MAKE YOUR ENTERPRISE RESILIENT

WITH CRITICAL EVENT MANAGEMENT

Many enterprises are under-prepared or lack the technology to respond well to critical events like these:

IT and cyber attacks Operational disruptions

Life safety emergencies

Employees who can't work Damaged Dissatisfied company customers reputation Unsafe Lost revenue situations and fines and lost lives

Critical events harm enterprise

resilience in many ways:

Critical event management enhances your existing incident response,

Manage critical events optimally to improve enterprise resilience.

What is critical event management?

emergency management, and business continuity programs by using the latest technology tools to improve planning, response, and recovery.

Critical event management protects...

Personal &

company data

Product

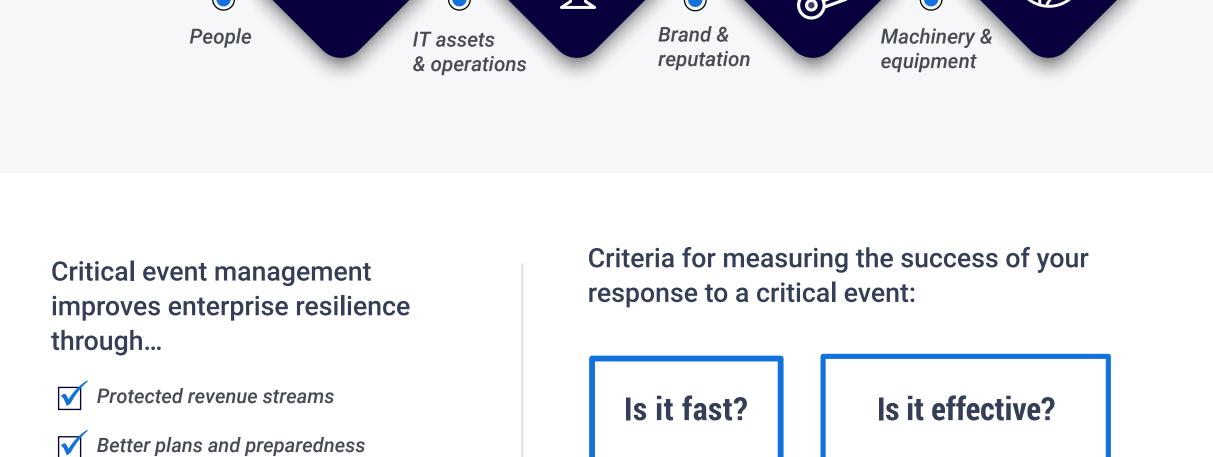
inventory

Supply

chain

facilities

Buildings &



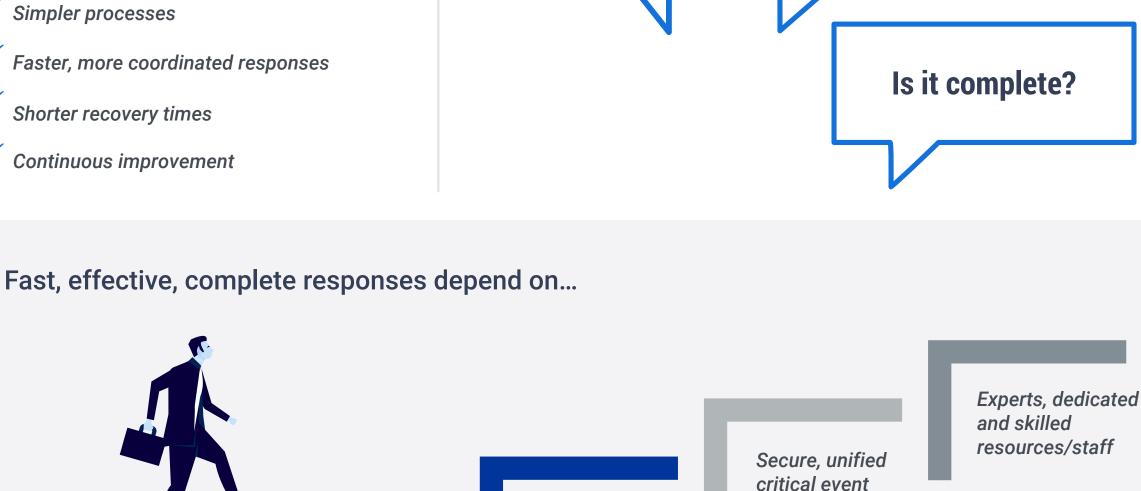
Role clarity

and training

Formal action

plans and automated

processes



Real-time

communication

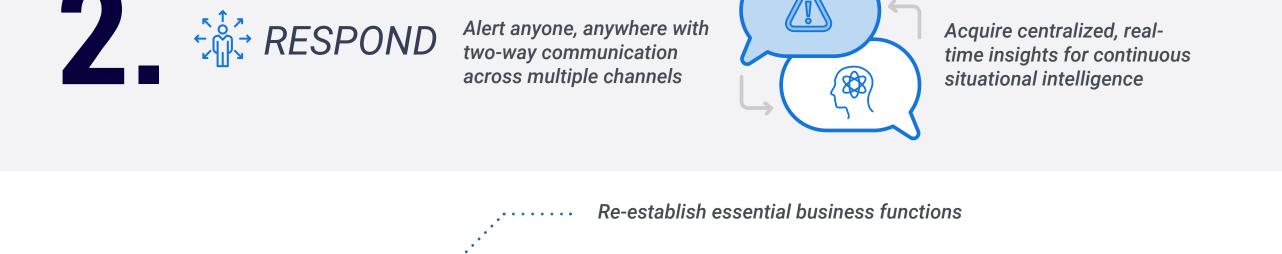
