

# ATHOC ALERT FOR FEDERAL AGENCIES

## Networked Mass Notification



BROCHURE

### **NOTIFY ANYONE, ANYWHERE, ON ANY DEVICE.**

When faced with threats to people and operations, government organizations need to communicate quickly, reliably, and securely. AtHoc® Alert is a comprehensive end-to-end emergency notification system that enables two-way communication with your people through multiple channels and devices. Through a unified web-based console or mobile app, operators from anywhere in the organization can send alerts, track responses, and view personnel status reports in real time.

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“AN INVALUABLE TOOL FOR  
MAXIMIZING OUTREACH DURING  
A CRITICAL EVENT.”

### **A UNIFIED PLATFORM FOR CRITICAL EVENT MANAGEMENT (CEM)**

- **Alert** – Secure mass notifications and two-way communications
- **Account** – Integrated personnel accountability
- **Collect** – Secure mobile app for location-tracking and field reporting
- **Connect** – Secure, geo-based, cross-organization information sharing
- **Situation Response** – Plan, respond and collaborate for incident lifecycle management



BlackBerry AtHoc.

## ATHOC ALERT IN ACTION

To keep people safe and operations resilient, federal agencies need to share critical information efficiently and securely. Delivering two-way communication over multiple channels, AtHoc Alert facilitates mission success, even when traditional channels are compromised.

This versatile critical communications platform automates notifications, uses predictive alert targeting, tracks responses, and scales to meet evolving federal requirements.

## CONNECT THE ENTERPRISE

AtHoc Alert can be deployed centrally using a secure private cloud architecture that supports multi-site implementation and the alerting needs of individual sub-organizations. With a flexible permissions management system, you have full control over operator access rights for maximum data confidentiality and security.

## SAMPLE USE CASES IN GOVERNMENT



The on-duty IT security team detects a potential cyber threat within the operating environment. The CISO authorizes an urgent broadcast, while mitigation takes place.



An emergency preparedness coordinator sends pre-defined messages to employees and contractors during a severe weather event.



An EOC team member relays critical information to responders within the vicinity, providing essential situational awareness.



An on-site emergency management team member uses the mobile app to report a suspicious person in the federal facility to security personnel.

## SHARE CRITICAL INFORMATION – SWIFTLY AND SECURELY



Keep your people informed during a critical event, anytime, anywhere, on any device with our FedRAMP-authorized platform.



Send alerts faster with automated notifications that integrate your entire infrastructure (e.g., access controls, social media, mobile devices, building systems, desktop computers, etc.).



Target notifications by name, organization, dynamic database query, or geo-location. Maximize successful delivery by using your stakeholders' preferred means of notification.

## **ENHANCE OUTREACH DURING CRITICAL EVENTS WITH ATHOC ALERT**

### **ENTERPRISE-LEVEL ALERTING, REPORTING AND MANAGEMENT**

- A single enterprise system provides visibility into sub-organizations' alerts and users.
- Fully customizable autonomous operations deliver control at the sub-organization level.
- Enterprise-wide SSO integration unifies all delivery methods into a single persona.
- Centralized management connects users, content, and policies across organizations.
- Automated emergency scenarios, response tracking and reporting improve resource management and critical event response.
- Integrations unify common enterprise systems for IT alerting, cybersecurity, emergency services, and more.

### **PATENTED TECHNOLOGY AND CROSS-PLATFORM INTEGRATION**

- Predictive alert technology shows the effective reach of any notification based on the target audience and devices selected.
- A de-coupled hybrid architecture option allows federal customers with highest-level security requirements to deploy the software fully on-premises behind network firewalls, while still leveraging FedRAMP-authorized cloud services.

## **TOP SECURITY FOR FEDERAL AGENCIES**

- Autonomous Virtual Private System (VPS) for sub-organization administration (at the system and user level) enables organization-specific alert templates and user attributes.
- Native smart card integration supports personal identity verification (PIV), common access cards (CAC), electronic data interchange personal identifiers (EDIPI), and derived credentials.
- Proven SSO at scale, support for deep links for responses, and digital certificates.
- Native, low-bandwidth, fully customizable desktop alerting stays within the FedRAMP boundary.
- Multiple FedRAMP Authorizations (ATO), data encryption for all personally identifiable information (PII), and 100 percent U.S.-based data centers meet or exceed federal requirements, including an IL-5 option.



