

# BlackBerry Shield

## Connected Community Protection

Communicate, cooperate and react decisively to any place-based incident, event or emergency situation



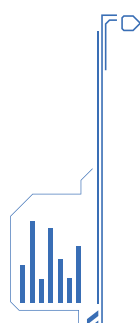
# BE READY FOR ANYTHING

An effective response to any incident, event or major crisis is based on informed decisions. The challenge comes in building an accurate picture of what's happening in time to act, without the fog of misinformation so often spread by social media.

Critical incident communications can relate to a wide variety of scenarios – from a road traffic incident right through to a potential cyber-attack – and can quickly impact a host of blue light, public sector, community, and commercial organisations. But one constant is always present: the need to interpret a wealth of incoming information to determine what's happened, and how best to respond.

The creation of a Common Rich Information Picture (CRIP) demands the ability to:

- 1** Gather critical information from individuals and teams both internal and external to achieve situational awareness
- 2** Ensure effective and secure two-way communications to receive intelligence and direct the response
- 3** Gain real time information into the safety and status of all personnel involved
- 4** Provide and receive time-sensitive updates in a manner that integrates neatly with standard operating procedures



Linear processes that create blockages or delays in the flow of information, thereby impacting the speed and effectiveness of any response, are the 'weak link' in any communication strategy.

# WHEN EVERY SECOND COUNTS

BlackBerry Shield™ provides a secure unified communications platform for enabling networked critical communications and emergency notifications, both inside and outside your organisation.

BlackBerry Shield not only helps protect your most important asset – your people – it also ensures a fully joined-up and consistent approach across all response 'categories' involved in incident management:

- CATEGORY 1:** Emergency Services, local authorities, NHS bodies.
- CATEGORY 2:** Transport, Health and Safety Executive, utility companies

It's a capability that enables responders to a critical incident to communicate effectively, whilst keeping the wider community (local businesses, leisure facilities, sporting arenas, and community action groups) up to date.

Acting as a protective layer across an entire metropolitan area, BlackBerry Shield helps ensure that when the unexpected happens, any reaction is coordinated in real time – and based on a detailed understanding of all the available facts.

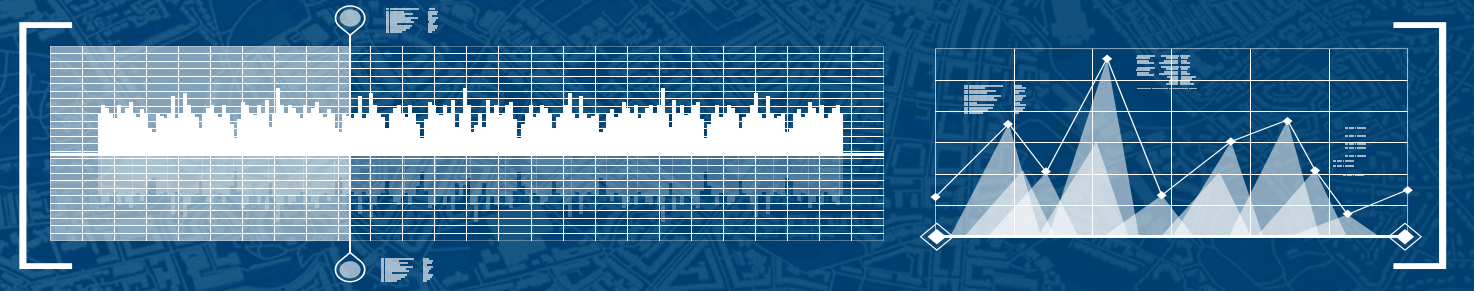
What's more, these capabilities can be quickly aligned with processes connected to the METHANE response framework. As a result, all relevant organisations can rely on effective two-way communications that help detail what's happening, where, and what they need to be doing – via any existing work or personal device.

## METHANE

- M**ajor incident declared
- E**xact location
- T**ype of incident
- H**azard
- A**ccess
- N**umber of casualties
- E**mergency services present



# BLACKBERRY SHIELD COMPLETE COVERAGE



## USE CASE #1:

### NOTIFY, LOCATE, RECALL STAFF

BlackBerry Shield provides the ability to locate and recall individuals and teams based on their skill, availability, and proximity to any incident (opt-in GPS secure location mapping).

## USE CASE #2:

### ORGANISATION-WIDE ALERT

A single click sends an immediate critical incident alert across all selected organisations and to every member of staff (both on and off duty). More importantly, this collates all communication and responses to account for the status of all individuals involved.

## USE CASE #3:

### PHYSICAL INCIDENT RESPONSE

Different agencies can instantly share intelligence and information regarding a person or persons of interest and upload images across a secure public safety network.

