



DIVISION OF
BLACKBERRY

BlackBerry Limited Networked Crisis Communications System For Safety, Security and Operational Readiness

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Hello BlackBerry Team!

- AtHoc Division of BlackBerry, focus on innovation in crisis communications
- Silicon Valley engineers mixed with Professionals in operational readiness
- Customer-success culture



About AtHoc

- ONE team value
- 150 miles Waves to Wine Multiple Sclerosis Society Community Service



Parliament of Canada



Customers Who Trust AtHoc for Crisis Communications and Operational Readiness

Defense		 US Air Force	 US Army	 US Navy	 US Marines	 Pentagon Force Protection
Homeland Security		 DHS Headquarters	 US Coast Guard ENTERPRISE-WIDE	 US Customs & Border Protection (CBP)	 TSA ENTERPRISE-WIDE	 Immigration and Customs Enforcement (ICE)
Government		 US Veteran Affairs ENTERPRISE-WIDE	 Dept. of Energy - National Nuclear Security Administration	 US Patent and Trademark Office	 Dept. of Treasury Headquarters + Bureau of Engraving and Printing	 US Department of Agriculture
Commercial & Industrial		 Raleigh Durham Airport	 Baylor Health Care System	 Microsoft Corporation	 Eastman Chemical Co.	 Port Freeport, TX
Public & Homeland Security		 American Red Cross	 Hawaii Civil Defense	 Superior Court of CA – Los Angeles County	 Texas A&M University	 Contra Costa County

Executive Summary

- Thank you for opportunity to present AtHoc to **BlackBerry**
- High confidence for success in global crisis communications
 - **AtHoc Alerts**[™] - Easy user interface to create, save, manage and publish alerts
 - Multiple means of message delivery: phone calls, SMS text message, email, smart apps
 - Take polls of any incidents to assess status of personnel and situation
 - **AtHoc Connect**[™] - Invite any external organizations to securely connect for cross-agency exchange of critical alerts for situational awareness and interoperability
 - **AtHoc Collect**[™] - Gives Field First Responders Ability to Report and Geo-tag Incidents to share with HQ, Leadership and other First Responders
- Deep experience in crisis communications; best practices from customers to share
 - General Electric, Sumitomo Corp of the Americas, Warner Brothers, Microsoft
 - US Dept of Defense; US Dept of Homeland Security
 - Parliament of Canada
 - Kaiser Permanente Healthcare, Baylor Scott & White, Children's Medical Center

AtHoc's Platform Offering

What We Do

Networked Crisis Communication

AtHoc provides a secure platform that connects people, organizations and devices globally for effective communications and responses to any crisis, whether physical or cyber. An “internet-of-things” approach which gives leaders the power to command over the complex needs of any crisis communications.



Alert

Notify anyone, anywhere,
on any device



Collect

Gather critical information from your
people to achieve situational awareness



Account

Gain real-time visibility into
your personnel safety and status



Connect

Communicate and collaborate
with other organizations

Secure



Unified



Mobile



Hybrid Cloud



AtHoc ALERT



- ✓ Unified mass notification - Multi-modal communication to all
- ✓ Enterprise-class, secure, flexible deployment (SaaS or Hybrid)

Active Shooter Scenario

- Need to get word out quickly and clearly
 - ❖ Speed – get the word out quickly
 - ❖ Reach – alert to all devices for broad reach
 - ❖ Clarity – no mistakes
 - ❖ Follow up – make sure users got the message
- Value of AtHoc
 - ❖ Speed – each operator has library of alert scenarios, pre-canned. Just one-click
 - ❖ Reach – all devices can be reached: phone, desktop, SMS, strobe, digital sign, siren
 - ❖ Clarity – audio and visual (desktop alert with .wav audio); no typos; multi-lingual
 - ❖ Follow up – track users responses for to start follow-on alerting

Predefined Scenarios for Quick Alert Publishing

The screenshot displays the AtHoc Critical Communications dashboard. At the top, a navigation bar includes 'Alerting', 'Situation', 'Users', 'Organizations', and 'Reports'. The user is identified as 'Thomas Thoma...'. The main header shows the AtHoc logo, 'DIVISION OF BLACKBERRY', and a welcome message. A 'Quick Links' sidebar on the right contains buttons for 'Publish Alert', 'Manage Users', 'Connect to Organizations', and 'Request Support'. A 'System is Healthy' status indicator is also present. The main content area is divided into two sections: 'Live Alerts (0)' and 'Quick Publish'. The 'Live Alerts' section shows a table with columns for 'Alert Title', 'Published Time', 'Targeted', 'Sent', and 'Responded'. A single alert titled 'Active Shooter' is listed with 5 targeted users, 2 sent, and 0 responded. The 'Quick Publish' section features a table of predefined scenarios with 'Publish...' and 'Edit Alert' buttons for each. A green arrow points from the 'Active Shooter' alert in the 'Live Alerts' table to the 'Active Shooter' scenario in the 'Quick Publish' table.

Alert Title	Published Time	Targeted	Sent	Responded
Active Shooter	12/08/2014 11:45:11	5	2	0

Ready to Publish	Scenario Name	
Publish...	Active Shooter	Edit Alert
Publish...	Fire	Edit Alert
Publish...	Personnel Accountability Status	Edit Alert

Library of Fixed Alert Scenarios for “Quick Publish” – modify these to meet specific needs

Real-time Events and User Response Tracking & Reporting – Critical when situations require personnel accounting

Easy to Edit Alert Message & Users' Responses

The screenshot displays the 'Publish Scenario' configuration page for an 'Active Shooter' scenario. At the top, there is a row of language selection buttons: Arabic (Saudi Arabia), Dutch (Netherlands), English (United Kingdom), English (United States), French (France), German (Germany), Japanese (Japan), Portuguese (Brazil), Spanish (Mexico), and Spanish (Spain). Below this, the main configuration area is divided into two sections: 'Scenario: Active Shooter' and 'New Alert'.

Multilingual Support: A blue arrow points to the language selection buttons at the top and the 'English (United States)' dropdown menu in the 'New Alert' section. A tooltip for the dropdown lists: English (United States), Arabic (Saudi Arabia), French (France), and Japanese (Japan). A note states: 'Alert content will be displayed and spoken in the selected language.'

