

 **BlackBerry**® Intelligent Security. Everywhere.

BLACKBERRY ATHOC

Strategies for Resilient Communication

Matthew Kaatz



Agenda

- Current Challenges in Critical Event Management
- How AtHoc is Uniquely Equipped to Support the Enterprise
- Why AtHoc is a Trusted Partner for Safety and Security
- Solution Overview
- Client Success Stories
- Next Steps





MOTHER NATURE

Extreme Weather Events
Power Outages
Non-Occupational Disease



HUMAN-MADE

Active Shooters
Terror Attacks
Traffic Accidents



CRITICAL INCIDENTS

Cyber Security Attacks
Political Unrest
IT / Network Outages
Supply Chain Disruptions



IN THE NEWS

Seven suspected cases in UK ++ Universities on alert ++ 20million locked down in Chinese cities

IS THE KILLER VIRUS HERE?

Taking no chances on the streets of Britain

THE deadly coronavirus was feared last night to have arrived in Britain.

It is the latest in a series of reports that the virus has spread to new countries.

Seven suspected cases in the UK have been confirmed by health officials.

Universities across the country are on alert.

Over 20 million people in China are locked down.

The virus is spreading rapidly.

Health officials are urging people to stay at home.

There is a risk of a second wave.

The virus is a global threat.

It is important to take precautions.

Wash your hands and wear a mask.

Stay at home if you are sick.

Do not travel if you can.

Follow the advice of health officials.

The virus is a serious concern.

It is important to stay informed.

Check the news regularly.

Stay safe and healthy.

YEAR OF THE TIGER

Herald Sun

TERROR IN LAS VEGAS

AT LEAST 20 KILLED AND MORE THAN 100 INJURED

CRAZED SHOOTER SPRAYED BULLETS INTO MUSIC FESTIVAL

SUSPECT FOUND DEAD ON 32ND FLOOR OF PARTY STRIP HOTEL

MELBOURNE'S WORSENING GRIDLOCK REVEALED

FOX NEWS GETS CLOSE-UP LOOK AT MD BRIDGE WRECKAGE

FOX NEWS ALERT

TRACKING HELENE

HURRICANE HELENE NOW PROJECTED TO REACH CATEGORY 4 STRENGTH BEFORE MAKING LANDFALL

WORLDWIDE SYSTEMS FAILURE

CROWDSTRIKE UPDATE CAUSES GLOBAL MICROSOFT OUTAGE

:(

Your PC ran into a problem and needs to restart. We've collected some info, and then we'll restart for you.

50% complete

By Alessandro Ciani

PLAYOFFS | Red Sox beat Indians, will face Rockies in World Series

Union-Tribune

WILDFIRES RAGE

Landmark castle among several homes destroyed in Malibu

CHALLENGES

**LACK OF
INFORMATION**



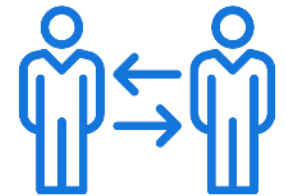
NOT SECURE



**COMPLEX
OR OUTDATED
SOLUTIONS**



**COMMUNICATIONS
GAP**





Top 10 Risks

HOW ARE ORGANIZATIONS IMPACTED?

1. Disease outbreak
2. IT or telecoms incident
3. Adverse weather or natural disaster
4. Cyber security incident or data breach
5. Critical infrastructure failure
6. Interruption to utility supply
7. Fire
8. New laws or regulations
9. Supply chain disruption
10. Reputation damage/PR crisis

CONSEQUENCES OF DISRUPTION

Loss of
Productivity

62.1%



Negative Impact on
Morale/Wellbeing

68.1%



Loss of Revenue

43.0%



Increased cost of
working

37.9%



Staff Loss or
Displacement

44.3%



Source: BCI Horizon Scan Report 2022



The ability to securely share information within and across organizations has never been more important.

Improve
resiliency

Reduce
costs

Keep people
safe and
morale high

Be well-
equipped to
deal with
critical events

DUTY OF CARE AND BUSINESS CONTINUITY

Keep people safe and operations running
during planned and unplanned events

COMMUNICATION

- Geopolitical advisories
- Response team coordination
- Policies and procedures
- Event logistics
- Travel updates

AWARENESS

- Health survey
- Recent or planned travel
- Location awareness
- Situation awareness

CONTINUITY

- Alternative work arrangements
- Staff Recall

PROTECTING THE PUBLIC

TARGETED NOTIFICATIONS

- Pandemic
- Civil unrest
- Active shooter
- Wildfires
- Hurricanes and tsunamis
- Flooding
- Traffic

MULTIPLE DEVICES

- Mobile push notifications
- Text messaging
- Voice
- Email
- Social media
- Digital displays
- Integrated Public Alert & Warning System (IPAWS)

SINGLE USER INTERFACE

- SMS opt-in
- Register
- Manage subscriptions
- Manage devices
- Send notifications
- Review reports



BlackBerry
AtHoc®

IN TIMES OF CRISIS, SITUATIONS CHANGE QUICKLY.

