Be Ready for Any Critical Event –

With the right critical event management platform

CRITERIA FOR CHOOSING A CEM PLATFORM PROVIDER

Organizations of all sizes are susceptible to both natural and man-made critical events and need to prepare for a well-coordinated response that mitigates both risk and impact. In a crisis, there is no time to waste. Your organization must be prepared to act when a critical event occurs. Manual processes, inadequate alerts, and outdated or siloed communications systems can result in delayed decision-making and slow responses. That can be disastrous for your organization or community.

Even the most experienced organization's leadership, public officials and community leaders can make poor decisions if they lack the situational information, processes and technology to respond swiftly and effectively.

A critical event management (CEM) platform — based on reliable data and processes — can ensure an immediate and efficient response to a crisis event. A fully managed CEM solution enables your organization to mobilize resources immediately based on up-to-the-minute data. Organizations and communities that have invested in CEM solutions are more likely to return to normal operations sooner and minimize economic losses.

When choosing a CEM platform, use these criteria to identify a solution that unifies and transforms the way your organization responds to all types of critical events.

CONSOLIDATE AND IMPROVE PLANNING FOR CRITICAL EVENTS

- ☑ Bring together approved plans and predefined message templates and workflows in one easy-to-find place.

- ☑ Support emergency management planning, review, revision and awareness.

- ☑ Enable on-the-fly adjustments to plans and message templates.

- ☑ Deliver instant updates as plans change.

GET CLEAR, RELEVANT INSIGHTS INTO CRITICAL EVENTS

- ☑ Improve awareness of the big picture so managers can manage remotely. Support emergency management planning, review, revision and awareness.

- ☑ Enable on-scene personnel to share real-time status updates and rich geotagged media (pictures and video).

- ☑ Provide a clear view of the situation by overlaying real-time data on a map to show the locations of multiple events and the people who responded, clicked their duress button, or activated location tracking.

- ☑ Effectively monitor the progress of recovery.

ALERT ANYONE, ANYWHERE, ON ANY DEVICE

- ☑ Unify all communication channels, from email and text messages to radio and mobile apps and beyond.

- ☑ Target alerts quickly by using static and dynamic recipient groups based on role, location and other criteria.

- ☑ Automate alerts by integrating physical sensors and external data sources with your CEM solution.

COLLABORATE WITH PARTNERS AND EXTERNAL ORGANIZATIONS

- ☑ Provide secure collaboration with first responders, government agencies and other external trusted partners.

- ☑ Enable secure, real-time chat with external groups.

REACH PEOPLE WHERE THEY WORK

- [x] Connect easily with everyone — including remote and dispersed workers — during critical events. Enable incident response managers to contact, alert and account for people directly through enterprise platforms.

- [x] Integrate with enterprise collaboration and communication tools such as Microsoft Teams® and ServiceNow®.

- [x] Maintain up-to-date contact information by synchronizing user information from existing sources.

ACCOUNT FOR PEOPLE'S SAFETY

- [x] Improve public safety with customized opt-in to critical event notifications.

- [x] Automate the task of accounting for employees and other personnel.

- [x] Provide real-time visibility into the safety and status of all employees and partners on-site, in the field, working remotely and traveling.

- [x] Provide a centralized dashboard for a complete assessment of everyone's safety and status.

- [x] Use permission-based location monitoring as well as optional check-in and check-out features to account for people's status.

ENSURE SECURITY

- [x] Ensure all shared information is secured with encryption.

- [x] Maintain continuous control over communication channels, content, recipients and personally identifiable information (PII).

- [x] Speed access to critical event assessment and stay secure with derived credentials, a form of cryptographic credential derived from identification carried on a mobile device.

IMPROVE EVENT RESPONSE AND COMPLIANCE

- [x] Keep complete, transparent records of every alert and response to meet strict compliance requirements.

- [x] Archive chats for records retention and after-action review.

- [x] Provide a central dashboard and analytics to assess the organization's response, both for audits and to improve future responses.

HOW BLACKBERRY CAN HELP

BlackBerry® AtHoc® is a CEM solution purposely built for real-time collaboration under pressure to help you to prepare for, respond to, and recover from unexpected disruptions.

With the right tools, private and public organizations can reduce the impact of critical events ranging from incidents, cyberattacks, and crises to natural and man-made disasters. BlackBerry AtHoc gives organizations the tools to improve decision-making and reduce response time. It is a comprehensive, unified platform that empowers organizations to manage the entire life cycle of any critical event with speed, confidence and accountability.

BlackBerry AtHoc

Learn more at
www.blackberry.com/cem

BlackBerry | Secure Communications

ABOUT BLACKBERRY

BlackBerry (NYSE: BB; TSX: BB) provides enterprises and governments the intelligent software and services that power the world around us. Based in Waterloo, Ontario, the company's high-performance foundational software enables major automakers and industrial giants alike to unlock transformative applications, drive new revenue streams and launch innovative business models, all without sacrificing safety, security, and reliability. With a deep heritage in Secure Communications, BlackBerry delivers operational resiliency with a comprehensive, highly secure, and extensively certified portfolio for mobile fortification, mission-critical communications, and critical events management.

For more information, visit BlackBerry.com and follow @BlackBerry.

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