Custom response options: A blue arrow points to the 'Response Options' section in the 'New Alert' section. It lists three options: '1. I'm in the area and locked down', '2. I'm not in the area', and '3. I need help'. There is an 'Add Response Option' button and a 'Check Section Spelling' button.

Auto conference bridge dialing: A blue arrow points to the 'Call Bridge' section in the 'New Alert' section. It shows a 'Call Bridge' field with the value '888-321-8547' and a 'Pass Code' field with the value '4638'. There is also an 'Add Response Option' button and a 'Check Section Spelling' button.

Other visible elements include 'Alert Title' and 'Alert Body' text boxes, 'Target URL' fields, and various control buttons like 'Cancel', 'Test Alert', 'Standby', and 'Review and Publish'.

Complete Device Coverage for Effective Delivery

Devices

Personal Devices Select All Clear All

Device Type	Selected	Have Contact Info
Desktop Popup	<input checked="" type="checkbox"/>	33%
AtHoc Notifier	<input checked="" type="checkbox"/>	66%
Phone		
Phone - Work	<input checked="" type="checkbox"/>	33%
Phone - Mobile	<input checked="" type="checkbox"/>	33%
Email		
Email - Personal	<input checked="" type="checkbox"/>	66%
Email - Work	<input checked="" type="checkbox"/>	66%
Text Messaging	<input checked="" type="checkbox"/>	33%

Mass Communication Devices Select All Clear All

- AtHoc Connect
- Xml Feed

Contact Info Statistics

■ **1 (34%)** of targeted users do not have contact info for any of the selected personal devices, and cannot be contacted ([View list](#)).

■ **2 (66%)** of targeted users have contact info for at least one of the selected personal devices ([View list](#)).

Total number of users selected: **3** ([View list](#)).

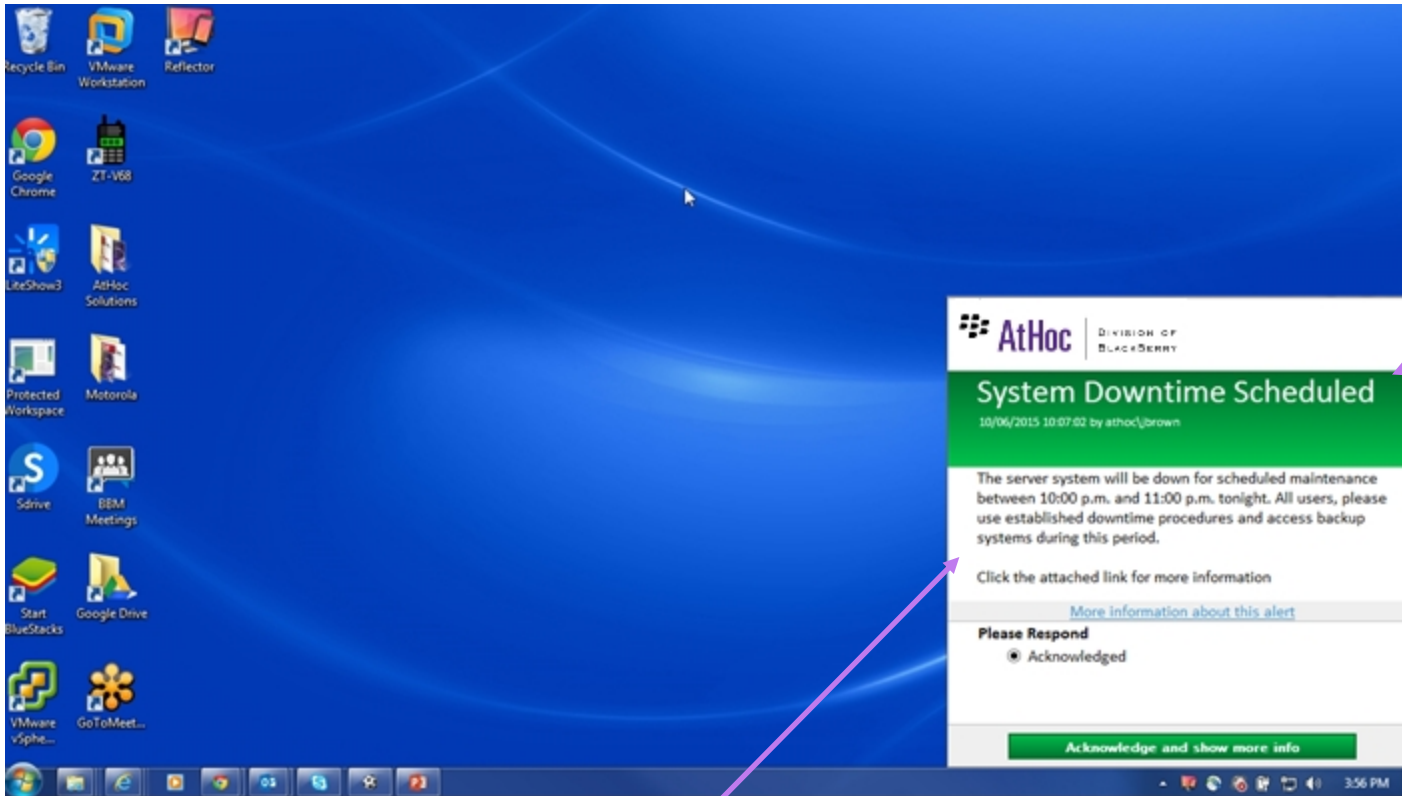
audio-visual "pop-up" notifications to computer

Smartphone Notification Application delivers maps, response collection, location tracking and panic button

Voice telephony alerts to any land, VoIP, mobile phone

Secure, digitally signed email, with responses using the organizations' email address

Message Delivered via Desktop Pop-Up



Custom Templates
(with color, audio,
font, graphic)