Get information to and from your people. Understand the real-time impact of an incident. And make informed safety-critical decisions.



Alert



Account



Collect



Connect



Situation
Response

TRUSTED BY GLOBAL CUSTOMERS FOR SAFETY AND SECURITY

GOVERNMENT



Port of
Houston
Authority



CONTRA COSTA
COUNTY, CALIFORNIA



Parliament
of Canada



Global Affairs
Canada

COMMERCIAL



EASTMAN



International
Airports



US Medical
Facility

HOMELAND SECURITY



Mississippi
Emergency
Management
Agency



Civil
Nuclear
Constabulary



GREATER MANCHESTER
POLICE



Durham
Regional
Police

HEALTHCARE



**American
Red Cross**



North
American
Healthcare



US Medical
Facility

EDUCATION



MACQUARIE
University

TRUSTED BY US FEDERAL GOVERNMENT

	DEPARTMENT OF HOMELAND SECURITY			FEMA		Transportation Security Administration		U.S. Immigration and Customs Enforcement	
	DEPARTMENT OF DEFENSE								
	FEDERAL CIVILIAN					USDA			
									

COMMITMENT TO THE HIGHEST INFORMATION SECURITY REQUIREMENTS



AtHoc Cloud Systems follow
NIST SP 800-53 IA controls



DEFENSE INFORMATION SYSTEMS AGENCY

**Department of Defense
Information Network** Approved
Products List (DODIN APL)



Certified StateRAMP Ready
(*The only certified CEM provider)



