

# Be Prepared When the Crisis Hits

**SANJAY SAINI**

General Manager, BlackBerry AtHoc

**HEATHER TIERNAN**

Community Warning System Manager,  
Contra Costa County Office of the Sheriff



**EMPOWERING THE SECURELY  
CONNECTED WORKFORCE**

*BlackBerry® Secure™*

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# 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.**

# Contra Costa County Office of Emergency Services



- 1.1M residents
- Significant petrochemical industry footprint
  - Chevron Refinery
  - Andeavor Refinery
  - Shell Refinery
  - Philips66 Refinery
  - Dow Chemical
  - Eco Services
- Responsible for emergency preparedness and disaster management
- Link between Federal, State, and Local emergency organizations

# Contra Costa County Community Warning System



## Mission

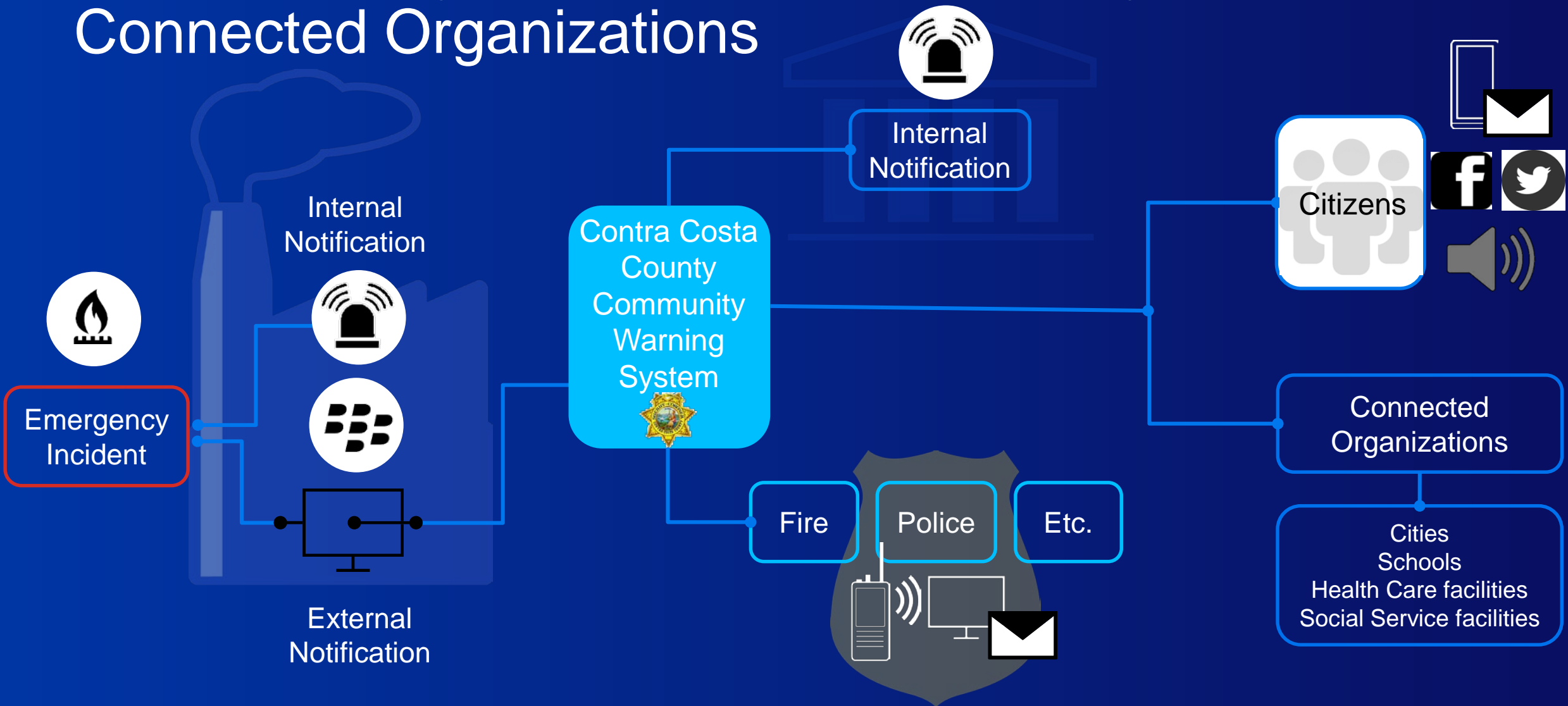
Deliver time-sensitive and potentially life-saving information to the people of Contra Costa County during emergencies

## Not just planning and coordination!

Operational resource available for all incident commanders in the county:

