



AtHoc Account

Reinventing Accountability and Operational Precision for Federal Agencies

Transforming Accountability for Federal Agencies

For federal agencies confronted with crises, effective communication and precise visibility into personnel safety are non-negotiable necessities. While AtHoc® Alert provides a reliable foundation for emergency notifications, AtHoc® Account elevates crisis management by introducing advanced accountability, enhanced transparency, and dynamic operational control. This system is not merely a notification tool; it is a comprehensive solution designed for managing critical events from start to resolution.

By combining customizable workflows, an advanced Accountability dashboard, and a fully integrated mobile experience, AtHoc Account enables organizations to seamlessly transition from reactive alerting to proactive event management.

A Unified Platform for Critical Event Management

AtHoc Account is part of BlackBerry® AtHoc®, a comprehensive platform that includes:

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

Moving Beyond Alerts to Manage Events

A significant differentiator between AtHoc Alert and AtHoc Account is the shift from static alerts to dynamic event management. AtHoc Account treats emergencies as structured events with distinct start and closure phases. This approach eliminates ambiguity by notifying participants of an event's progression, keeping them engaged and informed throughout.

The Key Enhancements of AtHoc Account

<i>Feature/Capability</i>	<i>AtHoc Alert</i>	<i>AtHoc Account</i>
<u>Core Functionality</u>	Secure mass notifications to personnel, partners, and the public during critical events.	Includes all Alert capabilities, plus real-time personnel accountability and status tracking with insights for enhanced situational awareness.
<u>Event Lifecycle</u>	Alerts are isolated communications	Events are managed with structured oversight, implementing clear start-to-finish processes that allow participants to receive updates at all critical milestones.
<u>Situational Awareness</u>	Provides basic notification delivery and response tracking.	Offers real-time updates on personnel safety status, enabling targeted response efforts and resource allocation.
<u>Accountability Features</u>	N/A	Incorporates the strategic role of Accountability Officers alongside customizable workflows to deliver precise personnel safety management.

<u>Data Management</u>	Basic response tracking.	Offers advanced data aggregation and visualization, consolidating crucial updates from multiple sources into actionable insights for real-time decision-making.
<u>Mobile Accessibility</u>	Functional for alerting.	Provides robust mobile integration that enables all parties to update statuses, receive notifications, and collaborate in real-time, from mobile devices.
<u>Communication Channels</u>	Multi-channel notifications (email, SMS, phone, desktop pop-ups, mobile app).	Includes all Alert communication channels, with added automated follow-ups for unresponsive personnel.
<u>Deployment Options</u>	Cloud-based or on-premises deployment.	Same deployment options as Alert, with additional tools for systematic personnel accountability.
<u>Use Cases</u>	Emergency notifications, public safety alerts, and operational updates.	Additional use cases like personnel roll calls, incident-specific accountability, and post-event analysis.

AtHoc Account transforms notifications into actionable data, helping decision-makers adapt as events unfold. By treating emergencies as dynamic events rather than static alerts, organizations gain situational clarity and operational control.

How AtHoc Account Goes Further

Customizable Workflows and Escalations

AtHoc Account introduces automated, pre-configured workflows that federal agencies can tailor to their needs. These workflows significantly simplify crisis communication and provide timely follow-ups. Key highlights include:

- **Identifying At-Risk Staff Quickly:** Automated outreach workflows prioritize personnel who may be in danger, enabling rapid coordination.
- **Streamlining Rescue and Recovery:** Predefined escalation paths help leadership focus efforts where they matter most, minimizing response lag.
- **Supporting Compliance:** Workflows align seamlessly with federal processes, eliminating inconsistencies. These tools help agencies concentrate on containment and recovery by removing the burden of manual coordination.

The Accountability Dashboard in Action

Central to AtHoc Account is its dedicated Accountability dashboard, a powerful tool designed to give decision-makers full visibility and control during emergencies. The dashboard offers:

- **Real-Time Insights:** Monitor personnel's safety, location, and status updates as they are received.
- **Actionable Aggregation:** Data from mobile devices, call centers, and event administrators are systematically combined into a single operational view.
- **Role-Based Access:** Accountability Officers manage only their assigned personnel, optimizing task-specific efficiency without unnecessary data overload.

This dashboard is more than a tool; it's a strategic advantage for effective resource deployment.