DHS SAFETY Act Approved
Technology



FedRAMP Authorization
with 16 ATOs granted to date

HOW ATHOC KEEPS PEOPLE SAFE AND ORGANIZATIONS RESILIENT

Solution Overview

- Alert
- Account
- Collect
- Connect
- Situation Response

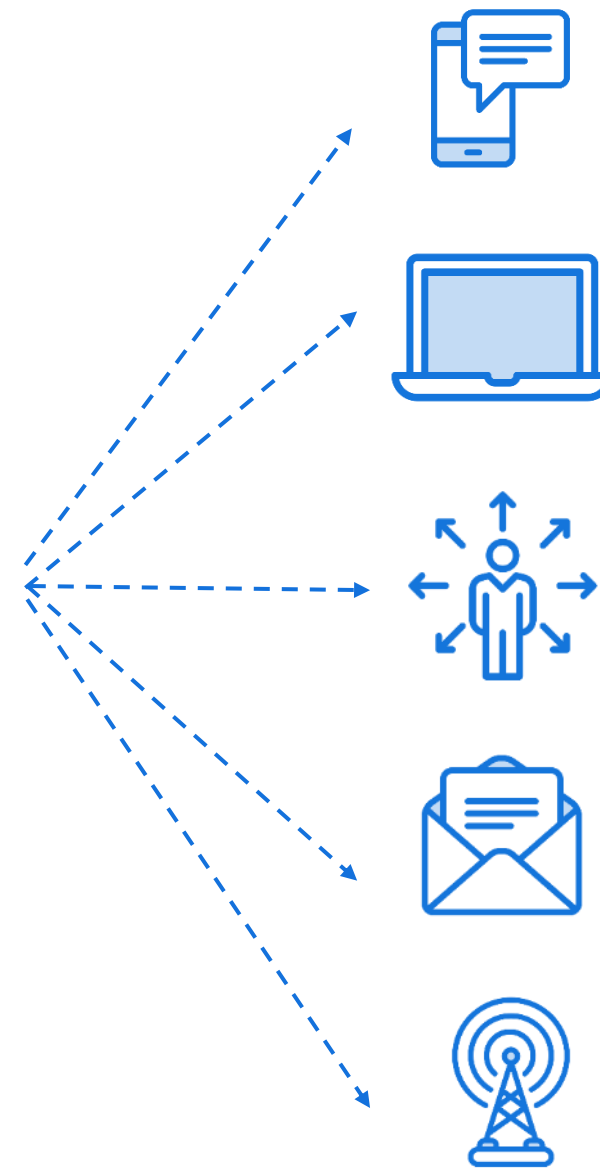
DELIVER SECURE MASS NOTIFICATIONS AND TWO-WAY COMMUNICATION

Rich media content

Target users

