BlackBerry

Product Profile

The AtHoc Suite Making The World Safer

Networked Crisis Communication

When emergencies strike, AtHoc provides a seamless and trusted exchange of critical information between organizations, their people, devices, and any external entity. That's essential, as no event occurs in isolation.

We call that networked crisis communication, a field AtHoc pioneered and is recognized as a leader.

Crisis communication that utilizes only a phone tree, speakers, sirens, email and text aren't enough to deal with modern crisis realities. AtHoc's comprehensive suite of applications unifies crisis communications between organizations, people, devices, and external entities. The result: Leaders like you can make informed decisions to effectively protect the people they care about. These modules include alerting your people across all systems and devices, collecting information from your people for increased situational awareness, accounting for your people in times of danger, and connecting with trusted partners in your community. With our comprehensive networked solution, you can achieve the most immediate and effective response to events within your walls or in your community.

AtHoc protects millions of people in thousands of organizations from leading corporations to healthcare institutions and universities – including the vast majority of US Military and Homeland Security personnel.

Notify Anyone, Anywhere, on Any Device

AtHoc AlertTM is a comprehensive end-to-end emergency notification system that unifies all communication modalities to alert everyone you care about with a single click. Using a single web-based console or smartphone/tablet, emergency managers can provide two-way communication across the entire enterprise or community to virtually any device with real-time speed and assured reach.

- Utilize market-leading tools that streamline your communication from pre-configured templates and custom fields, to geolocation targeting, teleconferencing and many more
- Integrate your entire crisis communications from access controls and social media to fire panels, sirens, mobile app, desktop, two-way radios and even wearable devices
- Implement secure public cloud or our patented hybrid deployment to maximize security and privacy while gaining scale and flexibility
- Leverage enterprise capabilities to delegate system management to local points of contacts (PoCs) while maintaining control and simplify contact management with LDAP integration and self-service portal

Gather Critical Information From Your People to Achieve Situational Awareness

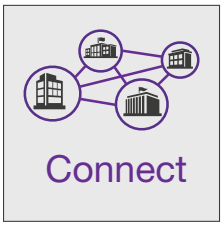
AtHoc CollectTM empowers you to gain greater awareness and make better decisions by enabling your field personnel to be the eyes and ears of the operations center. Give personnel in the field the ability to report events with rich geo-tagged media reports, plus a one-click “duress” button to report emergent situations for rapid response. The operation center can see what is happening at any incident scene, enabling rapid mobilization for a more effective response.

- Report events or observations from the field with rich media that speaks a thousand words
- Initiate user-identified, geo-sensed “duress” and attach rich media
- Gather and apply business rules of incoming events and route to the appropriate teams
- Activate location tracking and share with the user’s team or operation center

Gain Real-Time Visibility Into Your Personnel Status and Location

AtHoc AccountTM enables real-time visibility into personnel location and status for effective crisis handling and response. An operations center or the organizational leadership uses Account to request status from select groups or the entire populace. For example, account for people post emergencies, recall personnel and conduct daily mustering. Emergency management is provided an accurate summary view or detailed delivery report of each alert recipient across the enterprise. Users can also provide unsolicited reports of their current status and location.

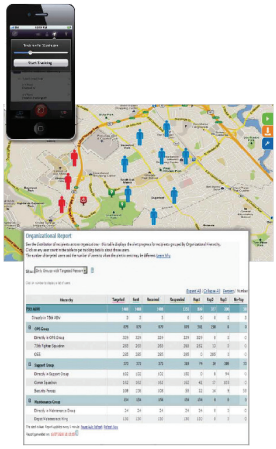
- Detailed enterprise-wide and multi-level personnel reports for compliance
- Activate real-time tracking on smartphone to give operations your location as you move
- Utilize online self-service portal to gain visibility at the individual level of local needs and requirements



Communicate and Collaborate with Other Organizations

Emergencies, even small ones, do not happen in isolation. AtHoc ConnectTM bridges the communication gap between organizations during these events. It allows organizations to share authoritative information with external targeted organizations, agencies and the public in real-time during crises. This empowers the connected community to collectively assess situations and provide a coordinated response to protect lives and property.