THE ATHOC ALERT ADVANTAGE	HOW IT IMPROVES FEDERAL CRISIS COMMUNICATIONS
<p><i>Unify notifications across devices</i></p>	<ul style="list-style-type: none"> <li>• Send consistent messages across multiple channels simultaneously through a single web-based console or mobile app.</li> <li>• Alerts can be sent via: <ul style="list-style-type: none"> <li>• Networked computers and IP phones</li> <li>• Telephony</li> <li>• Mobile devices</li> <li>• Text messaging</li> <li>• Email</li> <li>• Social networks</li> <li>• Indoor and outdoor speakers, including fire alarm systems</li> <li>• Display boards</li> <li>• Land mobile radios (LMRs)</li> <li>• XML feeds</li> </ul> </li> </ul>
<p><i>Track and report recipient status</i></p>	<ul style="list-style-type: none"> <li>• Provide alert recipients multiple response options for reporting their status, such as “I’m safe,” “I need help,” or “I’m not in the area.”</li> <li>• Track alerts in real time and receive detailed delivery reports.</li> <li>• Issue follow-up alerts to users based on their notification responses (e.g., targeting those who did not respond).</li> </ul>
<p><i>Access versatile publishing capabilities</i></p>	<ul style="list-style-type: none"> <li>• Integrate with SMTP infrastructure to send notifications using the organization’s email address (e.g., .com, .mil, .gov), supporting PKI digital signatures.</li> <li>• Embed rich content like HTML, videos, and links within email and SMS messages.</li> <li>• Launch alerts through Microsoft Teams® and ServiceNow®.</li> <li>• Test alerts before sending to ensure accuracy.</li> <li>• Save an alert draft when additional edits or approvals are required.</li> </ul>

THE ATHOC ALERT ADVANTAGE	HOW IT IMPROVES FEDERAL CRISIS COMMUNICATIONS
<i>Target notifications and improve delivery rate</i>	<ul style="list-style-type: none"> <li>• Target people based on organizational structure, distribution lists, location, individual name, dynamic database query, or a combination of attributes.</li> <li>• Geo-target personal and mass notification devices (e.g., sirens and digital display boards) based on the buildings, regions, or zones to be notified.</li> <li>• Receive pre- and post-alert device coverage reports that disclose how many users can be reached.</li> </ul>
<i>Automate and customize emergency processes</i>	<ul style="list-style-type: none"> <li>• Choose from a library of preconfigured, SOP-based templates for sample alert content, response options, targeted recipients, and delivery devices.</li> <li>• Maintain awareness of potential threats through automated external feeds.</li> <li>• Customize and create your own scenarios and processes using simple web-based tools.</li> </ul>
<i>Integrate with existing systems for improved event monitoring</i>	<ul style="list-style-type: none"> <li>• Monitor physical sensors (e.g., fire alarms, video surveillance, and chemical detectors) or external data sources via standard interfaces (e.g., National Weather Service) and use preconfigured business rules to automatically activate emergency scenarios.</li> <li>• Create maps, analyze data, and share geographic information with ESRI integration.</li> </ul>
<i>Maintain up-to-date contact information</i>	<ul style="list-style-type: none"> <li>• Integrate with organizational repositories (e.g., Active Directory, LDAPv3, or HRMS applications) to continuously synchronize information.</li> <li>• Disable and delete user accounts based on select criteria (e.g., user hasn't logged in for 60 days).</li> <li>• Manually update contact information or import personnel rosters in common file formats (e.g., .csv or .xls).</li> <li>• Enable users to access and modify their personal information, select device preferences, and view personal alert inbox through a self-service portal.</li> </ul>

## ***FEDERAL AGENCIES: PARTNER WITH A LEADER***

When emergencies strike, leading corporations, healthcare institutions, and local, state, and federal government agencies trust AtHoc Alert to help them enact immediate and effective responses to critical events.

Keep people safe and operations running with AtHoc Alert. And partner with a leader in networked critical event communications.

To learn more, go to [blackberry.com/athoc](http://blackberry.com/athoc)

 **BlackBerry** Intelligent Security. Everywhere.

About BlackBerry: BlackBerry (NYSE: BB; TSX: BB) provides intelligent security software and services to enterprises and governments around the world. The company secures more than 500M endpoints including over 195M vehicles. Based in Waterloo, Ontario, the company leverages AI and machine learning to deliver innovative solutions in the areas of cybersecurity, safety and data privacy solutions, and is a leader in the areas of endpoint security, endpoint management, encryption, and embedded systems. BlackBerry's vision is clear – to secure a connected future you can trust.

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