Any personal or public devices

Enterprise-class, flexible deployment

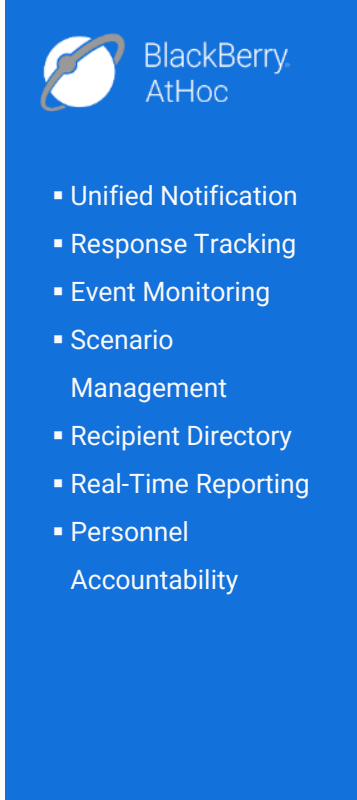


ATHOC ALERTING PROCESS

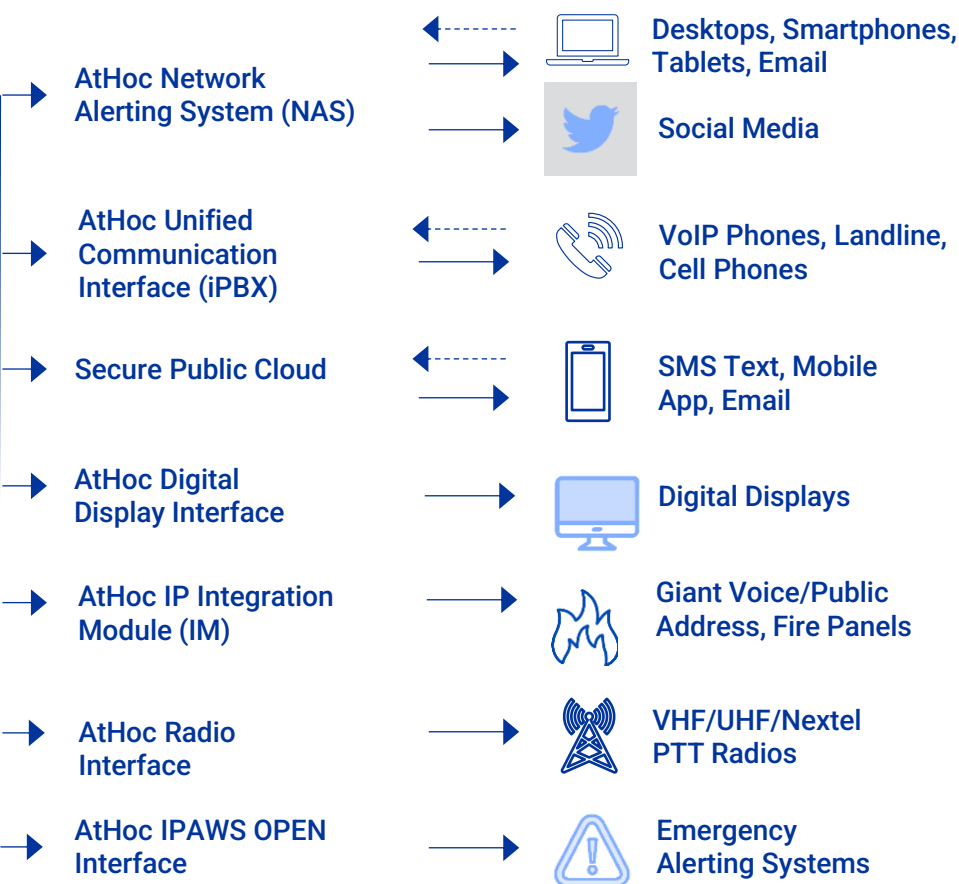
Alert Activation




AtHoc Alerting System



Alert Outputs



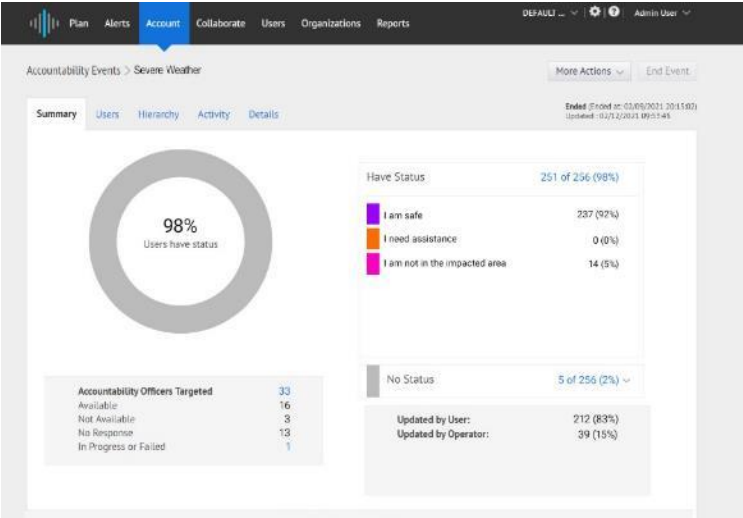
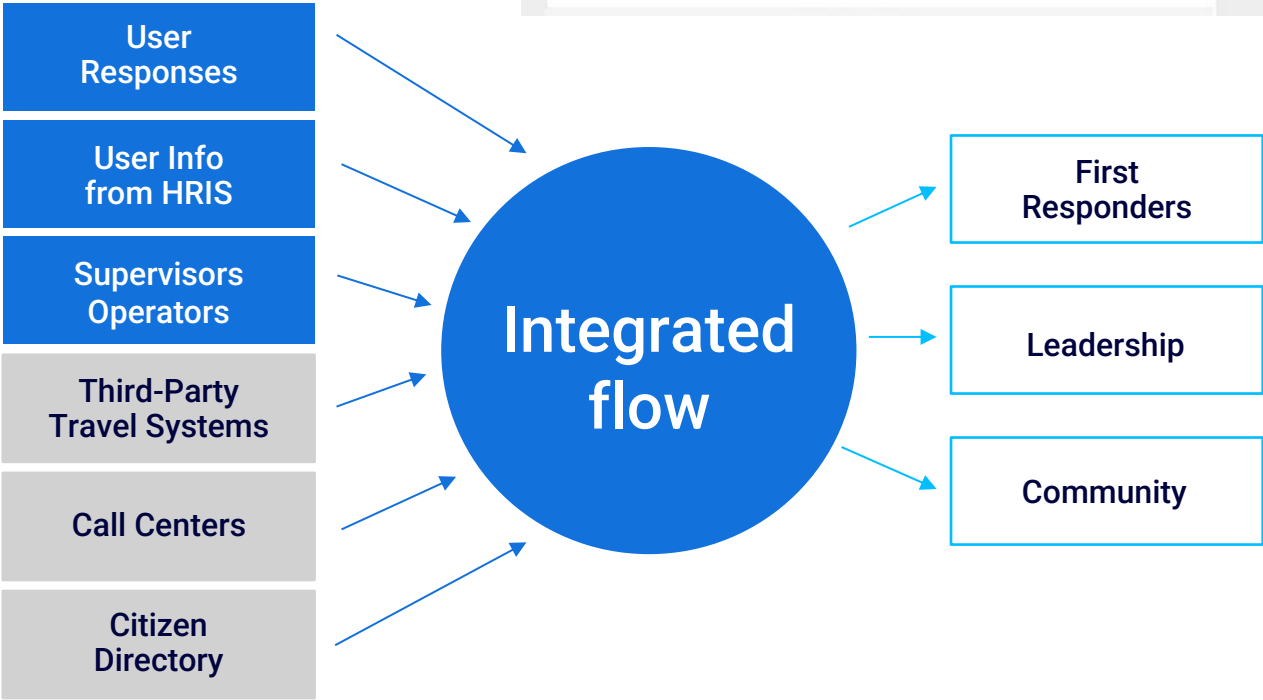
- Alert
- Account
 - 
- Collect
- Connect
- Situation Response