and live data feeds

management tools

PREPARE Design **Assess** Create **Conduct tests** templates action plans and exercises risks and workflows

FOUR STEPS TO INCREASE THE

RESILIENCE OF YOUR ENTERPRISE:



Monitor recovery progress

Keep track of agreed SLAs

Monitor staff well-being

Keep senior leadership informed

Create playbooks

based on the most

common threats and

highest risk impacts.

LOCATION SERVICES

INFORMATION

ANAYLSIS

future responses.

AUDIT TRAILS

ready for review.

Local, regional, and

national government alerts

show event locations and people's status

flows constantly and delivers intelligence

in real time for better decision-making.

of complete event history improves

based on detailed incident logs are

geological services

Weather and

for a current, comprehensive view.

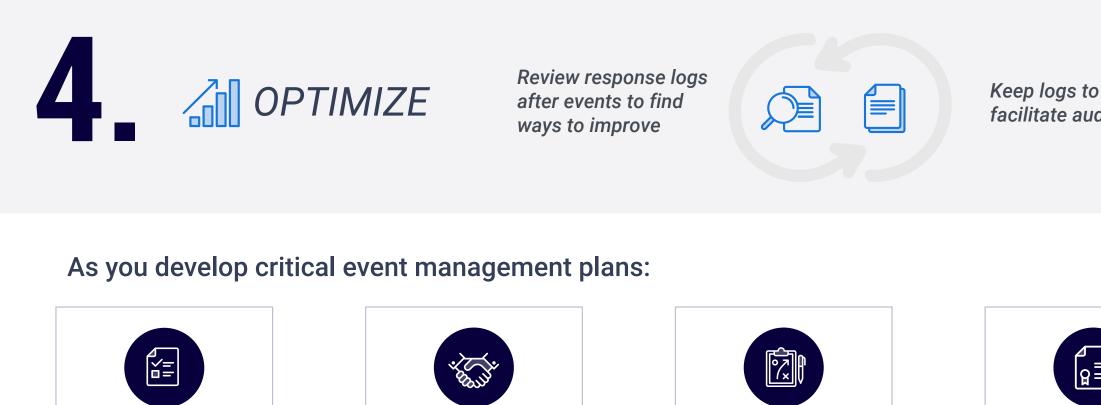
facilitate audits

Standardize on a

fits your enterprise

and systems.

unified platform that



Create partnerships

with senior leaders

throughout your

enterprise.

RECOVER

Take an inventory of

your organization's

interdependencies.