Intrusive Desktop
alert



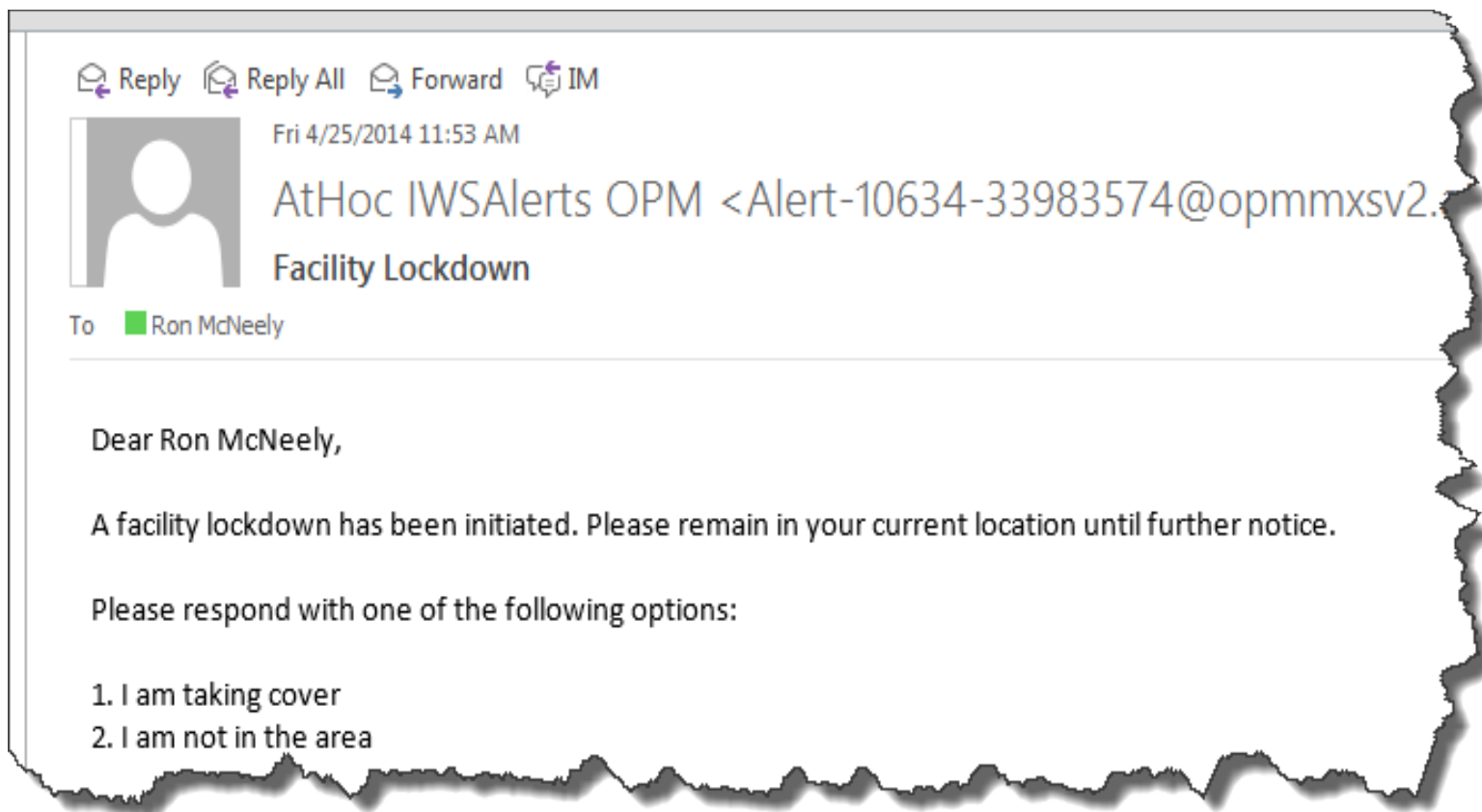
SMS Text on Smart Phone & Blackberry

SMS



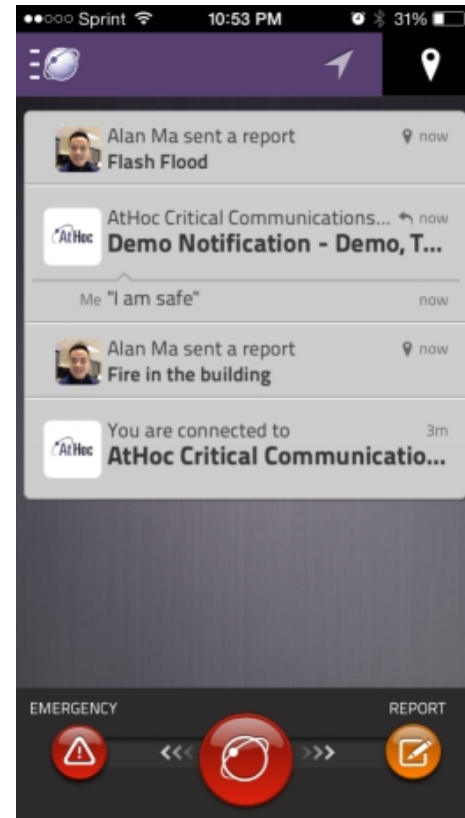
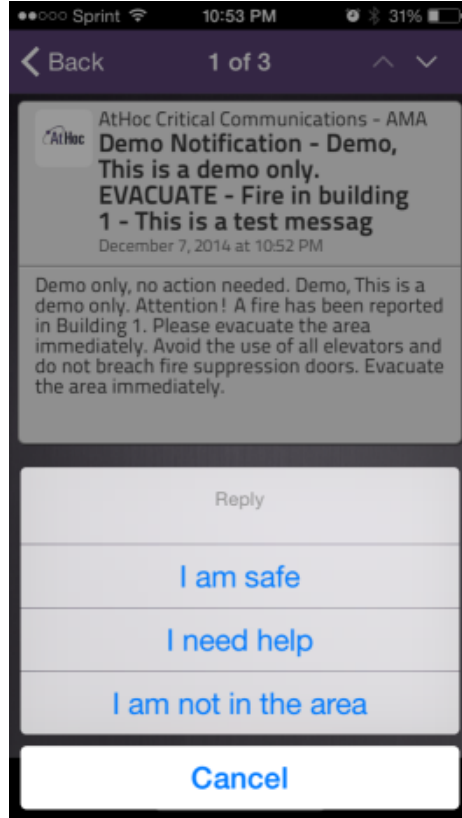
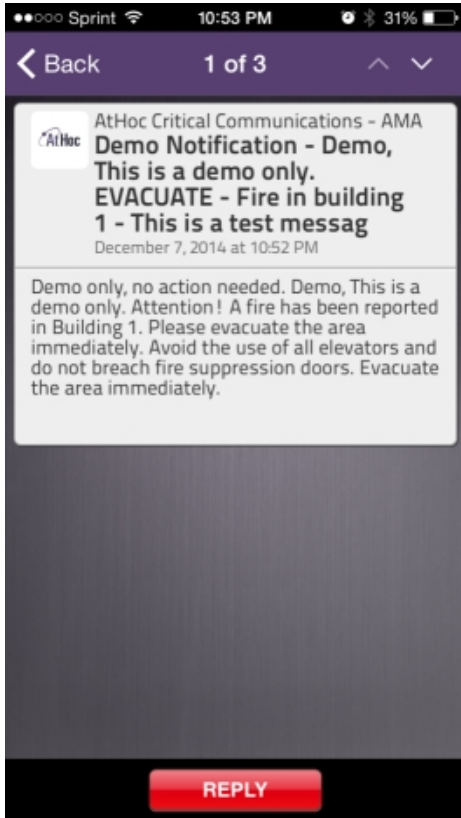
Digitally Signed (PKI) Email

