



Eastman Chemical Implements AtHoc Networked Crisis Communication

"At Eastman, we're deeply committed to the environment, the global community, and the safety and well-being of our employees."

— Mark Costa
Eastman President



Industry Industrial, Chemical

Location Mississauga, Ontario

Products AtHoc Connect

<http://www.eastman.com>

Protects Tennessee Operations and HQ Workforce Community of 9,500 Employees and Contractors

Eastman Chemical Company is an international company that produces a wide range of advanced materials that are found in everyday products. Based in Kingsport, Tennessee, Eastman is a world leader in the diverse markets it serves: automotive, building and construction, packaging, consumer goods, and tobacco.

Eastman's global community of 13,500 employees collectively focuses on uplifting the standards of daily life. There is a strong commitment to a culture of accountability and safety and corporate values of environmental stewardship, sustainability, economic growth, and social responsibility.

In 2011, the company launched the Strategic Safety Improvement Initiative, driven by the ultimate goal of zero workplace injuries. In support of this effort, Eastman sought to upgrade the notification system for Kingsport, its primary manufacturing facility and company headquarters site spanning 900 acres with 550 buildings. The new alerting system would need to rapidly deliver critical operations messages and increase personnel protection from a full spectrum of safety concerns to all 6,500 employees and 3,000 contractors on-site.

The Challenge: Implement a Site-Wide Alerting System and Achieve Greater Personnel Reach

Kingsport Site Networked Crisis Communication System Needed for:

- Safety alerts to all Kingsport site employees and contractors
- Personnel accountability via bi-directional communication capabilities
- Acknowledgment of message received
- Critical operational information
 - Medical calls
 - Small process discharges
 - Utility load reductions and service interruptions
- Reliable delivery of emergency alerts for a variety of safety concerns:
 - Severe weather
 - Fire evacuation
 - Violent criminal activity/active shooters
 - Hazardous vapor release/chemical spills

"The new system had to support both existing infrastructure and legacy devices," said Keith Bennett, Eastman Area Supervisor for Plant Protection Services. "We also needed to upgrade our existing devices and augment the older 'red phone' notification system, which had limited capabilities."

Eastman required a redundant, multi-modal solution to rapidly notify all personnel with critical information at the Kingsport facility. Bi-directional communication for personnel accountability and system scalability to accommodate growth and lay a foundation for future technology were also important requirements.

Solution Requirements:

- Enterprise-class with direct notification to all Kingsport site Eastman and contract employees
- Improved legacy device capabilities
- Multiple, redundant devices
- Targeted messages to specific groups and individuals
 - Operation critical
 - Emergency with imminent danger
- Smooth deployment, multi-phased approach
- Scalable to possibly include all locations worldwide
- On-site data server and data storage
- Easy-to-learn, common single user interface

Key System Criteria:

- Increased device options
- Improved message strategy
 - Eastman-branded alert messages for easy comprehension
 - Targeted communications to specific groups, sub-groups and first responders
 - Rapid delivery of clear, consistent messages
 - Bi-directional for accurate accountability and acknowledgement
 - Targeted devices based on message type

Due Diligence in Vendor Search

The Eastman team formulated a specific set of criteria based on the company's needs. "We began an intensive 18-month search for our prospective notification and crisis communication partner in a formal procurement process," explained Keith Bennett, "Seven vendors were researched, each examined for system capabilities and the potential for a long-term partnership to grow with our needs and expansions."

Key Vendor Criteria:

- Long-term, collaborative partnership
- Ongoing customer service and support
- Innovation
- System Solution
 - Support legacy devices and new technology
 - On-site server and data storage
 - Scalability

Eastman Chooses AtHoc

Eastman selected AtHoc following their rigorous multi-factor selection process that specifically included a long-term, productive partner relationship. Through strong communication and teamwork, AtHoc successfully met or exceeded technical and operational requirements. AtHoc also demonstrated teamwork and flexibility by quickly devising customized solutions for unique needs. Visits to Texas A&M and Patrick Air Force Base confirmed high customer satisfaction in AtHoc's product and role as a trusted, long-standing partner.

"Product performance is important, but a strong relationship is just as essential," said Kirk Jones, Eastman Security Technologist. "AtHoc demonstrated their receptiveness by turning our input into an improved product to meet our needs. That's true responsiveness!"

AtHoc Solution Offering Highlights

- A Complete Technical Solution
 - New devices/technology with open architecture for future technologies
 - Augmentation of existing technology
 - Smooth implementation, quick deployment
- Proven Results
 - Favorable firsthand customer satisfaction ratings
 - High Gartner Report ranking (upper right quadrant)
- A Strong Team
 - Responsive, knowledgeable, and capable
 - Excellent prospect for long-term partnership
- Assurance of dedication to meeting or exceeding all requirements
 - Committed, collaborative senior management
 - Stable company with proven results

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Eastman Security Technologist

“AtHoc worked closely with us throughout... Their goals aligned perfectly with Eastman’s.”

Keith Bennett

Eastman Area Supervisor for Plant Protection Services

On-Premise Deployment

The AtHoc platform's robust system architecture supports a selection of cloud deployment options — on-premise (private cloud), SaaS (public cloud), or a hybrid public and private cloud — designed for each organization's precise needs. Eastman's private cloud, on-premise deployment was optimized to their specific requirements, with the advantages of AtHoc's enterprise-class architecture:

- High availability/reliable failover for system redundancy and continuity of operations
 - Mitigates risk of business downtime, reducing financial loss

- Maximum behind-the-firewall data security
- User directory database integration with personally identifiable information (PII) protection
- Interoperability and integration/standard and open protocols
- Scalable to hundreds of thousands of users
- True multi-tenancy capability supports individual groups within a large-scale enterprise

A Successful Launch

A smooth deployment took place in planned phases. The AtHoc solution now delivers alerts to any Eastman device with real-time speed and assured reach. "We wanted to launch the new system in a manner that would be comfortable to our employees and also maximize our chances for success. AtHoc worked closely with us throughout the training and roll-out process," said Keith Bennett, "Their goals aligned perfectly with Eastman's."