ALERTS

AUTOMATION

COMMUNICATION

COLLABORATION

with siloed systems.

provide earlier warnings of possible threats.

speeds incident response with pre-planned

delivers targeted, mass two-way notification

with common enterprise tools like Microsoft Teams®

Real-time, integrated data feeds show updated conditions:

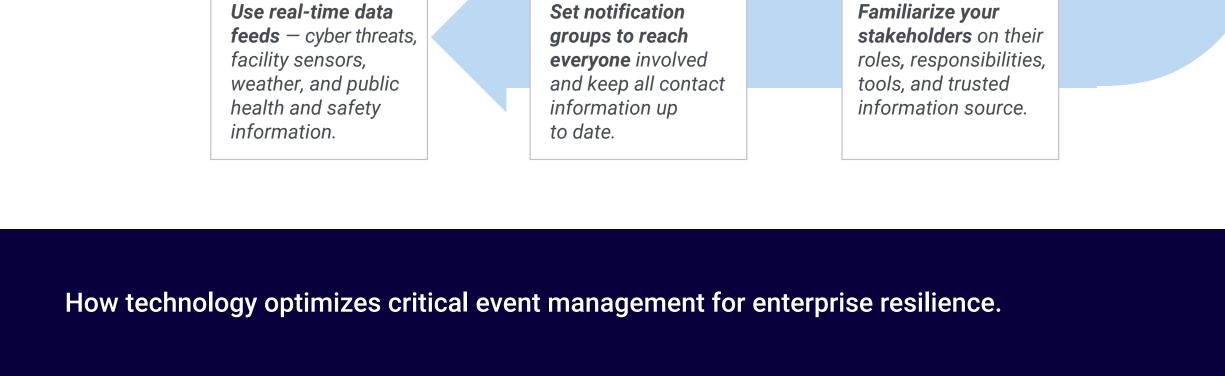
or ServiceNow® improves situational awareness.

event scenarios and templates.

over multiple channels in real time.

assets, including

locations and



Enterprise and IT

service management

Building control systems,

platforms, such as ServiceNow

such as fire and chemical detectors

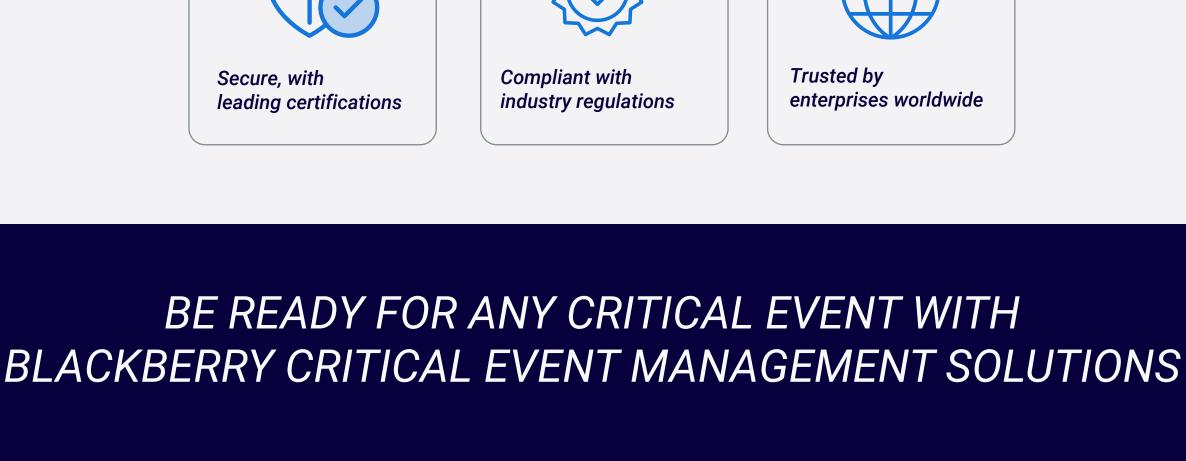
Social media and

news reports



Critical event management platforms integrate various technology to deliver benefits not possible

Be confident that sensitive information is protected by choosing a critical event management platform that is...





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,

Intelligent Security. Everywhere.