Email

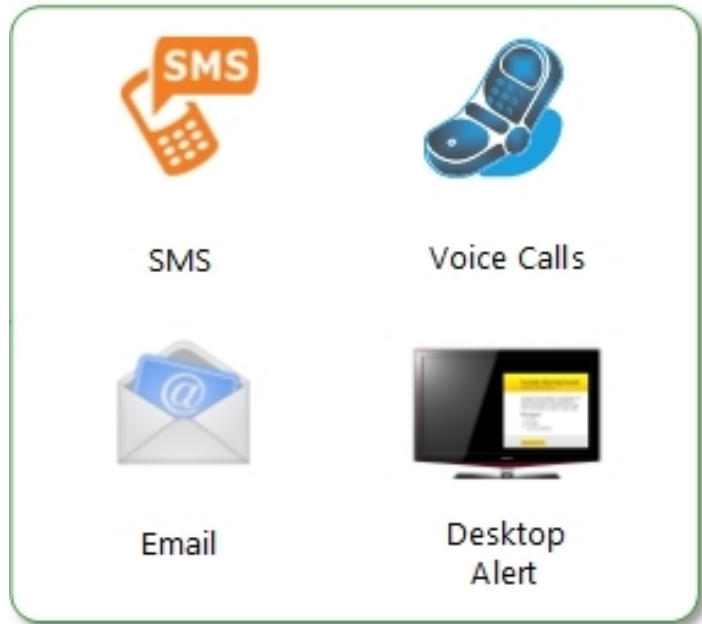


Message Delivered to AtHoc Notifier Smart App

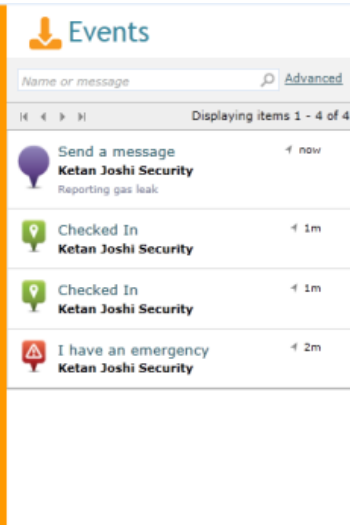
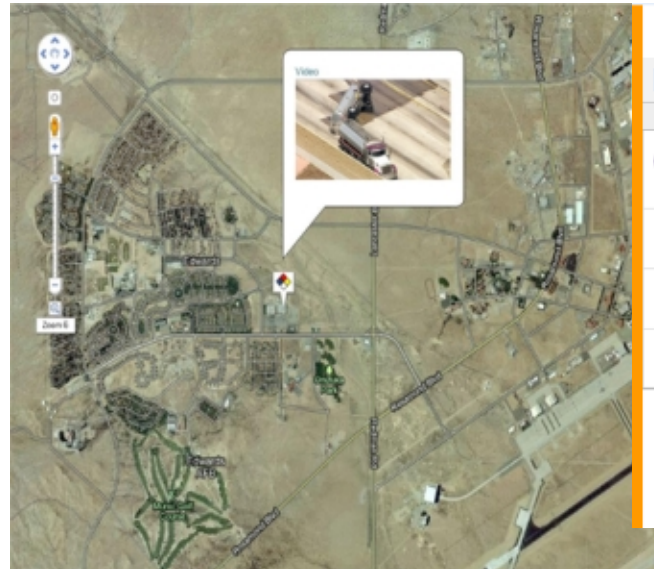
Mobile Alert



Employees Receive Alerts via SMS Text, Email, Desktop Pop-Up, Phone, etc.



AtHoc COLLECT



- ✓ Make every user a sensor; capture real time information for situational awareness
- ✓ User reports geo-tagged events directly from the field, via text, video, photo and voice

Value of AtHoc Collect

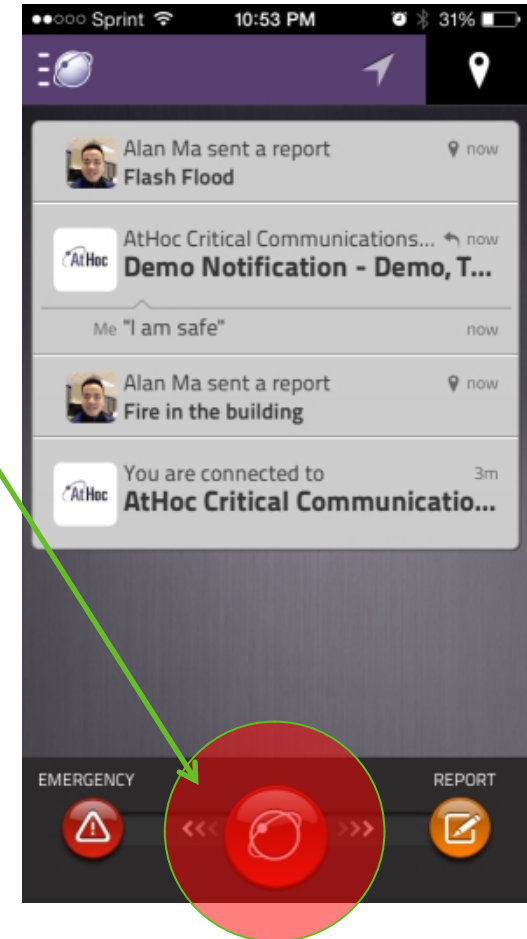
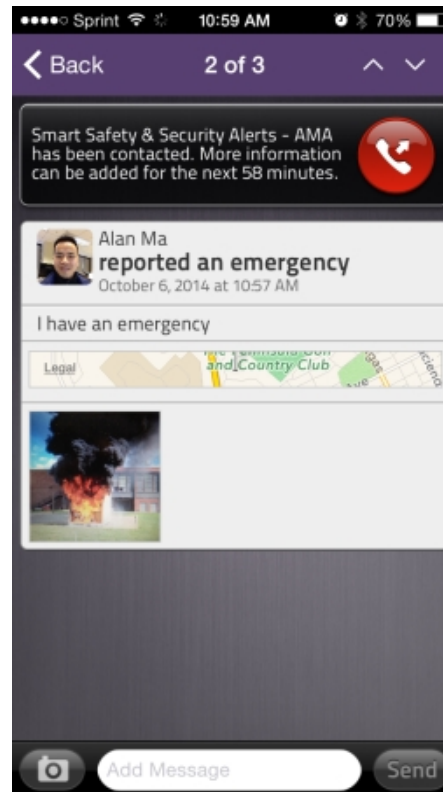
- See something, say something – leverage the mobile work force for any incident reporting
- Value of AtHoc Collect
 - ❖ People are the sensors – use smart phone to report incident from field
 - ❖ Known Location – tag location of incidents with GPS positioning
 - ❖ Share Intelligence – bring images / video from the field back to central operations
 - ❖ Response Advantage – escalate response based on resources available locally