✓ 19 law, 6 fire, public health, hazmat, public works

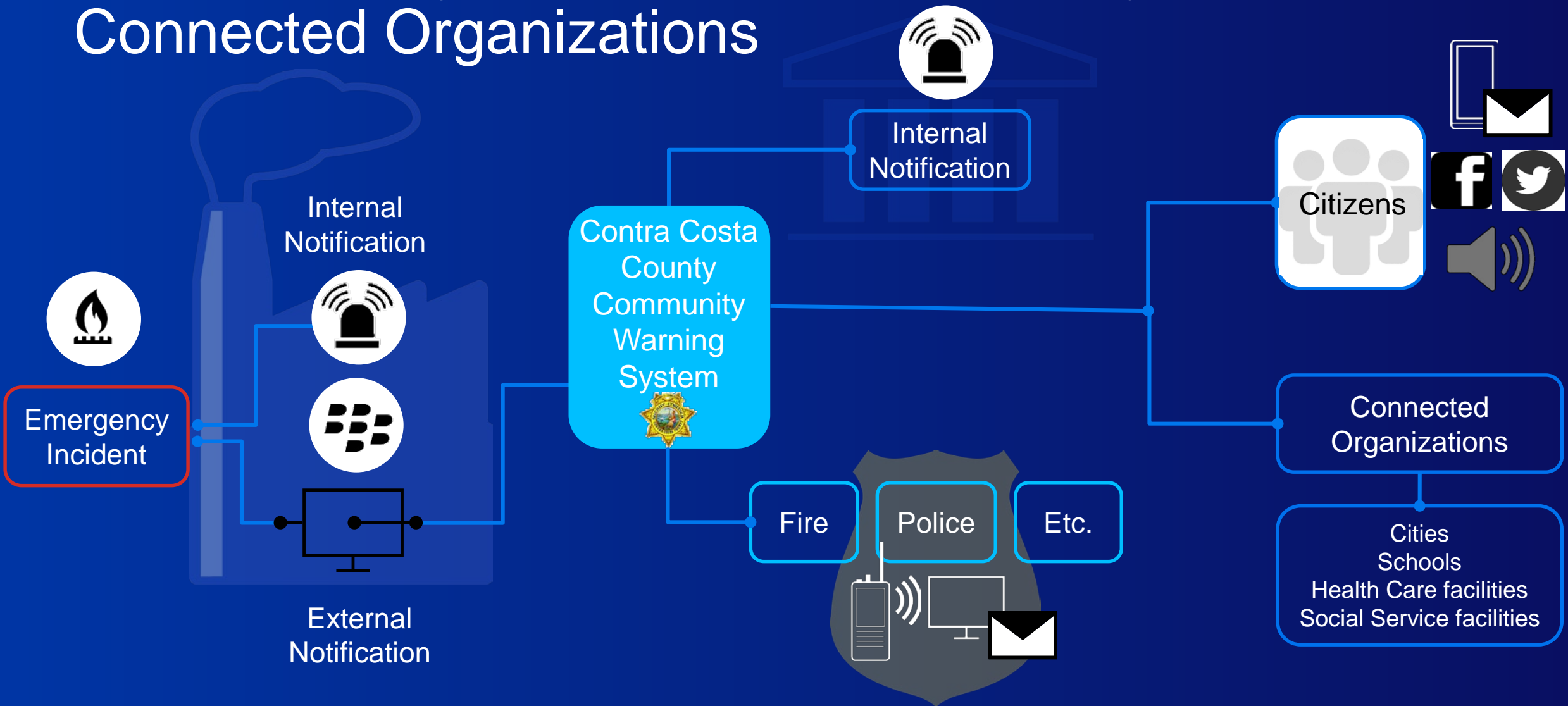
# “Smart County” Notifications Enabled by Connected Organizations