GAIN REAL-TIME VISIBILITY INTO YOUR PERSONNEL SAFETY AND STATUS

Post-emergency accountability

Recovery & mission continuity

Mustering



- Alert
- Account
- Collect

- Connect
- Situation Response

CAPTURE CRITICAL INFORMATION FROM USERS TO ACHIEVE SITUATIONAL AWARENESS

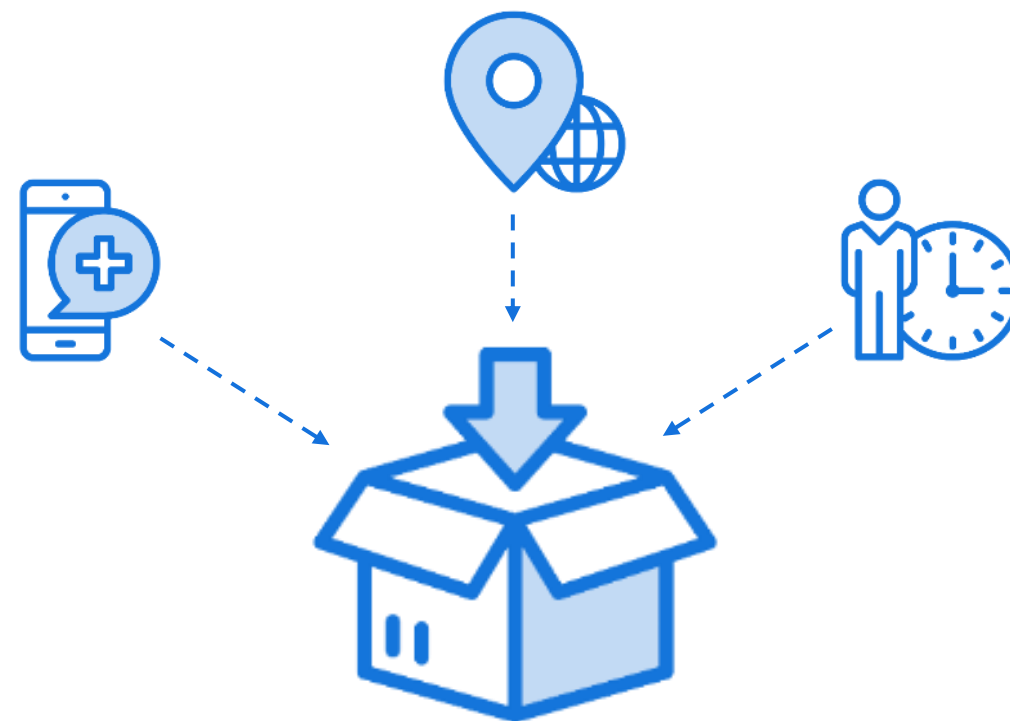
Mobile application

Geo-tagged rich media

Real-time location tracking

Field reporting

Smart Card authentication with derived credentials



Alert

Account

Collect

Connect



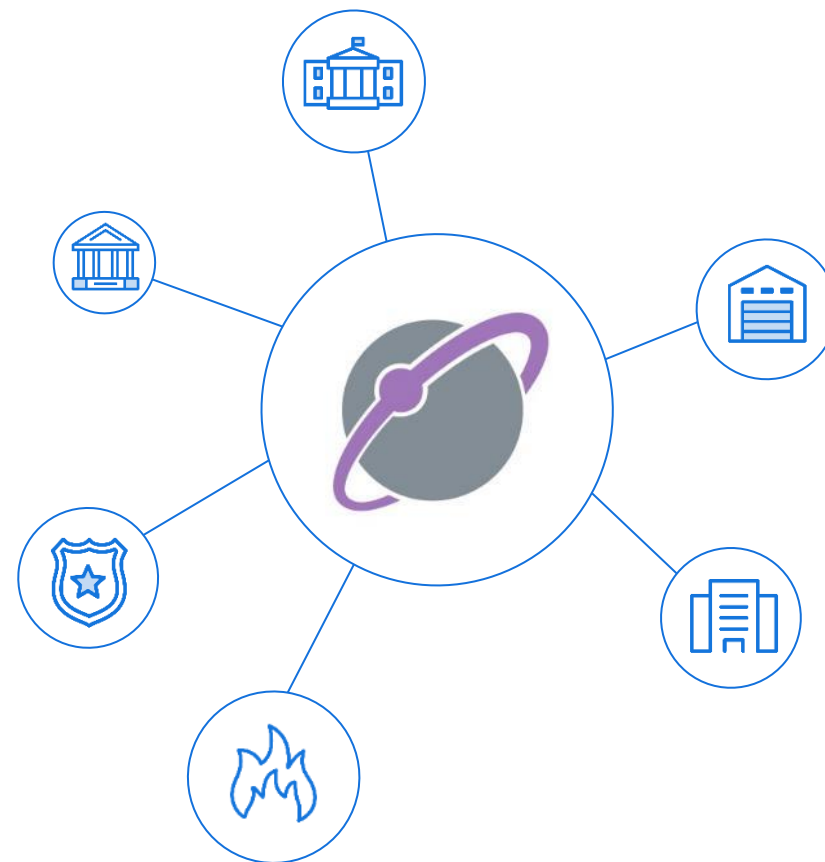
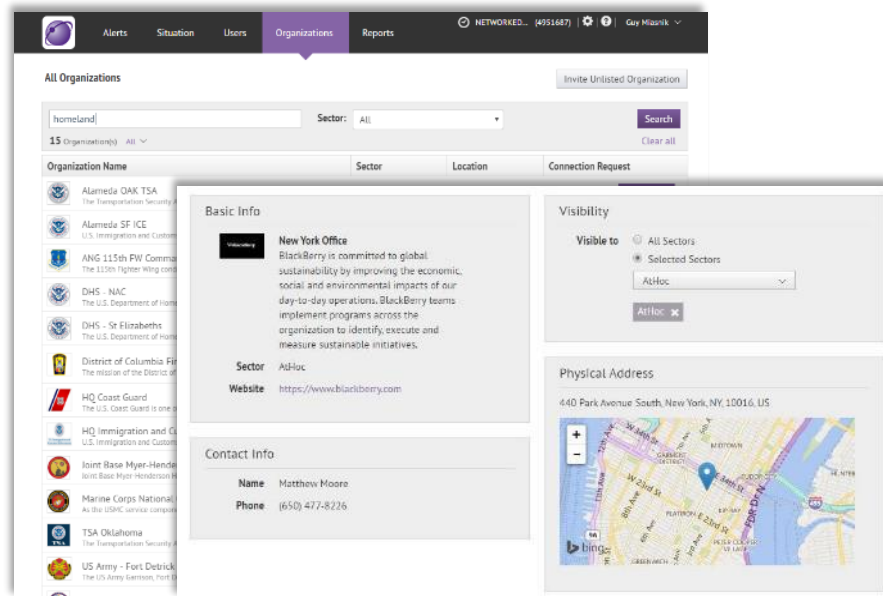
Situation
Response