Repeated Status Updates and Dynamic Engagement

Emergencies evolve rapidly, and so must the responses. AtHoc Account empowers participants to:

- **Continually Update Their Status:** Whether Personnel relocate, their needs change, or their circumstances evolve, they can update information in real-time.
- **Adapt Without Redundancy:** Repeat updates are integrated into workflows, reducing confusion and equipping teams with accurate, up-to-the-minute data.
- **Engage Meaningfully Over Time:** Instead of static, one-off responses, participants are actively engaged throughout the lifecycle of the crisis.

This flexibility is an invaluable tool for agencies requiring functional readiness, even in fluid scenarios.

Defining Accountability Officers

At its core, AtHoc Account integrates the role of the Accountability Officer, adapted from Department of Defense protocols to suit both military and civilian operations. Accountability Officers are tasked with:

- **Monitoring Personnel:** Accountability Officers are responsible for the safety and accountability of their designated teams.
- **Acting on Behalf of Others:** If personnel are unable to update their information, officers can input updates and responses directly to maintain event integrity.
- **Navigating Escalation Paths:** Officers streamline communication, providing updates to the right people without unnecessary disruption.
- **Leveraging Mobile Tools:** Fully functional on the BlackBerry AtHoc mobile app, officers can manage their responsibilities on-the-go, regardless of their location.

For non-DoD federal customers, this role is adaptable to organizational workflows and hierarchy conventions.

Enhanced Mobile Experience for Crisis Management

AtHoc Account extends its capabilities seamlessly to mobile devices with the BlackBerry AtHoc mobile app.

Designed to optimize crisis response, the app offers unparalleled access and functionality:

- **Dynamic Status Updates:** Participants can perform real-time check-ins, share location-based safety updates, and continuously modify their details as circumstances evolve.
- **Responsive Alerts:** Mobile notifications allow high-priority alerts to override device settings for instant delivery, with multi-channel options allowing flexible responses via text, email, or app notifications.
- **Mobile Command for Accountability Officers:** Accountability Officers oversee team safety, act on behalf of unresponsive personnel, manage escalations, and utilize mobile tools to coordinate effectively while on-the-go.

By leveraging full mobile functionality, AtHoc Account enables effective crisis management even in distributed or unpredictable environments.

Accountability Designed for Federal Requirements and Processes

Recognizing the complex needs of federal agencies, AtHoc Account is designed with compliance as a fundamental principle. The platform achieves FedRAMP High Authorization, supporting adherence to the most rigorous security and operational standards required by federal operations. It also streamlines crisis response with preconfigured templates and protocols, enabling instant, policy-aligned messaging that reduces response time and drives clarity in high-pressure situations. Additionally, AtHoc Account includes built-in analytics that deliver actionable insights, allowing agencies to address immediate operational challenges while simultaneously enabling comprehensive post-event reviews to refine future responses.

The Distinction of AtHoc Account

AtHoc Account takes the foundation laid by AtHoc Alert and enhances it with advanced capabilities for comprehensive crisis management. While AtHoc Alert reliably delivers secure, multi-channel notifications, AtHoc Account expands its scope to include real-time personnel tracking, advanced accountability tools, and enhanced situational awareness. This integration transforms the platform into a complete solution for managing the lifecycle of critical events, empowering organizations to respond dynamically as situations evolve.

By building on the strength of AtHoc Alert, AtHoc Account offers a seamless evolution, prioritizing the safety of personnel, enabling clear operational insights, and streamlining decision-making processes. It bridges the necessity of timely notifications with the power of full situational control, so agencies can protect their missions and their teams, from the beginning of an event to its resolution.

Invest in Accountability

Elevate your crisis response strategy with AtHoc Account. This solution builds on the reliability of AtHoc Alert to offer best-in-class capabilities including real-time insights, dynamic engagement, and personnel accountability. Equip your organization with the tools to anticipate, adapt, and succeed when it matters most.

Make every emergency your most prepared one with the complete confidence of AtHoc Account.

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ABOUT BLACKBERRY

BlackBerry (NYSE: BB; TSX: BB) provides enterprises and governments the intelligent software and services that power the world around us. Based in Waterloo, Ontario, the company's high-performance foundational software enables major automakers and industrial giants alike to unlock transformative applications, drive new revenue streams and launch innovative business models, all without sacrificing safety, security, and reliability. With a deep heritage in Secure Communications, BlackBerry delivers operational resiliency with a comprehensive, highly secure, and extensively certified portfolio for mobile fortification, mission-critical communications, and critical events management.

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