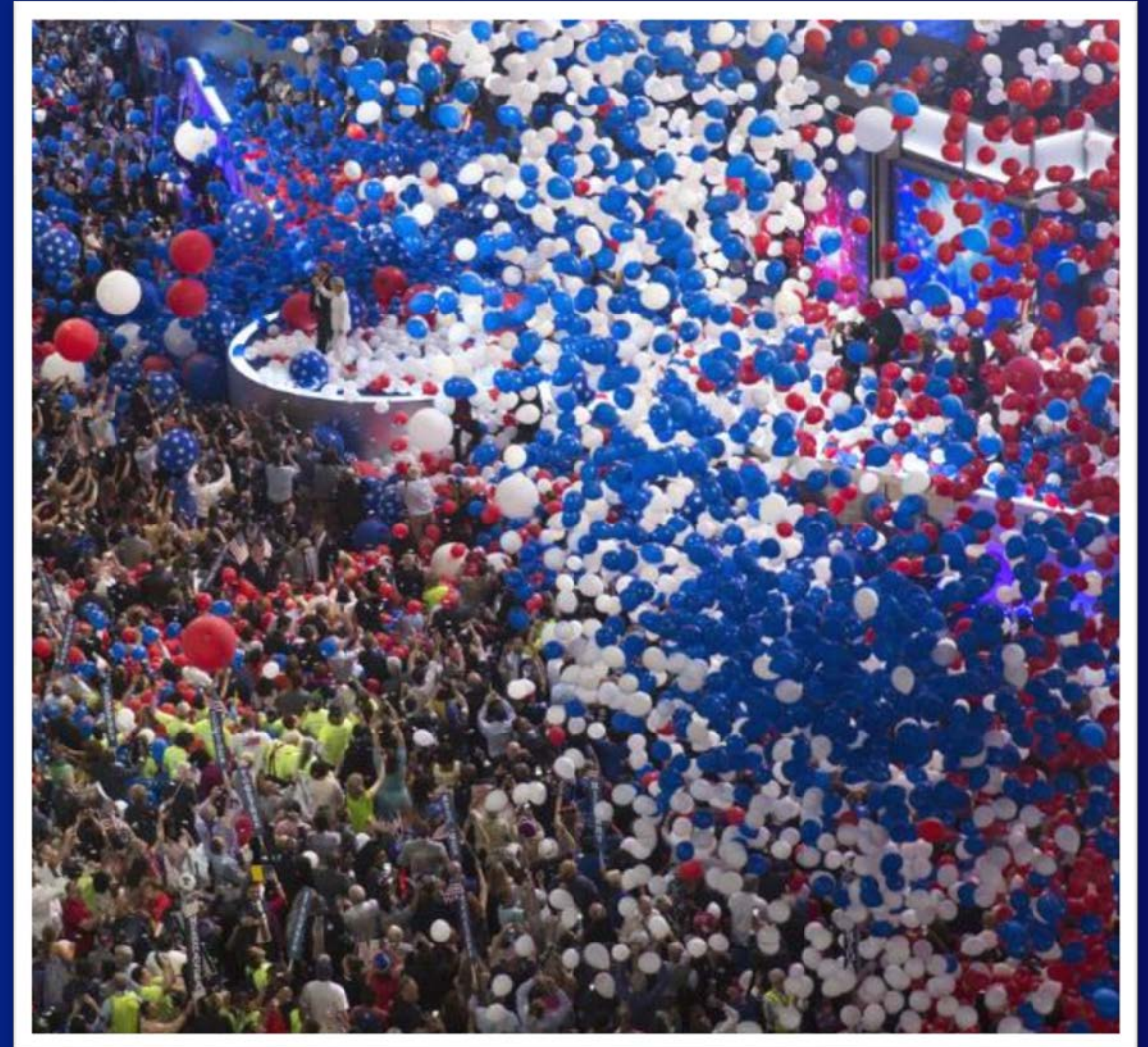
- Mobile Alerts to Agents for Situational Awareness
- Mobile App Notifications containing BOLOs (Pics)