## USE CASE #4:

### GATHER REAL TIME INFORMATION

First responders can collect real-time information and scene imagery (photo and video) and share with command, staff, and partners to help shape the response.

## USE CASE #5:

### PROTECTING VULNERABLE PEOPLE

VIP and vulnerable people can be given access to a duress application, the activation of which alerts relevant agencies and staff for immediate response.

## USE CASE #6:

### NATIONAL COLLABORATION

BlackBerry Shield enables police services to safely share intelligence on known risks to help improve multi-regional and multi-jurisdictional cooperation and collect vital information back from the relevant agencies.

## USE CASE #7:

### MISSING PERSONS

With BlackBerry Shield, efforts to find a missing person are helped by real time information and pictures being distributed to hospitals and care homes etc.

## USE CASE #8:

### CYBER SECURITY

With BlackBerry Shield, all information relating to an emerging cyber-attack can be shared with relevant authorities to speed up protective measures and minimise any potential impact.



# ANSWERS TO ALL THE KEY QUESTIONS

By bringing together secure two-way communication and high levels of customisation, BlackBerry Shield enables organisations to tailor their ideal response to a crisis or critical scenario.

## » “I need communications that can be accessed by all”

BlackBerry Shield features secure mobile and desktop applications that provide text-to-speech, email and SMS features on any existing device. In addition, the platform can sync with physical alarm and PA systems to enable multi-modal communications.

## » “I need to know an alert has been received”

Real time business analytics track and display responses to an alert in real time – which can be seen on live management dashboards (alongside more detailed reports) to assist with response management.

## » “I need to improve the speed of our reactions”

BlackBerry Shield helps automate many manual processes that are typically the source of slow information availability, and instead presents a rich, visual picture of what’s happening, the threat level, and the progress of teams and individuals.

## » “I need to focus on safety”

The platform provides real time visibility into the status of all involved personnel, alongside the condition of relevant assets. In addition, users are afforded the highest levels of data security, alongside 24/7 support to allow a notification to be triggered at a moment’s notice.



# INTRODUCING BLACKBERRY ATHOC

BlackBerry® AtHoc® is the technical component behind the BlackBerry Shield capability, and extends BlackBerry’s proven reputation for delivering the highest levels of security for voice and data communications.

As a secure networked critical notification platform, AtHoc is configured to meet blue light and public/private sector requirements for ensuring the safety of their people – while also giving them the freedom to act. What’s more, it’s completely independent of commercial cellular networks, is cloud based (though it can also be deployed on-premise), and utilises virtually any available device and operating system to ensure critical alert message delivery.

### AtHoc Collect

With highest possible level of full end-to-end encryption across any device or MDM solution, AtHoc® Collect supports the real time gathering of information and images from an event scene, partners, and external organisations.

### AtHoc Alert

AtHoc® Alert enables the two-way sharing of critical information to anyone, anywhere, on any device. This includes text-to-speech, email, SMS, and desktop devices – irrespective of whether an individual has access to emergency radios.

### AtHoc Connect

AtHoc® Connect supports collaboration between blue light, public sector, and other relevant community/business partners. The result is a connected ecosystem of intelligence, watch schemes, and alert functions.

### AtHoc Account

AtHoc® Account provides real time updates to help identify the location of different teams and individuals during an event. Live mapping details position and skills (firearm officer or social worker etc.) to account for all personnel.

# THE SMARTER WAY TO MANAGING RESOURCES



BlackBerry AtHoc enables the right resources to be deployed to the right location at the right time – in the most time and cost-efficient way possible.

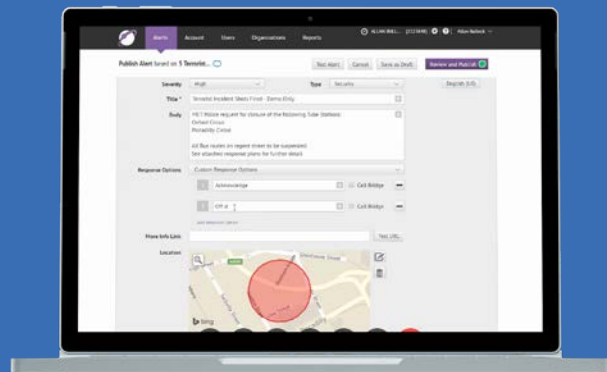
With only finite resources available for responding to any event or incident, command and control teams are required to quickly answer three questions:

- » What on/off duty resources are available, and where are they located?
- » What specialist skill sets are we short of, and how quickly can these become operational?
- » As these resources become available, what's the best way to deploy them?

With BlackBerry AtHoc, the answers to these questions are available in real time:

## Active displays

The live mapping solution built into BlackBerry AtHoc offers a visual representation of the location and skill of all staff.