Real-time Incident Reporting

- See Something, Say Something
 - Red Duress Alert Button gives nimbleness and mobility to report and manage any incident

- Sends GPS position and pictures/videos of situation to HR and security teams for awareness and decision making

- Initiates real-time collaboration among teams



GPS Location and Visual of Incidents in Real-Time for Situational Awareness

The screenshot displays the AtHoc mobile application interface. The main view is a satellite map of a residential complex. A red warning icon with a white exclamation mark is placed on the map, with a white information box containing the text: "I Have An Emergency", "04/28/2014 14:30:02", and "from Ron McNeely".

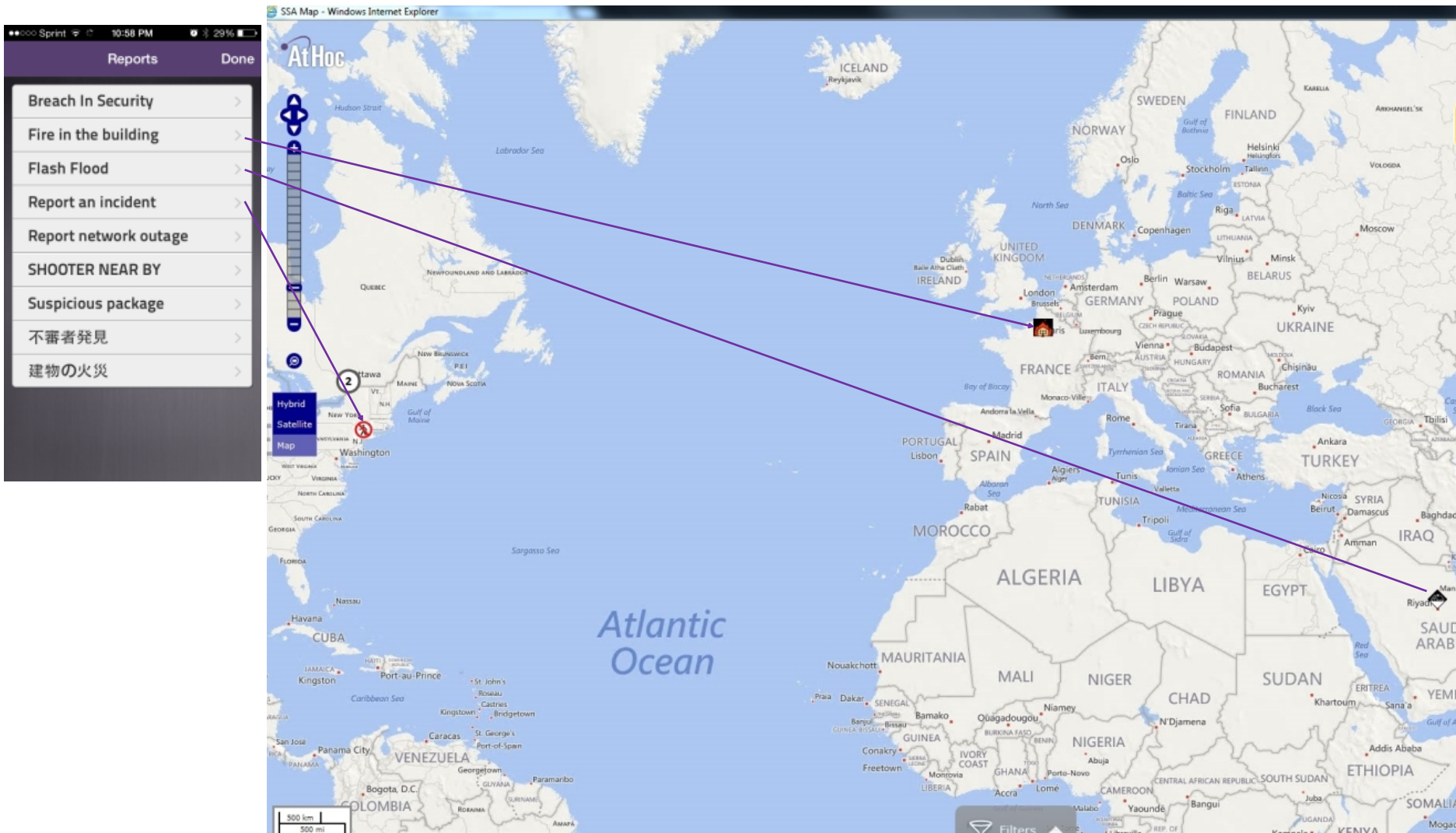
On the left side of the map, there is a navigation and zoom control panel with a compass, a zoom slider, and map style options: "Hybrid", "Satellite", and "Map". A scale bar at the bottom left indicates 10 meters and 50 feet.