CONNECT TEAMS ACROSS ORGANIZATIONS TO EXCHANGE CRITICAL GEO-BASED COMMUNICATIONS

Global directory

Secure information sharing

Geo-based collaboration



Alert

Account

Collect

Connect

Situation
Response



Plan

Respond

Collaborate

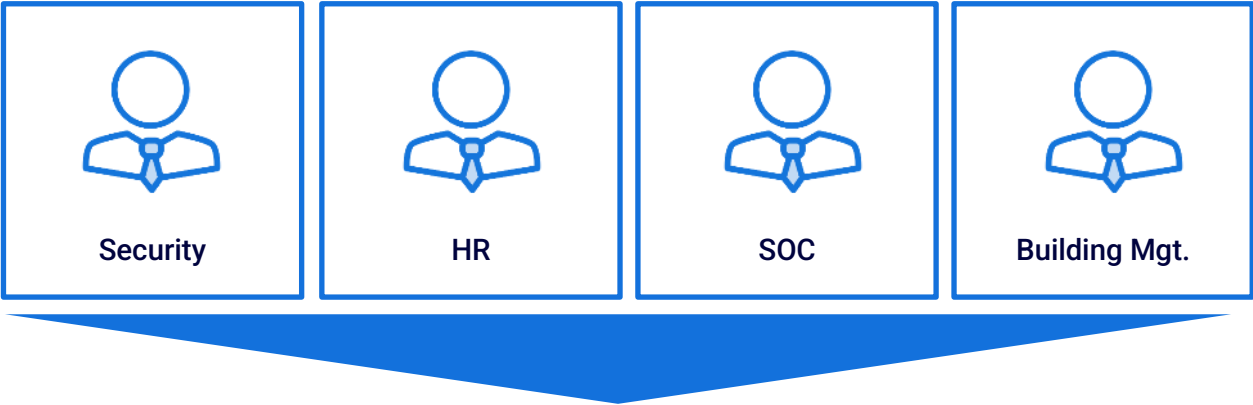
The screenshot displays the BlackBerry Situation Response interface, which is organized into three main sections: Plan, Alert, and Collaborate. The top navigation bar includes tabs for Plan, Alert, Account, Collaborate, Users, Organizations, and Reports, along with a user profile dropdown for 'Admin User'.

Plan Section: The 'Plan' tab is active, showing a 'Home > All Instances > Flooding at Corporate' breadcrumb. Below this, there are buttons for 'New Alert', 'New Accountability Event', and 'New Collaboration'. The main content area is divided into a 'Summary' section on the left and a 'Progress' section on the right. The 'Summary' section includes fields for 'Status' (Live), 'Start Date' (03/05/19 13:45:51), 'Duration' (3 Days, 4 Hours, 12 Minutes), 'Expected Duration' (5 Days), 'End Date' (-), 'Title' (Flooding at Corporate), and 'Description' (Major flooding on the first floor of the corporate office building at 1234 Wasahachee Drive). Below the summary, there are sections for 'Trainees' and 'Steps' in the plan, including 'Send Alert to Management Team' (Completed), 'Notify Employees in Phoenix' (Disable), and 'Another Step in the Plan' (Enable).







