Crisis Management for the Oil & Gas Industry

BlackBerry AtHoc Provides Streamlined, Efficient Emergency Communications

Is Your Facility Ready for What's Next?

Oil and gas facilities are among the most complex and dangerous industrial operations in the world, spanning oil and gas refineries, offshore production platforms, pipeline networks, and chemical plants of all kinds. Everybody on site plays a role in maintaining the operational hum of work-as-usual. But what happens when catastrophe strikes? Can you quickly and efficiently account for personnel? Can you assign tasks to employees to mitigate the situation? Can you easily disseminate critical information to staff, emergency personnel and the public?

During a crisis, the number one priority for an oil and gas operator is to make sure everyone is safe and accounted for. After crisis managers have determined the status of personnel, they can engage workers and responders to get updates from the scene and assign tasks to resolve the situation. This combination of personnel accountability and effective communications drives a fast and effective crisis response.

**Personnel Accountability**
When a crisis strikes one of your facilities — for example, an explosion and fire hits a refinery or a hurricane approaches an offshore operation — can you quickly determine that all your employees and contractors are safe? Are they on-site or off? Off-duty or away on vacation? BlackBerry AtHoc is designed to confirm everybody’s location and status in real time — and then efficiently engage them to provide ongoing updates from the field and accelerate the response effort.

**Effective Communications**
When a crisis happens, there’s no time to waste. Communications need to be streamlined, intuitive, and as rapid as possible. It should also provide two-way communications with both outreach and response capabilities, so leaders can quickly assign tasks and receive feedback on the status of the situation.
Introducing BlackBerry AtHoc

BlackBerry® AtHoc® combines comprehensive alerts, real-time staff-accountability systems, and advanced networked communications to provide effective functionality for the oil and gas industry. The solution includes four key components.

**AtHoc Alert**
Instantly alert everyone in your organization with a one-click emergency notification solution. Using a web-based console on a smart phone or tablet, managers can launch immediate two-way communications to deliver essential messages in real-time.

**AtHoc Collect**
Receive real-time input from employees and contractors who are on the scene of an emergency. With a one-click duress button, witnesses can report a situation as it’s unfolding with geo-tagged media reports, helping to initiate an immediate, focused and effective response.

**AtHoc Account**
Enable real-time visibility into personnel location and status. Managers can account for people during an emergency with tracking on smart phones to determine the location of employees as they move through your facilities.

**AtHoc Connect**
Emergencies don’t happen in isolation. BlackBerry AtHoc connects your oil, gas, or chemical facility with external organizations, government agencies, media outlets, and the public to share real-time information during a crisis.

By implementing BlackBerry AtHoc’s site-wide alert system, a chemical supplier was able to provide mass and targeted notifications to 6,500 employees and 3,000 contractors through multiple redundant devices. Quickly, they were able to get all stakeholders in the facility on the same page about a variety of safety concerns.
Real-Time Visibility into Personnel Safety
Account for all of your employees to achieve operational resiliency, facilitate an effective crisis response, and restore order in an industrial environment— all critical elements to avoid loss of life. BlackBerry AtHoc allows emergency managers to request the status of individuals, select groups, or even an entire community, and then view the information on an at-a-glance dashboard to better understand the situation. To avoid confusion and ambiguity, employees can respond with pre-programmed messages.

Mass Notifications
With one click, you can broadcast information updates to staff and external entities across a range of devices and communication channels. These include networked computers, mobile phones, TV displays, text messages, email, social media, indoor and outdoor speakers, land mobile radios, and more. Rich content like HTML, videos, maps of evacuation routes, and links can be included in your communications. To speed outreach, BlackBerry AtHoc provides pre-configured and customizable alert templates.

Immediate Message Notification Acknowledgements
Alert recipients can respond to indicate receipt of a message along with their personal status via multiple options. Alerts are tracked in real time with detailed delivery information for each recipient, and managers can compile reports from multiple sources, including individuals, call centers, and people responding on behalf of others. This helpful information allows managers to assess a response effort after the crisis has passed.

Enhance Information Sharing to Facilitate a Seamless Emergency Response
The crisis management team can invite relevant external organizations to collaborate on the response and drive a positive outcome. With a simplified workflow, an organization won’t have to manage contact lists for external entities, which helps to ensure you don’t miss any critical communications.

Privacy and Confidentiality
Since the solution can be deployed behind a firewall and has other network protections, oil and gas organizations can maintain complete control over personnel information, message content, and delivery channels. The solution can also be deployed in a public cloud or via a proprietary hybrid option. With FedRAMP security, industrial facilities can enjoy peace-of-mind that they are using trusted secure cloud-based service.

Make Sure Your Organization is Ready for the Next Emergency
BlackBerry AtHoc can help your organization better manage emergency situations. Learn more at https://www.BlackBerry.com/AtHoc.
About BlackBerry

BlackBerry (NYSE: BB; TSX: BB) is a trusted security software and services company that provides enterprises and governments with the technology they need to secure the Internet of Things. Based in Waterloo, Ontario, the company is unwavering in its commitment to safety, cybersecurity, and data privacy, and leads in key areas such as artificial intelligence, endpoint security and management, encryption, and embedded systems. For more information, visit BlackBerry.com and follow @BlackBerry.