::: BlackBerry®

AtHoc Alert
Networked Mass Notification

iOS

macOS

BlackBerry® **AtHoc**®

Notify Anyone, Anywhere, on Any Device

AtHoc® Alert is a comprehensive end-to-end emergency notification system that enables you to communicate with your employees via multiple channels and delivery devices – all with a single click. Using a web-based console, operators from any location in the organization can send alerts, track responses, and view accountability reports in real time.

Alerts can be targeted by name, location, organizational structure, or any other dynamic database query, so you have full control over who is notified during a crisis. You can use custom templates or create new alerts for unique situations. When employees receive an alert, they can easily respond via email, phone, SMS, or the mobile application to let you know whether they're safe or need assistance.

AtHoc Alert in Action

Here are some examples of how organizations are using AtHoc Alert to communicate with employees during a crisis.

An IT administrator notifies employees about an IT site outage, asking them to work from home to avoid lost time and productivity.

A safety manager sends pre-defined messages to employees and citizens during a severe weather event.

A healthcare specialist provides detailed instructions to in-field personnel responding to a crisis.

A shift scheduler targets specific groups to provide additional coverage during an unexpectedly busy period.

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Key Features and Benefits

Unify notifications to all devices

• Launch and manage all communication channels simultaneously through a single web-based console

• Quickly send a consistent message across multiple channels and delivery devices using the IP network

• Alerts can be sent to:
  • Networked computers
  • Networked IP phone displays
  • Telephony
  • Text messaging
  • Mobile devices
  • Email
  • Social networks
  • Indoor and outdoor speakers
  • Cable TV and display boards
  • Radio broadcasts
  • Land mobile radios (LMRs)
  • XML feeds

Track and report responses for personnel accountability

• Provide alert recipients with multiple response options for acknowledgement and reporting their status, such as I'm safe, I need help, or I'm not in the area

• Track alerts in real time and receive a detailed delivery report for each alert recipient
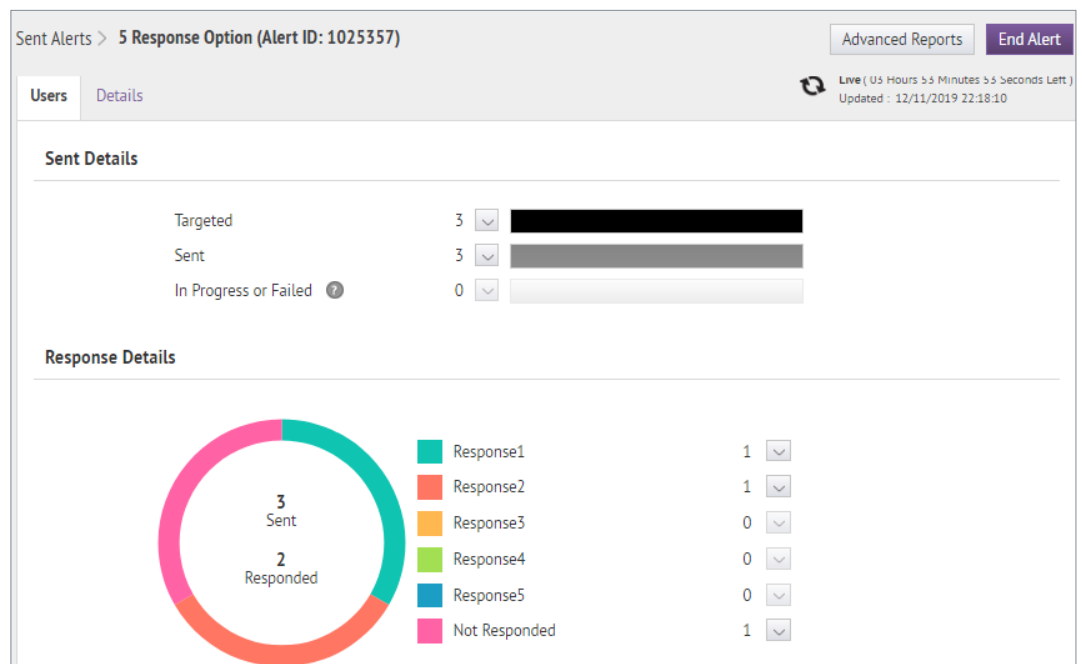
Provide versatile publishing capabilities

- Integration with the SMTP delivery infrastructure enables emails to be sent directly using the organization's email address (e.g. .com, .mil, .gov) supporting customer PKI digitally signed emails supporting customer PKI digitally signed emails.

- Embed rich content like HTML, videos and links within email alerts and SMS messages

- Test alerts on personal notification devices before sending to a larger user base to ensure accuracy and avoid errors

- Save an alert as a draft when additional edits or approvals are required

Target notifications by organization, geography or name

- Target people based on organizational structure, distribution lists, physical location, individual name or dynamic database query

- Target personal and mass notification devices (such as sirens and digital display boards) using visual geographic maps, so operators can select the buildings, regions or zones to be notified

- Enable dynamic targeting by using a combination of attributes such as individual, role, location or IP address

- Issue a follow-up alert to users based on their notification response (e.g. targeting those who did not respond to the initial alert)

- Block or remove individual users or groups from a targeted distribution list without leaving the alert template

- Allow departments to manage their own alerts, preventing personally identifiable information (PII) from being shared across the entire organization

Target users based on organizational structure, distribution lists, physical location, individual name or dynamic database query

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Automate emergency scenarios and processes

- Choose from a library of out-of-the-box alert scenarios, including FPCON, INFOCON and weather warning conditions

- Scenarios include alert content, response options, targeted recipients and delivery devices