"Eastman has a strong concern for their end users," explained Ramon Pinero, AtHoc Sr. Director of Professional Services, "As a critical communications partner, we take our role as advisor and customer advocate very seriously and reflect those concerns. Earning trust is an ongoing process."

Phased roll-out activities:

1. Computer popups, work phones, company-issued mobile phones/SMS texts, emails, Eastman intranet
2. Paging system, 2-way radios, turnstile digital signage, personal mobile/smartphones (in progress)

Possible expansion to other Eastman facilities and extended device integrations is a consideration.

Message Type and Devices

	Pop-Up Message	Work Phone	Work Cell Phone	Work Text	E-mail	SharePoint	Pagers	Two-way Radios	Red Phones
Ambulance Call						●	●	●	●
Utility Load Reduction						●	●	●	●
Fire / Fire Stand-By						●	●	●	●
Chemical Spill						●	●	●	●
Severe Weather				●	●	●	●	●	●
Tornado	●	●	●	●	●	●	●	●	●
HVR / Fire Evacuation	●	●	●	●	●	●	●	●	●
Active Shooter	●	●	●	●	●	●	●	●	●

● = New Devices

● = Existing Devices

Summary

Eastman Chemical developed a clear set of objectives for an enhanced notification and critical communication solution for its Kingsport facilities. The new system would help protect and inform all on-site 6,500 employees and 3,000 contractors from a full spectrum of safety concerns. AtHoc responded with customized solutions to meet or exceed all expectations:

Objective: Unify and improve existing disparate notification systems

Benefits Achieved: One complete, end-to-end technical solution

- New devices/technology added, including 2-way alert capability via devices, e.g. computer popups, telephone alerts to mobile and work numbers, SMS texts, RSS feeds, and email
- Augmentation of existing technology with two-way radio and pager integration is pending completion

Objective: Increase Eastman Kingsport personnel safety with assured alert message reach

Benefits Achieved: The Eastman notification system, powered by AtHoc, provides mass and targeted notifications to 6,500 employees and 3,000 contractors through multiple, redundant devices, helping to keep everyone within the complex protected and informed from a variety of safety concerns

- Fast, consistent communication is bi-directional for increased personnel accountability and situational awareness to help emergency managers pinpoint crisis location for effective emergency response
- Bi-directional capability enhances operational continuity, mitigating downtime

Objective: Smooth, deployment through a collaborative planning process and responsive support to rapidly resolve any unforeseen issues

Benefits Achieved: AtHoc enterprise-class architecture offers optimized deployment options

- Private cloud (on-premise) deployment brings user directory database integration and maximum behind-the-firewall data security with PII protection
- Interoperability with standard and open protocols

Objective: Continuity of operations before, during, and after a critical event

Benefits Achieved: Reliable manual and automatic system failover brings high availability, system redundancy and assured operational stability, preventing financial loss caused by downtime

Objective: Solution scalability to accommodate future growth

Benefits Achieved: AtHoc's scalable solution meets current capacity and supports expansion and potential technology requirements

- Multi-tenancy capabilities support targeted alerts to specific locations, groups, or individuals

Objective: An established, long-term partnership with a stable company

Benefits Achieved: AtHoc offers excellent prospects for a long-standing relationship. An Eastman/AtHoc team has been established to ensure ongoing account management

- Dedicated, knowledgeable, and capable team swiftly identifies emerging requirements
- Flexible, creative, customized solutions quickly resolve issues
- Committed, collaborative senior management

Through these good faith efforts, Eastman is further investing into their culture of personnel safety and security. With established unified communication modalities, Eastman management can now communicate, interact, and account for personnel in the event of any human-caused threat or natural disaster.

Ultimately, AtHoc is helping Eastman create a safer working environment for the Kingsport workforce community.

Protect Your Community

AtHoc is committed to making the world safer. Join us today:

- Call: (650) 685-3000 outside the U.S. +1 (650) 685-3000
- Email: demo@athoc.com

An Eastman-Branded System

The AtHoc solution has been branded and released as the “Eastman Alert” system. A recognizable graphic appears when visual alerts are activated, building awareness with Eastman personnel.



AtHoc worked with Eastman to develop the alert components for quick and easy message comprehension.

Conclusion – AtHoc Solution Differentiators

AtHoc's complete technical solution offered benefits that were not typical of other vendors: true interoperability with Eastman infrastructure and integration with existing technology. The AtHoc system now benefits the Eastman enterprise:

- Eastman's IP network has been transformed into a comprehensive, end-to-end emergency communication system
- Enterprise-wide unified notification management
- Emergency managers can send two-way alerts to the entire organization for increased accountability and situational awareness during a critical event
- Fast, reliable, consistent alerts via multiple, redundant devices help keep the Eastman community safe and informed during a crisis

- Multi-tenancy capabilities allow targeted messages to specific teams or individuals
- Increased continuity of operations mitigates operational downtime, saving resources and reducing financial losses
- System scalability accommodates future technology and company growth

AtHoc leverages the latest advances in mobile, cloud, and IP technologies to deliver state-of-the-art network-centric interactive crisis communication capabilities. By removing complexities and streamlining information, the AtHoc solution fuels pervasive 2-way alerts, situational awareness, rapid crisis assessment, informed decisions, and effective incident response.

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.