

ATHOC ALERT FOR ENTERPRISE

Mass Notifications for Critical Events



BROCHURE

NOTIFY ANYONE, ANYWHERE, ON ANY DEVICE

When faced with threats to people and operations, organizations need to communicate quickly, reliably, and securely. AtHoc[®] Alert is a comprehensive end-to-end critical event alerting system that enables two-way communication with your people through multiple channels and devices. Through a unified web-based console or mobile app, system operators from anywhere in the organization can send alerts, track responses, and view personnel status reports in real time.

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“AN INVALUABLE TOOL FOR
MAXIMIZING OUTREACH DURING
A CRITICAL EVENT.”

A UNIFIED PLATFORM FOR CRITICAL EVENT MANAGEMENT (CEM)

- **Alert** – Secure mass notifications and two-way communications
- **Account** – Integrated personnel accountability
- **Collect** – Secure mobile app for location-tracking and field reporting
- **Connect** – Secure, geo-based, cross-organization information sharing
- **Situation Response** – Plan, respond and collaborate for incident lifecycle management



BlackBerry AtHoc.

ATHOC ALERT IN ACTION

To keep people safe and operations resilient, organizations need to share critical information efficiently and securely. Delivering two-way communication over multiple channels, AtHoc Alert facilitates continuity of operations, even when traditional channels are compromised.

This versatile critical communications platform automates notifications, uses predictive alert targeting, tracks responses, and scales to meet evolving enterprise requirements.

CONNECT THE ENTERPRISE

AtHoc Alert can be deployed centrally using a secure private cloud architecture that supports multi-site implementation and the alerting needs of individual sub-organizations (e.g., regional offices). With a flexible permissions-based management system, you have full control over operator access rights for maximum data confidentiality and security.

SAMPLE USE CASES FOR ENTERPRISE



The on-duty IT security team detects a potential cyber threat within their operating environment. The CISO authorizes an urgent broadcast to at-risk groups, while mitigation takes place.



A Workplace Health and Safety coordinator sends messages to employees and contractors during a severe weather event.



A Global Ops Center team member relays critical information concerning civil unrest to travelling staff within an affected region, providing essential situational awareness.



An on-site member of the security team uses her mobile device to report a suspicious person in the building to her supervisor.

SHARE CRITICAL INFORMATION – SWIFTLY AND SECURELY



Keep your people informed during a critical event, anytime, anywhere, on any device.



Send alerts faster with automation and integration across your infrastructure (e.g., access controls, social media, mobile devices, building systems, desktop computers, etc.).



Target recipients by name, organization, dynamic database query, or geo-location. Maximize successful delivery by using your stakeholders' preferred means of communication.

ENHANCE OUTREACH DURING CRITICAL EVENTS WITH ATHOC ALERT

ENTERPRISE-LEVEL ALERTING, REPORTING AND MANAGEMENT

- A single enterprise system provides visibility into sub-organizations' alerts and users.
- Fully customizable autonomous operations deliver control at the sub-organization level.
- Enterprise-wide SSO integration unifies all delivery methods into a single persona.
- Centralized management connects users, content, and policies across organizations.
- Automated critical event scenarios, response tracking and reporting improve resource management and event response.
- Integrations unify common enterprise systems for IT alerting, cybersecurity, emergency services, and more.

PATENTED TECHNOLOGY AND CROSS- PLATFORM INTEGRATION

- Predictive alert technology shows the effective reach of any notification based on the target audience and devices selected.
- A de-coupled hybrid architecture option enables organizations with highest-level security requirements to deploy the software fully on-premises behind network firewalls, while still leveraging FedRAMP-authorized cloud services.



TOP SECURITY FOR THE ENTERPRISE

Leverage functionality developed specifically for highly regulated organizations, which includes:

- Native smart card integration that supports personal identity verification (PIV), common access cards (CAC), electronic data interchange personal identifiers (EDIPI), and derived credentials
- Proven SSO at scale
- Support for deep links in responses and digital certificates
- Autonomous Virtual Private System (VPS) for sub-organization administration
- Data encryption for all Personally Identifiable Information (PII):
 - Microsoft® Transparent Data Encryption (TDE) with 256-bit AES encryption for data at rest
 - Transport Layer Security (TLS) 1.2 for data in transit
- Secure mobile application deployment through Mobile Device Management (MDM), Enterprise Mobility Management (EMM), and Unified End Point Management (UEM) solutions.