- Use simple web-based tools to customize your own scenarios and processes or create new ones

- Send a single alert message to multiple recipients that share the same phone number (e.g. workgroup, department, or call center)

Choose from a library of out-of-the-box alert scenarios

Enable event monitoring and system integration

- Monitor physical sensors (e.g. fire alarms, video surveillance and chemical detectors) or external data sources (e.g. National Weather Service content feeds) and use preconfigured business rules to automatically activate any emergency scenario

- Select the best method of reaching recipients from the targeting summary, which appears on every alert and shows that users will receive the alert based on their individual devices

Monitor physical sensors and event sources, including critical weather conditions

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Maintain up-to-date contact information and enable self-service

- Integrate with organizational repositories (such as Active Directory, LDAPv3, and common HRMS applications) to continuously synchronize personal and organizational information

- Disable and delete user accounts and corresponding contact information based on customizable criteria (e.g. user hasn't logged in for 60 days)

- Allow local operators to manually update contact information for local personnel or import personnel rosters in common file formats (e.g. .csv or .xls)

- Enable users to access and modify their personal information and device preferences and view their personal alert inbox through a self-service web portal

Enable predictive alert targeting

- Receive device coverage reports post-alert as well as prior to publishing a notification that disclose how many users will be reached when an alert is activated

- Select the best method of reaching recipients based on the current contact data in the system, based on reports

**Scale operations as your needs evolve**

- Cascade separate systems for single-action alert activation across organizations

- Logically interconnect BlackBerry AtHoc implementations for greater recipient reach

- Configure the cascade capability to allow common alert activation across the organization

Enterprise-wide operations and multitenancy

BlackBerry AtHoc can be deployed centrally using a secure private cloud architecture to support a multisite implementation while accommodating the alerting needs of each individual group. This enables organizational emergency directors to disseminate alerts to the entire user population with visibility across the entire enterprise, while providing each remote site its own "private" alerting system.

BlackBerry AtHoc also includes a permissions management system that controls operator access rights to scenarios, contact information and device types. Beyond increased data confidentiality and network security, this centralized ("private cloud") approach provides a common notification system across the enterprise. Private cloud deployments also reduce infrastructure and maintenance costs and enable organizations to notify and gather responses from hundreds of thousands of personnel in minutes.

AtHoc Integration Technology
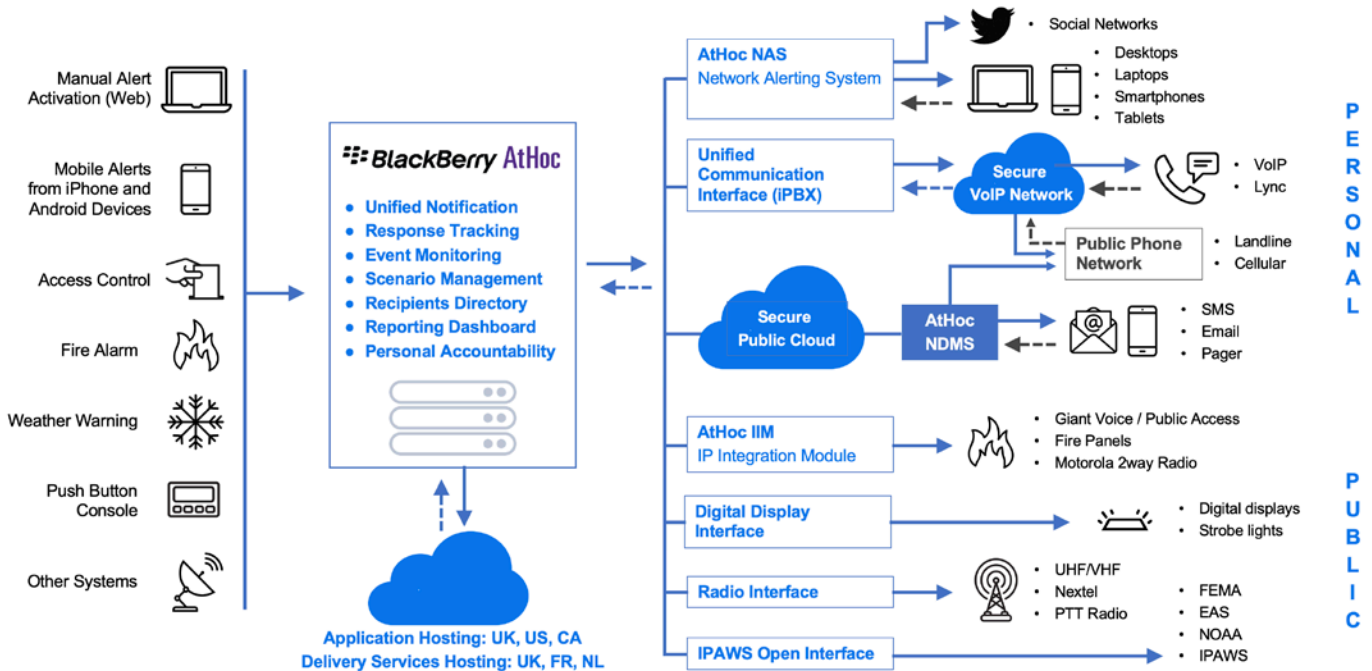
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BlackBerry AtHoc

When emergencies strike, BlackBerry® AtHoc® unifies crisis communications between organizations, people, devices, and external entities. Leading corporations, healthcare institutions, universities, and government agencies trust BlackBerry AtHoc to help them enact the most immediate and effective response to crisis situations.

Your organization deserves the leader in networked crisis communication. Go to www.blackberry.com/athoc or call 650-685-3000 to learn more.

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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.