On the right side, there is a sidebar menu with icons for "Incidents", "Tools", and "1 Selected". Below the menu is a detailed incident information panel:

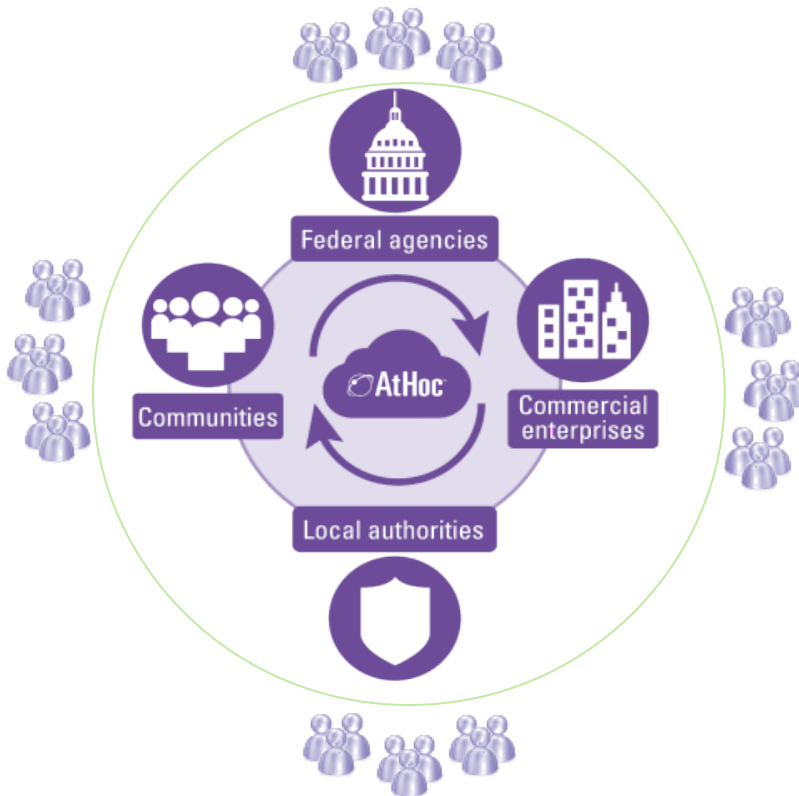
- Incident:** I Have An Emergency from [Ron McNeely](#)
- Time:** 04/28/2014 14:30:02
- Visibility:** Emergency Community
- Mobile Access:** No
- Incident:** No Incident
- Contact Information:**
 - Email - Work:** rmcneely@athoc.com
 - Latitude, Longitude:** 36.09025, -95.93656
 - [More details from Ron McNeely](#)
- Attachments:**

At the bottom of the screen, there is a "Filters" button and a copyright notice: "© 2012 DigitalGlobe © 2015 AtHoc, Inc. All rights reserved." The AtHoc logo is visible in the top left corner of the map area.

See everything, globally



AtHoc CONNECT



- ✓ Communicate and collaborate with external organizations
- ✓ Manage a connected community of organizations and individuals

Value of AtHoc Connect

- No incident is ever siloed; many organizations *outside* of your immediate environment is impacted by cyber/physical threat
 - Customers
 - Suppliers
 - Nearby businesses
- AtHoc Connect™ gives organizations ability to achieve cross-agency / cross organization communications during crisis
- Similar to LinkedIn, but Org-to-Org secure network crisis communications

Create Network of Trusted Affiliates to Share Critical Alerts

Alerts Situation Users **Organizations** Reports









LY TRAN (2053278) | Alan Ma (Admin)