Meet or exceed standards and compliance requirements, with a solution that's StateRAMP and FedRAMP authorized, and addresses:

- ISO 22301 and other business resilience standards
- ISO/IEC 27001:2013 – Information Security Management System Certification
- GDPR
- SSAE-16
- NIST SP 800-53 Rev4 at FIPS 199 moderate classification
- SAFETY Act Designation
- Qualified Anti-Terrorism Technology (QATT) standards

Rest assured, with flexible and secure implementation options:

- On-premises, SaaS and hybrid implementation models
- Hosted in highly reliable, SSAE-16 SOC I Type II and LEED Certified data centers, with geographically diverse locations in the US, Canada, UK and EU
- Native, low-bandwidth, fully customizable desktop alerting stays within the secure network

THE ATHOC ALERT ADVANTAGE	HOW IT IMPROVES CRITICAL COMMUNICATIONS
<p><i>Unify notifications across devices</i></p>	<ul style="list-style-type: none"> • Send consistent messages across multiple channels simultaneously through a single web-based console or mobile app. • Alerts can be sent via: <ul style="list-style-type: none"> • Networked computers and IP phones • Telephony • Mobile devices • Text messaging • Email • Social networks • Indoor and outdoor speakers, including fire alarm systems • Display boards • Land mobile radios (LMRs) • XML feeds
<p><i>Track and report recipient status</i></p>	<ul style="list-style-type: none"> • Provide alert recipients multiple response options for reporting their status, such as “I’m safe,” “I need help,” or “I’m not in the area.” • Track alerts and responses in real time and receive detailed delivery reports. • Send follow-up alerts to users based on their responses (e.g., targeting those who did not respond).
<p><i>Access versatile publishing capabilities</i></p>	<ul style="list-style-type: none"> • Integrate with SMTP infrastructure to send notifications using the organization’s email address (e.g., .com, .mil, .gov), supporting PKI digital signatures. • Embed rich content like HTML, videos, and links within email and SMS messages. • Launch alerts through Microsoft Teams® and ServiceNow®. • Test alerts before sending to ensure accuracy. • Save an alert draft when additional edits or approvals are required.

THE ATHOC ALERT ADVANTAGE	HOW IT IMPROVES CRITICAL COMMUNICATIONS
<p><i>Target notifications and improve delivery rate</i></p>	<ul style="list-style-type: none"> • Target people based on organizational structure, distribution lists, location, individual name, dynamic database query, or a combination of attributes. • Geo-target personal and mass notification devices (e.g., sirens and digital display boards) based on the buildings, regions, or zones to be notified. • Receive pre- and post-alert device coverage reports that disclose how many users can be reached.
<p><i>Automate and customize critical event processes</i></p>	<ul style="list-style-type: none"> • Choose from a library of preconfigured standard operating procedure templates for sample alert content, response options, targeted recipients, and delivery devices. • Maintain awareness of potential threats through automated external feeds. • Customize and create your own scenarios and processes using simple web-based tools.
<p><i>Integrate with existing systems for improved event monitoring</i></p>	<ul style="list-style-type: none"> • Monitor physical sensors (e.g., fire alarms, video surveillance, and chemical detectors) or external data sources via standard interfaces (e.g., National Weather Service) and use pre-defined business rules to automatically activate response scenarios. • Create maps, analyze data, and share geographic information with ESRI integration.
<p><i>Maintain up-to-date contact information</i></p>	<ul style="list-style-type: none"> • Integrate with organizational repositories (e.g., Active Directory, LDAPv3, or Workday applications) to continuously synchronize information. • Disable and delete user accounts based on select criteria (e.g., user hasn't logged in for 60 days). • Manually update contact information or import personnel rosters in common file formats (e.g., .csv or .xls). • Enable users to access and modify their personal information, select device preferences, and view personal alert inbox through a self-service portal.

PARTNER WITH A LEADER

When critical events take place, leading corporations, healthcare institutions, and local, state, and federal government agencies trust BlackBerry AtHoc to help them enact immediate and effective responses to critical events.

Keep people safe and operations running with BlackBerry AtHoc. And partner with a leader in networked critical event communications.

To learn more, go to blackberry.com/athoc

 **BlackBerry** Intelligent Security. Everywhere.

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 over 195M vehicles. 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, endpoint management, encryption, and embedded systems. BlackBerry's vision is clear – to secure a connected future you can trust.

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