Critical Event Managment

BlackBerry. Alert
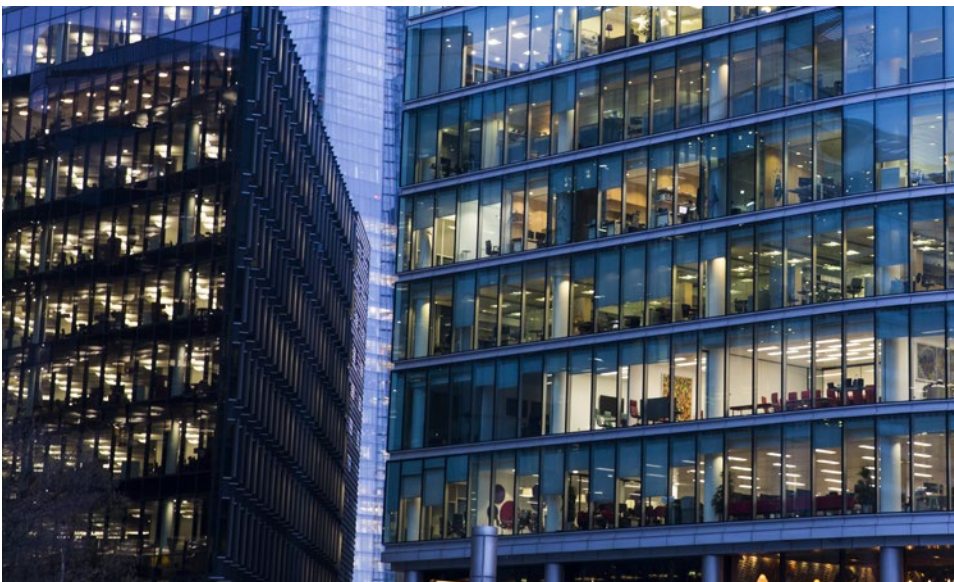
For today's organizations, the threat of disruptions that critically impact people and business is unavoidable. Whether you're dealing with operational interruptions, network outages, cyber attacks, emergency incidents or workflow disruptions of any kind, BlackBerry® Alert provides all-around protection for your business with centralized, up-to-date information, communication and analytics.

Top concerns of global risk managment experts

By using BlackBerry Alert, your organization is ready to effectively manage, respond to and recover from any critical event, including the ones that pose the biggest risks to your business and people.

Cyber incidents [1]	Business interruption [1]	Natural catastrophes [1]
39%	37%	21%

1. Source: 2020 Allianz Risk Barometer

Benefits

IT & Cyber Incidents

Quickly communicate system outages, cyber attack responses and other planned or unplanned network downtime.

Emergency Situations

Recieve warning of natural disasters, power outages, accidents or criminal activity, and keep people updated as the situation changes.

Operational Resillience

Identify threats, coordinate responses, and mobilize staff to keep operations on track and business running as usual.

BlackBerry Alert Key Features

With the right tools, you can minimize the impact of any disruption to your business and people. BlackBerry Alert makes it possible with a comprehensive, centralized platform that empowers you to manage the entire life cycle of any critical event.

Prepare

Plan your response in advance
Quickly identify recipients, track responses, view up-to-date delivery confirmations and geo-target with ease.

Get an early warning of threats
Access industry-leading integrations for situational risk monitoring to business systems.

Respond

Get the full picture
Access clear analytics, dashboards, and map views.

Reach anyone, anywhere, anytime
Communicate with your people, even if your primary communication methods are down.

Account for people's safety
Request status updates and check-ins to monitor people's situations and positions.

Collaborate within existing workflows
Easily integrate with your existing systems, including Microsoft Teams® and ServiceNow®.

Recover

Establish critical recovery
Leverage automatically generated real-time status reports allowing you to continuously monitor deployed assets.

Improve

Continuously improve your response
Review fully detailed and auditable incident logs to understand what actions were taken and when.

❶ Prepare

Assess risks and design communication templates and workflows to coordinate responses

❷ Respond

Alert anyone, anywhere with two-way communication across multiple channels and gain centralized, real-time insights

❸ Recover

Stay on top of events and establish recovery of disrupted processes

❹ Improve

Review response logs to improve performance and facilitate audits

Learn More

Simplify how you manage any critical event, with BlackBerry Alert.

www.blackberry.com/alert

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 175M cars on the road today. 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 management, encryption, and embedded systems. BlackBerry's vision is clear — to secure a connected future you can trust.

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

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