- Seamlessly connect with organizations in your community before or during an event
- Be confident your communications have reached connected organizations within a single workflow, without picking up a phone or radio
- Eliminate need to manage contacts of external organizations
- Receive relevant information from other organizations as well as external content feeds



What Our Customers Say About Us:

"We have a very, very good system. We're very proud of our Code Maroon system. It is a very robust system and we are adding methods as we go."
— Charley Clark, Risk and Compliance Vice President, Texas A&M University

"…we used AtHoc to alert the general population of increased force protection levels and potential danger."
— Jim Spofford, Regional Exercise Planner, Naval District Washington (NDW)

"We deployed AtHoc in a centralized fashion across the command in order to benefit from faster emergency responses, improved consistency across the numerous locations and increased visibility for commanders on force status. This enterprise-class, command-wide approach was far more cost-effective than independent, base-by-base deployments a nd it reduced our costs per base by more than 50%, including additional cost savings in training, maintenance and other operations."
— Robert Tharp, AFRC EMS program manager, Air Force Reserve Command (AFRC)

Secure and Certified

AtHoc has the most secure solution in the market today, certified for use by the Department of Defense (DoD), Department of Homeland Security (DHS), and National Institute of Standards and Technology (NIST).

- Awarded the Support Anti-Terrorism by Fostering Effective Technology (SAFETY) Act Designation by DHS
- Recognized as a Qualified Anti-Terrorism Technology (QATT) – only supplier of crisis communication technology to receive the SAFETY Act Designation
- Complies with Federal Information Assurance regulations, including NIST SP 800-37/53 Rev3 and DoD DIACAP
- Hosted in highly reliable, SSAE-16 SOC I Type II and LEED Certified Data Centers

Enterprise-Class Integration with Devices, Networks and Cloud

AtHoc integrates our cutting-edge technology with all your legacy systems, preserving existing investment and, most importantly, ensuring seamless crisis response from all hardware devices, national communication networks, sensors and wearable devices. That's a claim few others can make.

- Personal and physical devices and sensors: outdoor sirens (giant voice), indoor public announcement (PA), wearable devices, fire panels, video surveillance, strobes, digital displays, smoke and gas sensors, etc.
- Enterprise networks: desktops, Microsoft Lync, Exchange and LDAP, Cisco UCM, Motorola radios, etc.
- National and social networks: FEMA IPAWS, Facebook, Twitter, etc.

Anytime Anywhere Mobility

Emergencies don't happen only when your people are near their desks. Personnel can utilize our mobile capabilities to manage, activate, and report incidents from the field with geo-tagged alerts and rich media.

- Receive real-time, trusted notifications while you're on the go
- Manage and activate alerts anytime anywhere with complete system control
- Send something to emergency operations if you see something

Flexible Deployment – Public / Hybrid / Private Cloud

Through its patented hybrid deployment, AtHoc balances the economic benefits of cloud-based computing without the risk of exposing sensitive information outside a firewalled security zone.

- Personal Identifiable Information (PII) and other sensitive data can remain secure behind their firewall
- Cost efficiencies and scalability are retained with high availability and flexibility of communication cloud

Your organization deserves the leader in networked crisis communication. Go to AtHoc.com or call 650-685-3000

About BlackBerry

BlackBerry is securing a connected world, delivering innovative solutions across the entire mobile ecosystem and beyond. We secure the world's most sensitive data across all end points – from cars to smartphones – making the mobile-first enterprise vision a reality. Founded in 1984 and based in Waterloo, Ontario, BlackBerry operates offices in North America, Europe, Middle East and Africa, Asia Pacific and Latin America. The Company trades under the ticker symbols "BB" on the Toronto Stock Exchange and "BBRY" on the NASDAQ. For more information, visit www.blackberry.com.

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