United Nations General Assembly 71

- Leveraged Mobile App Field Reports for Tactical Medics (Deployment, Reporting of Agent conditions, Close-out of Agent)

Hurricane Matthew

- Field Reports for real-time management and incident reporting
- Situational Awareness Map (Tracking, Check-In, Publishing)



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

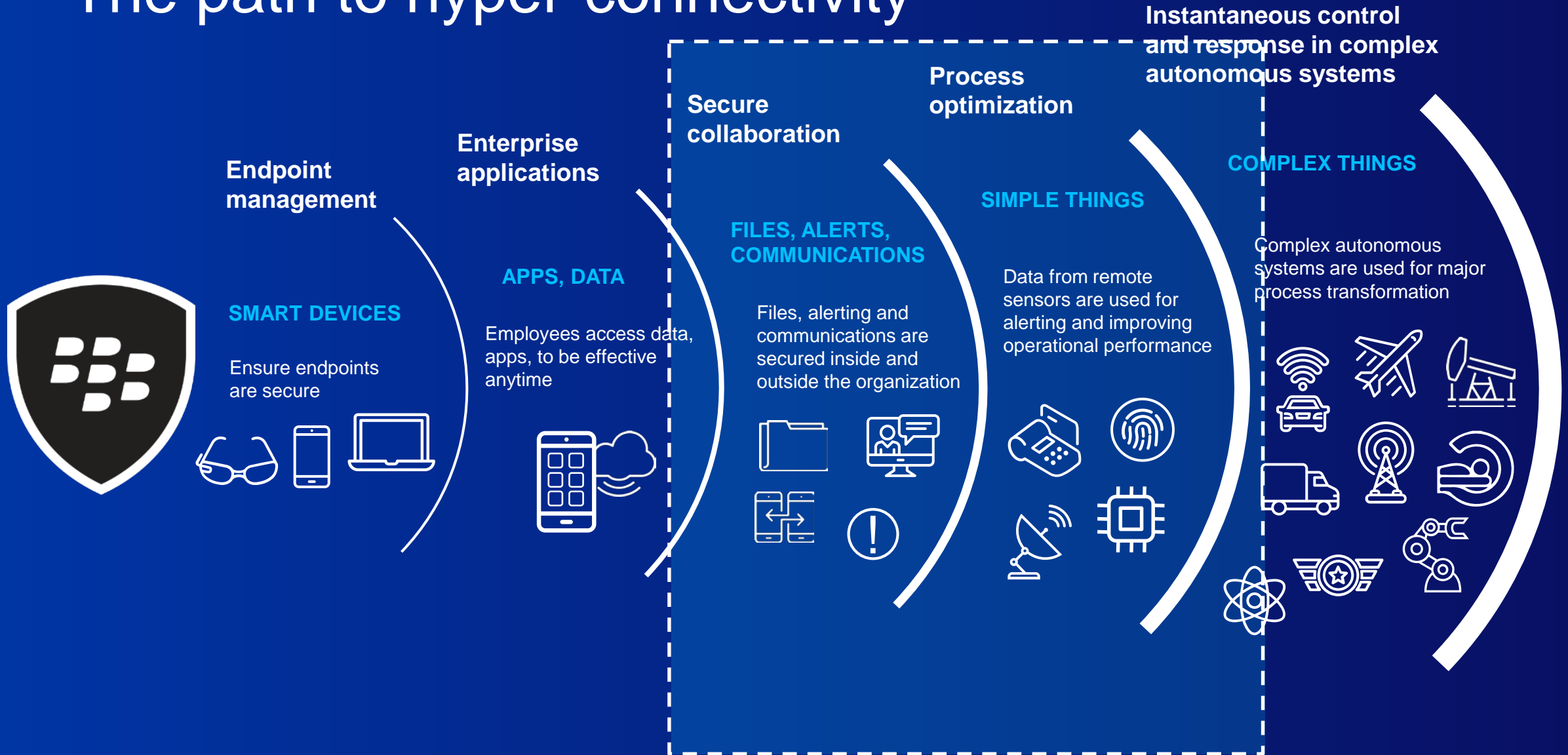
Major manufacturer's typical communication channels went offline; **integration with non-IP mass communication devices** were activated