# “Smart County” Notifications Enabled by Connected Organizations



# 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

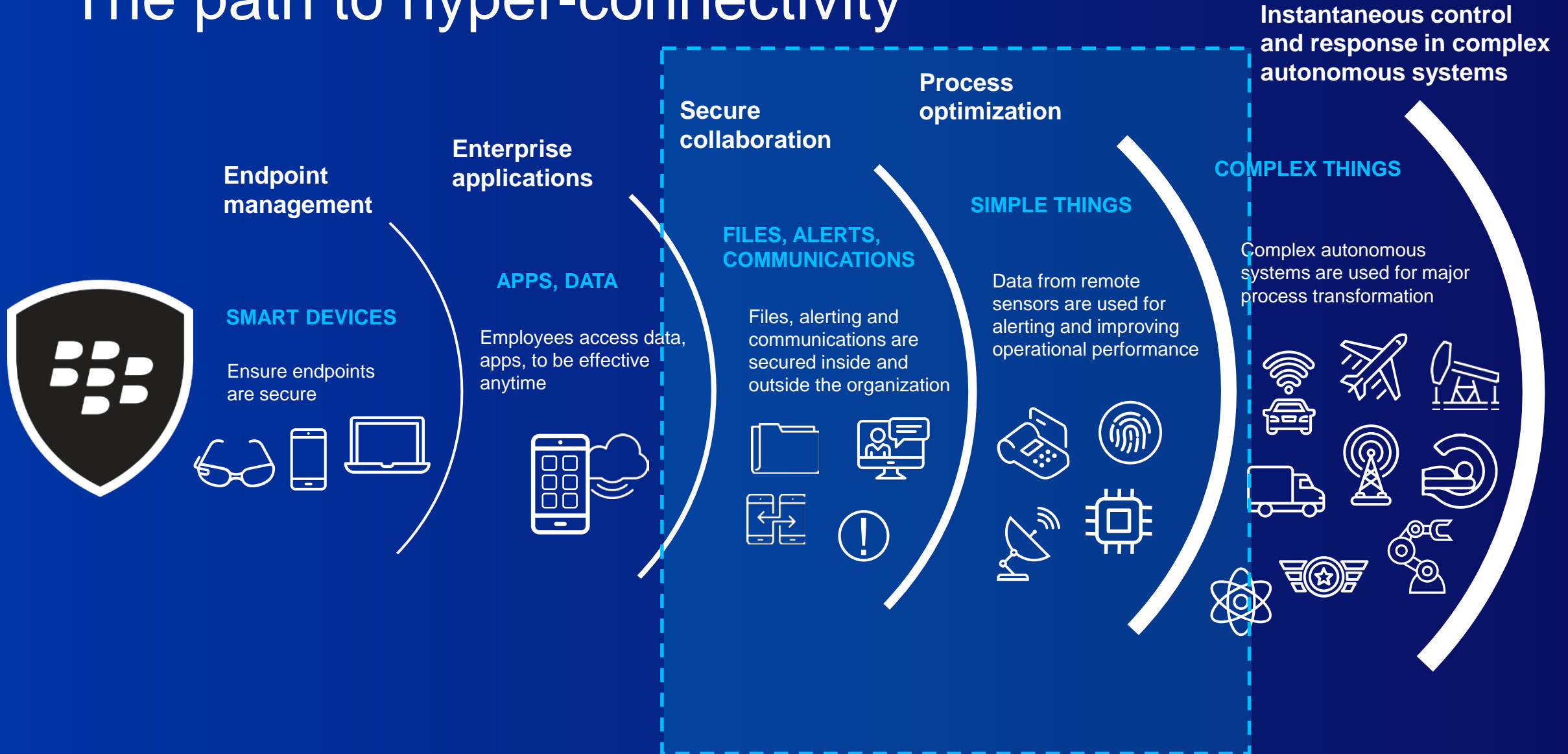
Major manufacturer's typical communication channels went offline; **integration with non-IP mass communication devices** were activated

## Earthquake

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



# The path to hyper-connectivity

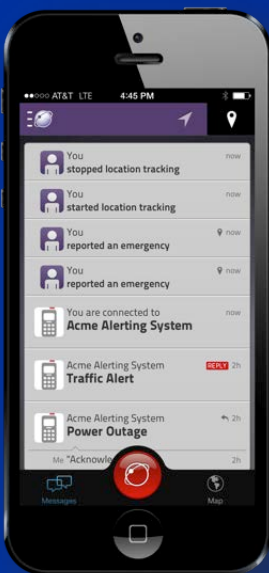


# BlackBerry AtHoc Critical Communication Solution



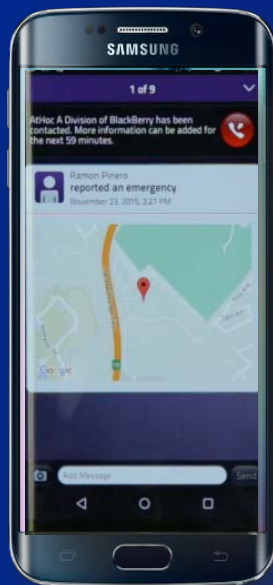
## Alert

Notify anyone, anywhere, on any device



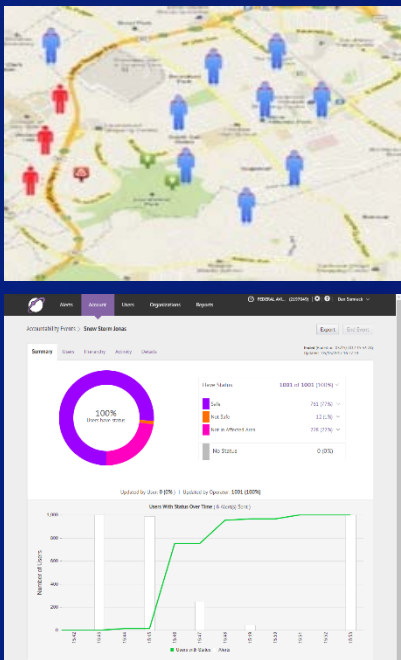
## Collect

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

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

- 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





#BBSWT

# Have You Been Immunized for a Data Breach?

DANIEL AUKER

Director, Product Marketing, BlackBerry



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