Alert Section: The 'Alert' tab is active, showing a 'Home > All Instances > Flooding at Corporate' breadcrumb. Below this, there are buttons for 'New Alert', 'New Accountability Event', and 'New Collaboration'. The main content area is divided into a 'Summary' section on the left and a 'Progress' section on the right. The 'Summary' section includes fields for 'Status' (Live), 'Start Date' (03/05/19 13:45:51), 'Duration' (3 Days, 4 Hours, 12 Minutes), 'Expected Duration' (5 Days), 'End Date' (-), 'Title' (Flooding at Corporate), and 'Description' (Major flooding on the first floor of the corporate office building at 1234 Wasahachee Drive). Below the summary, there are sections for 'Trainees' and 'Steps' in the plan, including 'Send Alert to Management Team' (Completed), 'Notify Employees in Phoenix' (Disable), and 'Another Step in the Plan' (Enable).

Collaborate Section: The 'Collaborate' tab is active, showing a 'Home > All Instances > Flooding at Corporate' breadcrumb. Below this, there are buttons for 'New Alert', 'New Accountability Event', and 'New Collaboration'. The main content area is divided into a 'Summary' section on the left and a 'Progress' section on the right. The 'Summary' section includes fields for 'Status' (Live), 'Start Date' (03/05/19 13:45:51), 'Duration' (3 Days, 4 Hours, 12 Minutes), 'Expected Duration' (5 Days), 'End Date' (-), 'Title' (Flooding at Corporate), and 'Description' (Major flooding on the first floor of the corporate office building at 1234 Wasahachee Drive). Below the summary, there are sections for 'Trainees' and 'Steps' in the plan, including 'Send Alert to Management Team' (Completed), 'Notify Employees in Phoenix' (Disable), and 'Another Step in the Plan' (Enable).

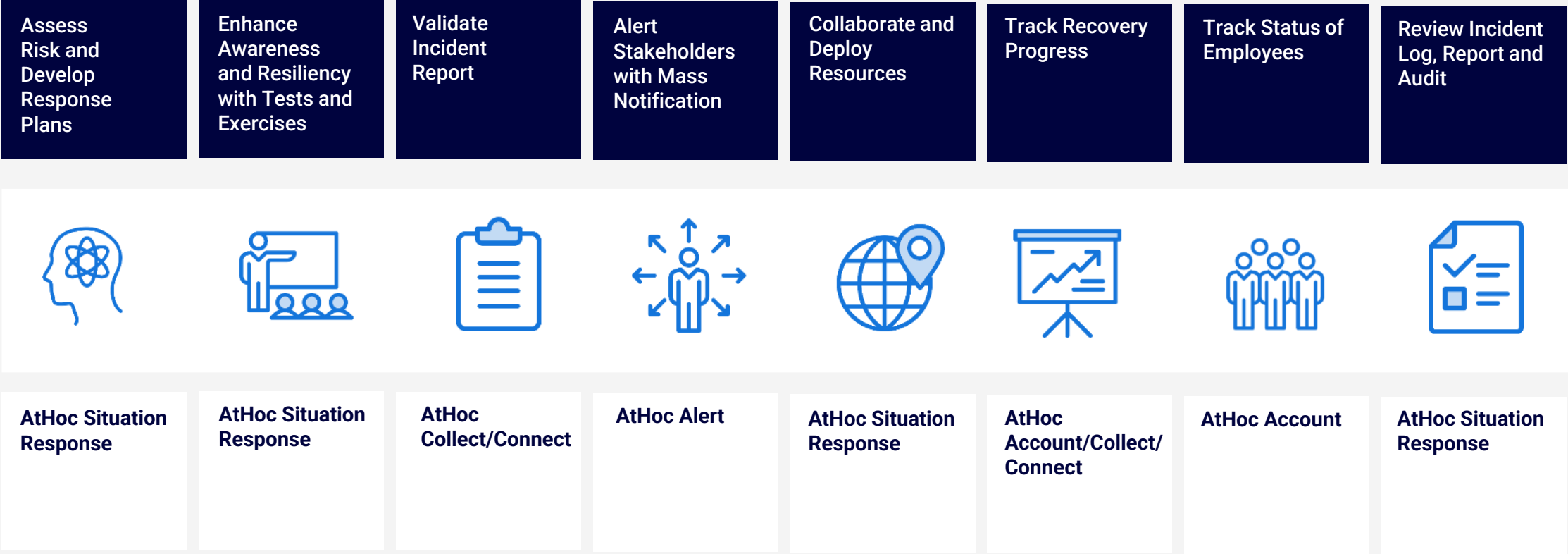
- Alert
- Account
- Collect
- Connect
- Situation Response



Local Incident Management Team (LIMT)

Sensor Detection Civil Unrest 	Threat Intelligence, Maps and Feeds Impacted Location 	Activate Incident Response Plan Incident Response Plan 	Real Time Collaboration LIMT 	Mass Notification Alert Users 	Accountability Employees 
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MANAGE THE FULL CRITICAL EVENT LIFECYCLE



