High Alert: Streamlined Crisis Communications

BlackBerry AtHoc Emergency Notification System for Governments and Higher Education

Are You Ready for the Next Crisis?

Today, local and state governments need to protect communities from a growing array of threats. Whether it's a natural disaster like a hurricane or wildfire or a man-made crises like a chemical spill or power outage, public agencies need to prepare for the worst. The reality, though, is that many communities aren't ready, and this can expose residents and businesses to unacceptable risks to life and property.

Higher education institutions also face challenges not unlike a small city, and schools and universities must prepare to confront a similarly wide range of crisis events — both natural and man-made — that can endanger students, faculty, and staff and cause untold property damage.

It is up to local and state government leaders — and their counterparts at schools and universities — to do the research and make the necessary investments in systems that can effectively manage and mitigate the next crisis, both large and small. It's not a question of if, but when the next event happens.

Here is what an effective crisis management system should provide

- **Personnel Accountability** — This is the ability to determine immediately if students and faculty are safe and accounted for. (Are they on-site or off? On-duty or off? Away on vacation?) If there are contractors and visitors on the premises during an emergency, the solution should also confirm their location and safety.

- **Effective Communications** — When a crisis hits, there is no time to waste. Communications need to be streamlined, intuitive, and rapid. It should also provide two-way capabilities for both outreach and response, so crisis managers can quickly receive status reports from the scene and assign tasks to resolve the situation.

::: **BlackBerry**.

Introducing BlackBerry AtHoc

BlackBerry® AtHoc® combines both personnel accountability and effective communications to provide effective crisis management capabilities for state and local governments and higher education. The solution includes four key components.

AtHoc Account
Gain real-time visibility into personnel location and status. Managers can account for people during an emergency with tracking on smartphones to determine students' and employees' locations as they move throughout the building or campus.

AtHoc Collect
Receive real-time input from people on the scene of an emergency or witnessing an incident first-hand. With a one-click duress button, you can report a situation as it's unfolding with geo-tagged media reports to initiate an immediate response.

AtHoc Alert
This one-click emergency notification solution allows you to instantly alert everyone in the organization. Using a web-based console on a smartphone or tablet, the solution provides immediate two-way communications to deliver critical messages in real-time.

AtHoc Connect
Since emergencies don't happen in isolation, this capability connects the agency or school system with first-responders, external organizations, media outlets, and even the public, to share real-time information during a crisis.

"Our team of operators and first responders have been very happy with BlackBerry AtHoc. We are expanding our usage beyond critical alerts and into business continuity notifications."

– Christine Robson, I.T. Manager, Durham Regional Police, Ontario, Canada

With BlackBerry AtHoc, governments and educational institutions are fully equipped to manage crises with clear communications, decisive action, and transparency. BlackBerry AtHoc offers:

- **Real-Time Visibility into Personnel Safety** — Account for all of your personnel and students to facilitate an effective crisis response and restore order as quickly as possible — both critical to avoiding loss of life. BlackBerry AtHoc allows emergency managers to request the status of individuals, select groups, or an entire populace and view the information on an at-a-glace dashboard to better understand the situation. To avoid confusion and ambiguity, people 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 agency and school leaders 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, state and local agencies, university campuses, and school systems can maintain complete control over personnel information, message content, and delivery channels. The solution can also be deployed in a public cloud or a patented hybrid option. With FedRAMP security, organizations know they are using trusted secure cloud-based services.

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.

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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.