Connected Organizations > **Add New Connection**

3 Notifications Cancel

Search for Organization by Name **Sector:** All Clear all

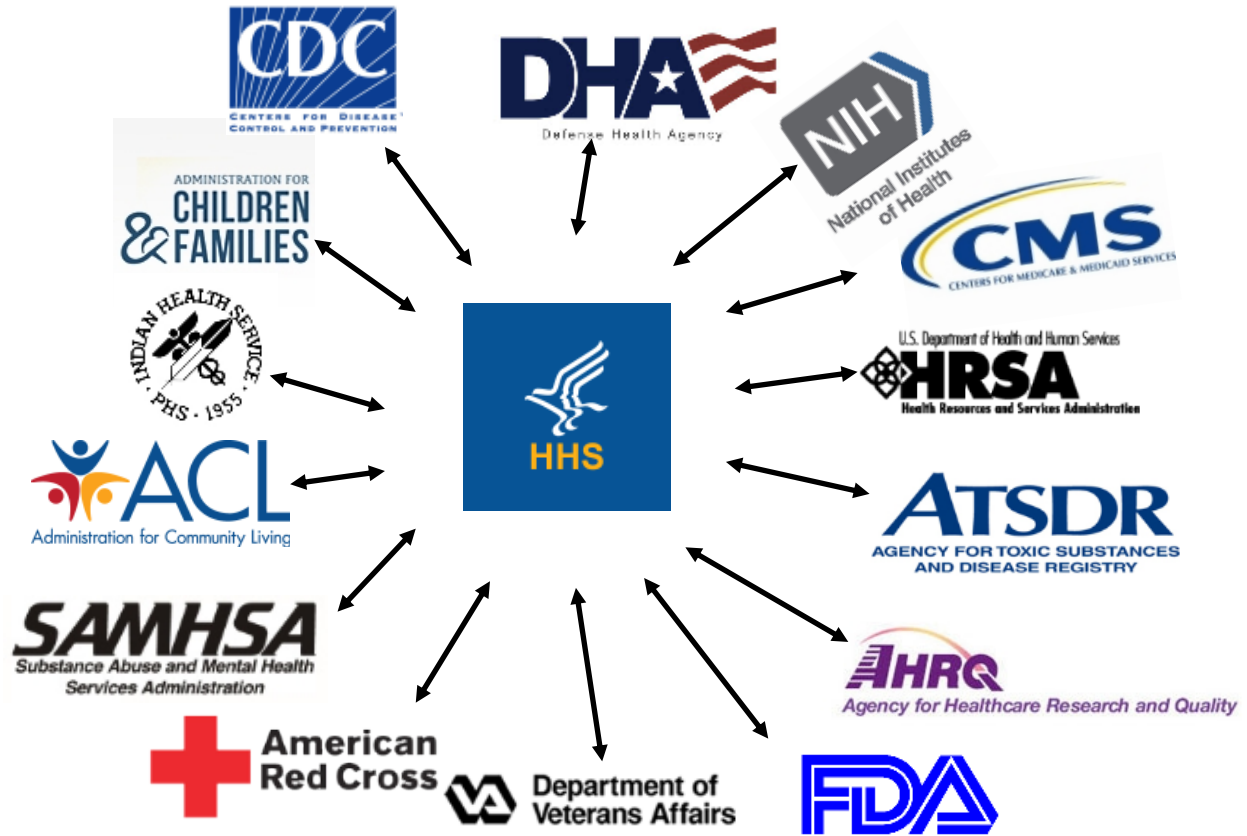
Showing 1 - 50 of 200 items

Organization Name	Sector	Location	Connection Status
 Executive Office of Health and Human Services (EOHHS)	State and Local Government	Massachusetts, CA	<input type="button" value="+ Connect"/>
 Massachusetts Department of Transportation (MassDOT)	State and Local Government	Massachusetts, CA	<input type="button" value="+ Connect"/>
 Executive Office of Public Safety and Security	State and Local Government	Massachusetts, CA	<input type="button" value="+ Connect"/>
 Department of Veterans' Services	State and Local Government	Massachusetts, CA	<input type="button" value="+ Connect"/>
 Executive Office of Education (EDU)	State and Local Government	Massachusetts, CA	<input type="button" value="+ Connect"/>
 Alcohol and Tobacco Tax and Trade Bureau Our mission is to collect alcohol, tobacco, firearms, and ammunition excise tax...	Federal Government	Washington DC, Washington DC	<input type="button" value="+ Connect"/>
 BIMID Bethel Island Municipal Improvement District	Federal Government	Bethel Island, Ca	<input type="button" value="+ Connect"/>
 Bureau of Engraving and Printing The mission of the Bureau of Engraving and Printing (BEP) is to develop and pr...	Federal Government	Washington DC, Washington DC	<input type="button" value="+ Connect"/>

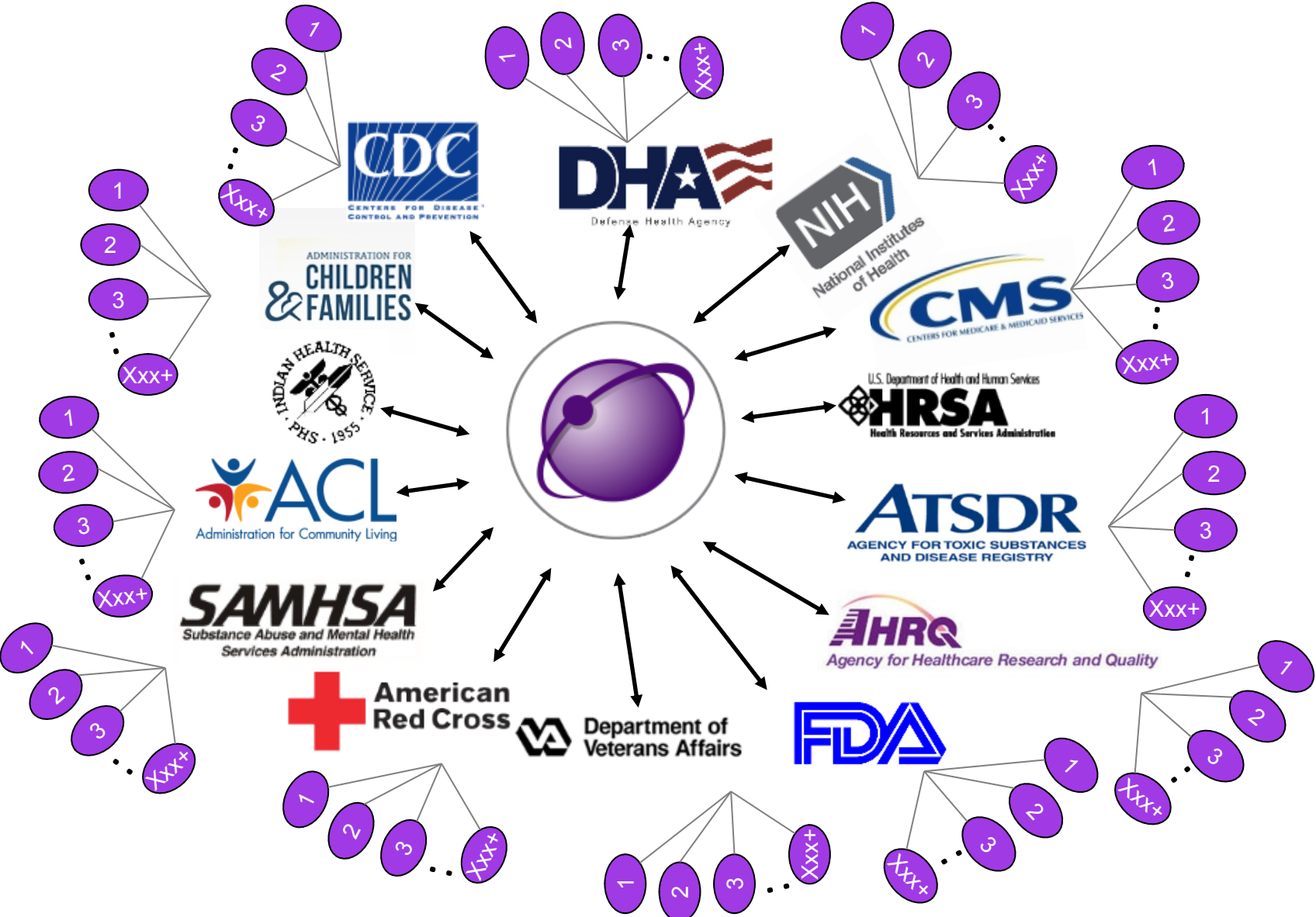


Created a Connected Network

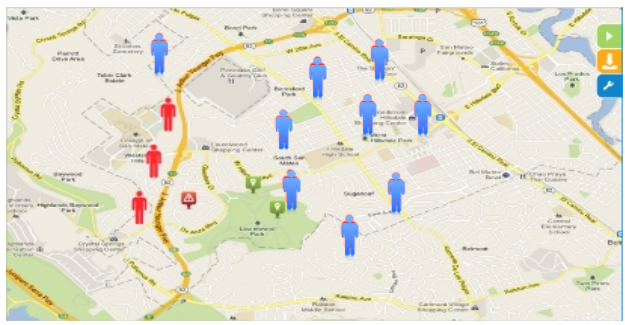
- Health Agency: Network for sharing critical communication across Federal, State and Local health agencies and beyond.
- In April 2015 contract awarded for 11 Federal agencies in addition to existing Dept of VA, to establish Federal level capability for interoperable critical communication.
- 2 commercial health networks (Kaiser and Baylor) – existing AtHoc customers – will be joining as well.