MAKE BETTER SAFETY AND OPERATIONAL DECISIONS WITH CENTRALIZED, SECURE AND TIMELY COMMUNICATION

+

Reach individuals, teams, and the public **anywhere, anytime**

+

Send messages relevant to the individual or team

+

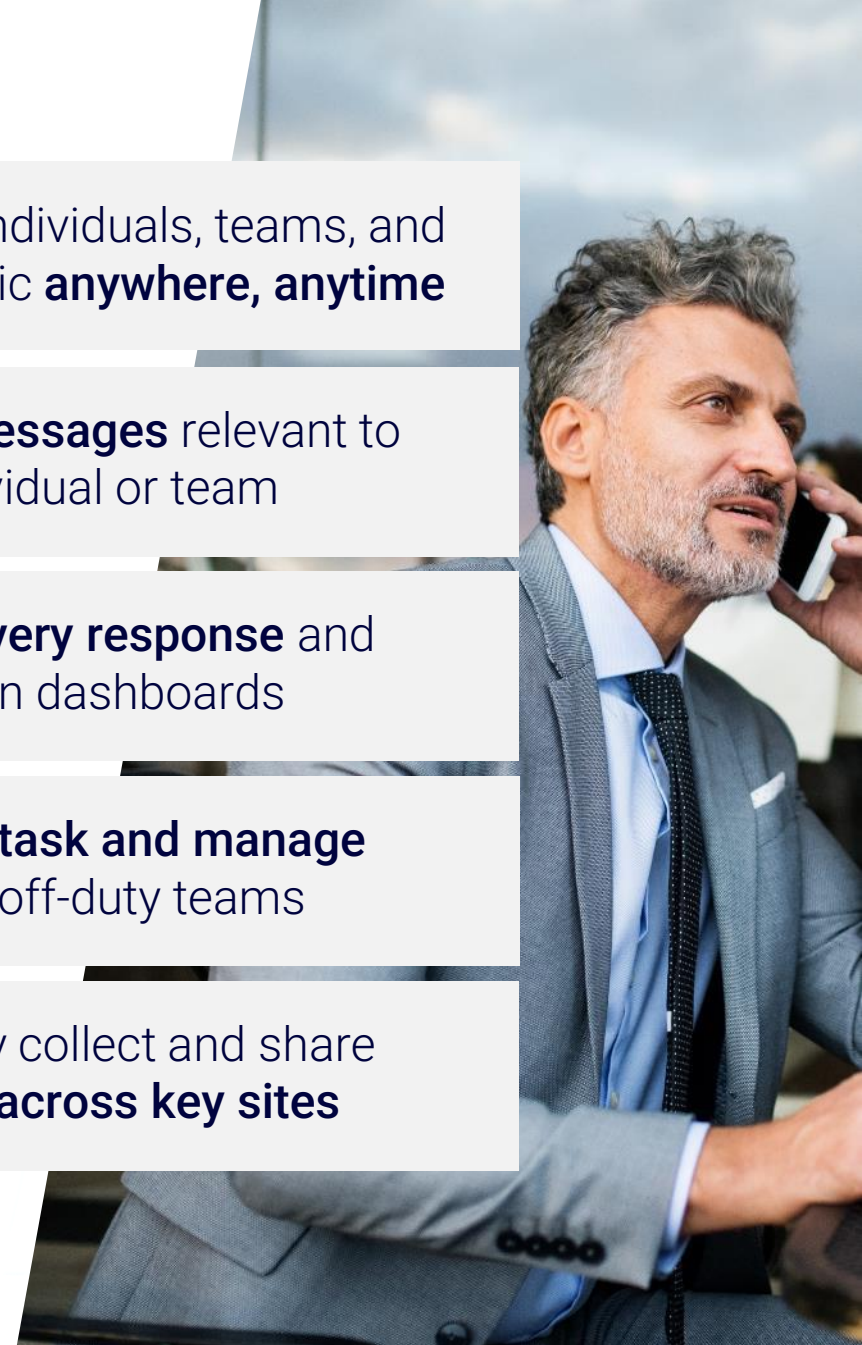
Track **every response** and display in dashboards

+

Locate, task and manage on- and off-duty teams

+

Securely collect and share images **across key sites**



THE TRUSTED CHOICE

+

Secure, integrated **personnel accountability**

+

Powerful, seamless and secure **collaboration between organizations**

+

Experienced, trusted partner of the US government at the enterprise level

+

Unparalleled data and PII security backed by FedRAMP, StateRAMP and others

+

Cross-platform integration across on-prem, hybrid or cloud environments

+

Comprehensive support during onboarding, implementation and beyond



Thank you

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