Earthquake

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

The path to hyper-connectivity

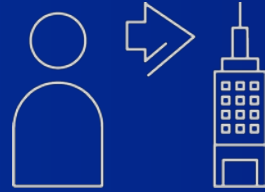
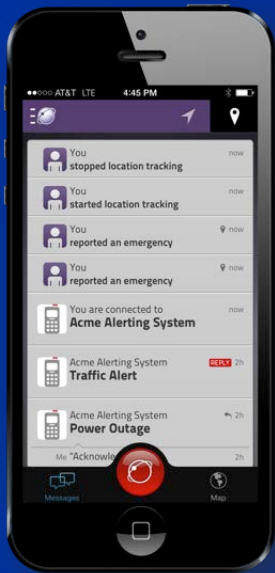


BlackBerry AtHoc Crisis Communication Solution



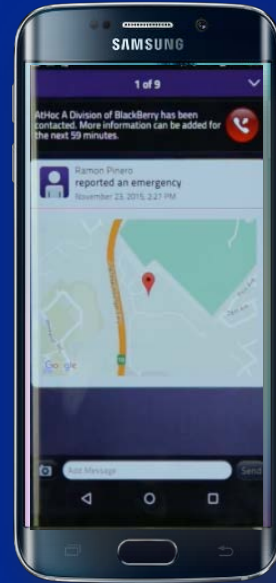
Alert

Notify anyone, anywhere, on any device



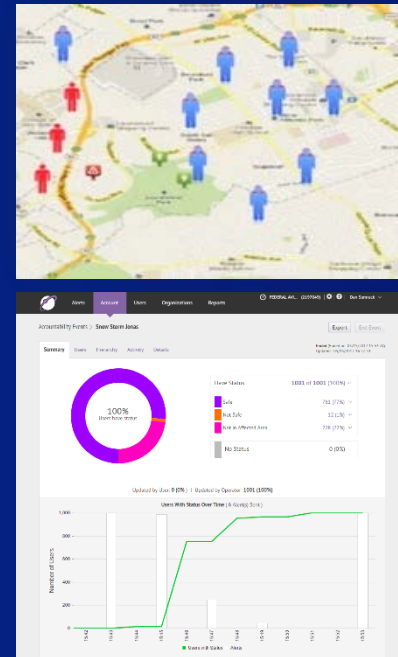
Collect

Capture critical information to achieve situational awareness



Account

Gain real-time visibility into your personnel safety and status



Connect

Inter-agency critical communications



Organization Name	
<input type="checkbox"/>	San Alito Airport Serving the greater San Alito County Area
<input type="checkbox"/>	Point Army Base Army command center, (PAB) includes Point Airforce Base
<input type="checkbox"/>	Pacific Plant West coast utilities, hydroelectric, and solar farm partners
<input type="checkbox"/>	Oaktown Port Port logistics and international shipping & receiving
<input type="checkbox"/>	Golden Gate Hospital Research & treatment center serving the north bay
<input type="checkbox"/>	Farallon Police Land and sea patrols, Command HQ part of Bodega Coast Patrol
<input type="checkbox"/>	Bay Utilities Green utilities provider serving N. California, Oregon, and Washington
<input type="checkbox"/>	Acme CORP. Campus based manufacturer, locations cover the tri-counties & Stoh County

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

- Leverages EoT to effectively collect and share safety info
- Extends secure communication by connecting organizations
- Delivers greater personnel safety and operational resiliency
- Trusted by thousands of organizations globally