Example of Healthcare Connect Network

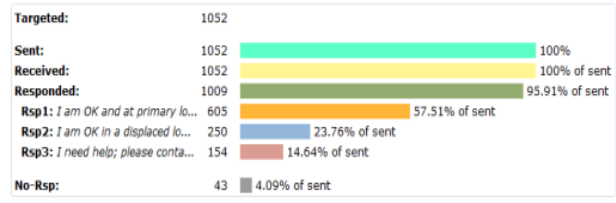


AtHoc ACCOUNT



Delivery Summary

See how well the alert is doing - this Bar Chart displays an overview of the alert progress displaying number of users targeted, sent and acknowledged including breakdown of all the responses. The number of targeted users and the number of users to whom the alert is sent may be different. [Learn Why](#)



Organizational Report

See the distribution of recipients across organizations - this table displays the alert progress for recipients grouped by Organizational Hierarchy. Click on any user count in the table to get tracking details about those users. The number of targeted users and the number of users to whom the alert is sent may be different. [Learn Why](#)

Show: Only Groups with Targeted Persons

Click on number to display a list of users

Hierarchy	Targeted	Sent	Received	Responded	Rsp1	Rsp2	Rsp3	No-Rsp
75th ABW	1408	1408	1408	1332	809	337	206	56
Directly in 75th ABW	3	3	3	0	0	0	0	3
OPS Group	879	879	879	879	581	298	0	0
Directly in OPS Group	329	329	329	329	329	0	0	0
75th Fighter Squadron	265	265	265	265	252	13	0	0
OSS	285	285	285	285	0	285	0	0
Support Group	372	372	372	319	74	30	206	53
Directly in Support Group	102	102	102	102	0	8	94	0
Comm Squadron	162	162	162	162	42	17	103	0
Security Forces	108	108	108	95	32	14	9	53
Maintenance Group	154	154	154	154	154	0	0	0
Directly in Maintenance Group	24	24	24	24	24	0	0	0
Depot Maintenance Wing	130	130	130	130	130	0	0	0

The alert is live. Report updates every 1 minute. [Pause Auto Refresh](#) [Refresh Now](#)
Report generated on: 10/27/2010 15:15:35

- ✓ Know the status and location of your personnel in times of crisis
- ✓ Manage enterprise-wide or per each unit

Value of AtHoc Personnel Accountability







- Accounting for personnel during unexpected disasters
 - ❖ Does anyone need assistance?
 - ❖ Who's available to get back to work?
 - ❖ Where are they?
- Value of AtHoc Personnel Accountability
 - ❖ Safety – knowledge employee's status aggregated into central reports
 - ❖ Fast recovery – directs personnel back to work for business re-start, recovery
 - ❖ Focus – enables use of limited resources for personnel who are in need

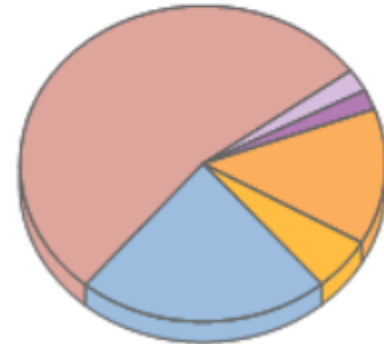
Accelerate Recovery Time of Operations

Work Availability - Summary

[Show Selection Summary](#)

Users included in this report: 1632 out of 1632 total Enabled Users within your User Base. [View list](#)

	Back to work in 3 days	<u>89</u>	5%
	Back to work in 7 days	<u>364</u>	22%
	Can Work now	<u>879</u>	54%
	Don't know	<u>38</u>	2%
	No Answer	<u>34</u>	2%
	No Value	<u>228</u>	14%



See Personnel Status

Select a Report

CPR Certified	 Summary	By Organizational Hierarchy	Advanced	Personnel CPR Certified
Critical Response Team	 Summary	By Organizational Hierarchy	Advanced	
Current Location	 Summary	By Organizational Hierarchy	Advanced	Personnel Current Location
Current On Duty Staff Members	 Summary	By Organizational Hierarchy	Advanced	
Device coverage report	 Summary	By Organizational Hierarchy	Advanced	Availability of users' contact info
Office Building	 Summary	By Organizational Hierarchy	Advanced	Personnel Office Building
Transport Needs	 Summary	By Organizational Hierarchy	Advanced	Personnel Transport Needs
Work Availability	 Summary	By Organizational Hierarchy	Advanced	Personnel Work Availability

IP Position

- 4 issued patents
 - 8,542,117 Predictive alert targeting for mass notification systems
 - 8,736,443 Mobile alerting system using distributed notification delivery
 - 8,836,479 Alerting system using distributed notification delivery
 - 8,844,050 Personnel Crisis Communications Management and Personnel Status Tracking System
 - PCT pending for all
- Additional applications
 - 1 allowed
 - 5 pending
 - 2 to be filed soon

AtHoc Integration Technology



Results of Effective AtHoc Crisis Communications

CODEMAROON
EMERGENCY NOTIFICATION SYSTEM



60K Population Across College Station, TX - 5,000+ Acres Property

Dates	 SMS (text) *	 Email **	 KAMU-TV, KAMU-FM radio and EAS radio	 RSS/Twitter ***	 Computer Alerts	 Classroom Alerts
Aug. 27, 2015 2:36 pm Alert	4 minutes	not used	under 2 minutes	under 2 minutes	3 minutes or less	1 minute
Aug. 27, 2015 1:48 pm Alert	4 minutes	not used	under 2 minutes	under 2 minutes	3 minutes or less	1 minute
Aug. 27, 2015 1:11 pm Alert	4 minutes	not used	under 2 minutes	under 1 minute	3 minutes or less	1 minute
Aug. 27, 2015 12:51 pm Alert	3 minutes	not used	under 2 minutes	under 1 minute	3 minutes or less	1 minute
Aug. 27, 2015 12:10 pm Alert	4 minutes	not used	under 2 minutes	under 2 minutes	3 minutes or less	1 minute

AtHoc Mission

MAKING THE WORLD SAFER

We Empower Organizations & People to
Communicate & Collaborate in Times of Crisis





AtHoc

DIVISION OF
BLACKBERRY