## Instant collaboration

AtHoc Connect allows for the secure sharing of intelligence in support of multi-jurisdictional situations.

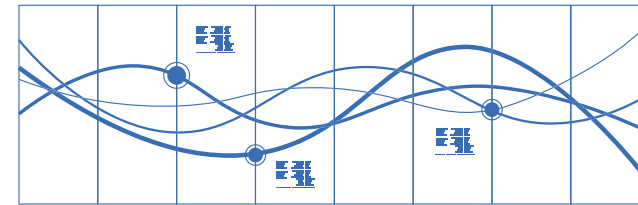
## Intelligent re-call

Targeted 'recall to duty' alerts can be sent to staff based on skills (firearms, medic, PSU, etc.) over any device.

## Enhanced utilisation

BlackBerry AtHoc is a tool that helps mobilise the correct number of resources to facilitate the management of overtime budgets.

# A PLATFORM FOR SECURE AND TRUSTED INFORMATION



## Unified communications

BlackBerry AtHoc is an end-to-end emergency notification system that enables organisations to unite all communication points with a single click. Using a single web-based console or smartphone/tablet, urgent two-way interaction can be delivered across an entire incident location to virtually any device – with real time speed and assured reach.



## GDPR compliant

The platform is recognised by analysts and international regulators for its ability to secure personally identifiable information, with data held in local data centres to ensure it's fully GDPR compliant. As a result, it's proven to protect an organisation's people alongside their personal data.



## Certified security








BlackBerry AtHoc is the only critical communications solution that meets stringent FedRAMP security levels. With NIST SP 800-53 certification, continuous monitoring, failover testing, and hosted in highly reliable SSAE-16 SOC I Type II and LEED Certified Data Centres, governments and enterprises across the globe trust the platform to deliver.



## Tracking and accountability

By bridging the communications gap between organisations during any event or emergency situation, the platform supports the sharing of authoritative information with external agencies and the public in real time. With automated alerts, and a single workflow, the data gathered also provides a full audit trail.

# WHY BLACKBERRY ATHOC FOR YOUR ORGANISATION?

			
<p><b>Effective collaboration</b></p> <p>Enable secure, two-way communication across a network of organisations to facilitate a comprehensive and joined-up incident response.</p>	<p><b>Secure public warning system</b></p> <p>Meet the demands introduced by the European Electronic Communications Code (EECC) that has an implementation deadline of 2022.</p>	<p><b>Saves time and money</b></p> <p>Slow and error-prone manual processes are transformed through automation, thereby reducing the resource hours needed to achieve basic tasks.</p>	<p><b>No additional costs</b></p> <p>With all charges for making calls and sending texts, no matter how many or to whom, covered within the license fee, there are no additional costs for the duration of the license.</p>
			
<p><b>Easy to set up</b></p> <p>It's blue-light, public sector, and enterprise ready, with Software-as-a-Service (SaaS) or hybrid deployment options and straightforward integration into existing systems.</p>	<p><b>Customised to your needs</b></p> <p>Specific communication protocols and processes can be quickly adopted through a tailored setup – and supported by controls that facilitate on-going improvements when needed.</p>	<p><b>Trusted</b></p> <p>As a proven government-grade platform, it's already tried and trusted by numerous metropolitan, defence, and public sector organisations.</p>	<p><b>Military grade technology</b></p> <p>Designed by experts in data security and protection to help all communications remain protected and dependable.</p>

# ELIMINATE UNCERTAINTY

If you're uncertain that your organisation can communicate with all your people when an event unfolds, be it a missing person or a major act of terrorism, can you afford not to act?

As experts in secure communications, we're available for an exploratory conversation to talk through your current processes and infrastructure – and to identify areas where immediate improvements could be delivered.

To discuss your communication challenges with a BlackBerry specialist, please visit: [blackberry.com/contactsales](https://blackberry.com/contactsales)

# TRIED AND TRUSTED

BlackBerry AtHoc is the trusted technical enabler of BlackBerry Shield protection:

## MILLIONS

of people covered – from famous hubs of culture to healthcare institutions and universities.

## INFORMED

we've been focused on notifications since 2001, and continue to enhance our offering.

## 70%

of US federal employees are protected by BlackBerry AtHoc.





To discuss your communication challenges with a BlackBerry specialist,  
please visit: [blackberry.com/contactsales](https://blackberry.com/contactsales)



© 2019 BlackBerry Limited. Trademarks, including but not limited to BLACKBERRY, ATHOC and the EMBLEM Design are the trademarks or registered trademarks of BlackBerry Limited, its subsidiaries and/or affiliates, used under license, and the exclusive rights to such trademarks are expressly reserved. All other trademarks are the property of their respective owners.