

AtHoc Connect

The Crisis Communication Network That Safeguards Your Community

Interoperable communication gains momentum as lawmakers and industry recognize the need. Government leaders recognize the need for interoperability. In the last decade, US organizations have initiated significant new programs and policies:

Policies:

- Department of Homeland Security (DHS) Interoperable Communications Act
- National Strategy for Information Sharing and Safeguarding

Programs:

- Integrated Public Alert and Warning System (IPAWS)
- Mission Assurance, Threat Alert, Disaster Resiliency and Response (MATADRR)
- XchangeCore

Entities:

- FirstNet
- Nlets

Safety: A Common Goal Requires a Shared Effort

Every organization works to reduce the overall impact of an event and keep people safe. But one issue surfaces again and again: how do you get the right information to the right people in different organizations, when it matters most?

From Katrina to the LAX shooting, major incidents have shown that emergencies do not occur in silos – and that real-time interoperable communication is essential for event resolution. Whether it is to communicate with your local community of first responders, or to provide situational awareness to your HQ, AtHoc Connect goes beyond a simple blast on social networks that cannot be monitored or controlled.

What Are the Benefits of AtHoc Connect?

AtHoc Connect empowers organizations to create their own permission-based network to establish interoperable communication with organizations in their community, whether they are commercial or government entities:

- Seamlessly connect with organizations you care about in your community
- Eliminate the need to manage contacts of external organizations
- Be confident your communication has reached connected organizations
- Stay informed with relevant information from other organizations and external content feeds

How Secure Is AtHoc Connect?

AtHoc exceeds SSAE-16 certification, and is one of the few vendors providing a hosted crisis communication service certified as compliant with government and DoD security mandates via NIST SP 800-53 Rev4 at FIPS 199 moderate classification. AtHoc is also the only supplier of emergency mass communication to receive the Support Anti-terrorism by Fostering Effective Technology (SAFETY) Act Designation, and is recognized by DHS as a Qualified Anti-Terrorism Technology (QATT) based on our reliable software and infrastructure.

Join the Leaders in Crisis Communication

AtHoc helps safeguard millions of people and thousands of organizations, including leading corporations, healthcare institutions and the vast majority of US military and federal agencies – from TSA and CBP to CDC and FDA. A key part of AtHoc’s comprehensive protection: true interoperability, which empowers the connected community to more effectively manage crisis events.



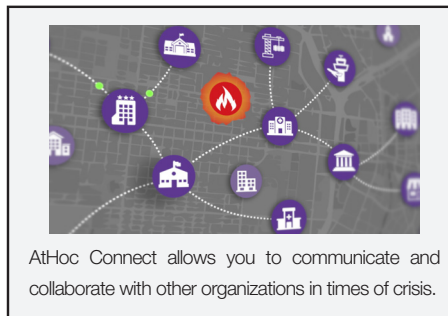
How Does AtHoc Connect Work?

AtHoc Connect empowers you to create a secure permission-based network, enabling interoperable crisis communication. You can discover and invite other organizations to be part of your network and accept invitations to join the networks of others. You choose who receives your messages and alerts, whose notifications you receive and how you want to further share this information.

As the emergency manager, you gain situational awareness and control the forwarding of messages across your own organization. You have full end-to-end control of your communication.

Invited organizations will receive a Basic account if they are not already using AtHoc. A Basic account comes with:

- Unlimited number of free connections
- Up to 25 users
- Unlimited mobile alerts and emails
- Two-way notifications: alerts plus responses
- Compliance reports that track and monitor activities



AtHoc Connect Addresses These Challenges and More:

- Improve communication, especially during crises: Coordinated communication across organizations sharpens decision-making and accelerates response times. No longer spend time managing external contact information that may be out of date.
- Enhance information sharing: Shared situational awareness with HQ or across networked organizations bridges all government and commercial entities – strengthening coordination when every second counts. In certain situations, AtHoc Connect helps meet government mandates such as H.R.615.
- Maintain privacy and confidentiality: Organizations have complete control over personally identifiable information (PII), delivery channels, message content and recipients. Wondering who’s receiving your alerts? AtHoc Connect gives you full control and transparency, unlike other subscription-based models.
- Maximize existing communication and IT investments: Existing infrastructure and systems repurpose to foster greater community safety and well-being.
- Stay informed with authoritative sources: Subscribe to content feeds that are important to you – from weather alerts to traffic accidents. AtHoc Connect enables you to stay informed of what’s happening in the areas you care about.

Activate AtHoc Connect today and establish true interoperability before the next event emerges. Visit the [AtHoc website](#) or call 650-685-3000.

“Easy to set up and use. Being able to see, select and connect to organizations is of great value.”
—Emergency Manager, The Pentagon

“We have partnered with AtHoc to build a fully integrated warning system and collaborated with refineries to keep our community safe....AtHoc has enabled us to interact and communicate with our community.”
—Director, Community Warning Management, Contra Costa County

“We now have the ability to send and receive notifications across agencies and not maintain a database (i.e., contact information).”
—Emergency Manager, Navy District of Washington

“Operational use of the system was good. Report was good for organizational accountability. Can cover tenant organizations.”
—Emergency Manager, Joint Base Myer-Henderson Hall

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.

