

The AtHoc Hybrid Cloud

A Patented Approach to Flexible Deployment and Unmatched Security

The AtHoc solution offers a variety of architecture options: on-premise, cloud-only or our patented hybrid configuration. This selection ensures you're always in control of your own data – an advantage exclusive to AtHoc.

AtHoc's hybrid deployment architecture balances the economic benefits of cloud-based computing without compromising sensitive information outside a firewalled security zone. This is particularly true when the potential risk includes storing and managing Personal Identifiable Information (PII) of employees, contractors and family members – and communications associated with sensitive, critical events within the organization.

Key features:

- PII and other sensitive data remain secure and managed in your network. Only data that is required for transmission of notifications is sent to the communication channels.
- Fully compliant with federal security and privacy regulations
- Integrates seamlessly with on-premise emergency communication services and systems; cost efficiencies and scalability are retained

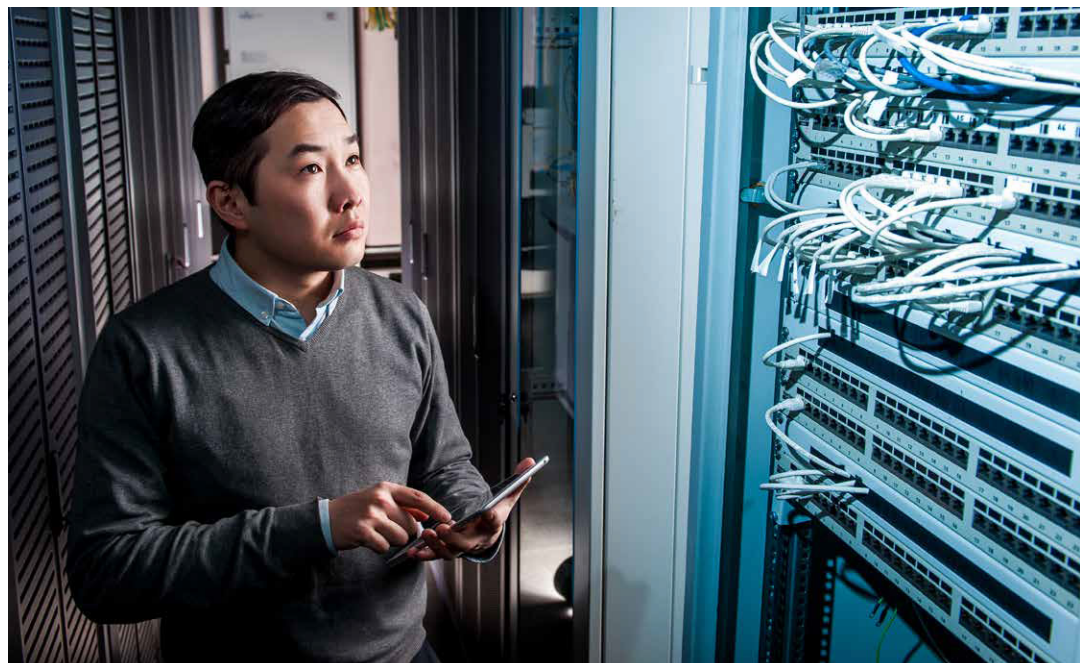
- High availability: automatic and manual failover in the event of primary system failure
- Scalability: the AtHoc solution supports enterprise and global operation via architecture that grows with your needs

The AtHoc Hybrid Cloud in Action: Key Use Cases

Eastman Chemical

The hybrid cloud solution at Eastman's facility in Kingsport, Tennessee, combines existing physical security infrastructure with cutting-edge IPbased devices. During any threat, plant security leaders can immediately protect personnel and the surrounding community by issuing pop-up alerts to networked PCs and Microsoft Lync instant messaging. They can also employ non-IP devices like fire alarms, pagers and radios.

The result: a fully integrated, scalable, networked crisis communication system that safeguards the firm's 10,000 personnel and the citizens of Kingsport.



Warner Brothers Entertainment (WBE)

This industry giant, with operations across the US, Europe and Asia, depends on the AtHoc hybrid cloud to reach all personnel on networked computers. This ensures that – when text messages can't be relied upon due to weak or nonexistent cell coverage – employees will still receive critical crisis alerts. These alerts appear as visual and audio pop-ups, which act like an internal siren. Importantly – given the global nature of WBE's operations – personnel can quickly and easily report incidents directly from their smartphones. Finally, the scalable hybrid cloud enables Warner Brothers to keep its PII safe behind its own firewall. That's essential, given the international notoriety of its high-profile personnel: entertainers, dignitaries and VIPs.

Kaiser Permanente

Founded in 1945, Kaiser Permanente is the largest managed healthcare organization in America, with over nine million members and 167,000 employees. The AtHoc hybrid cloud ensures that Kaiser's clinics, physicians, nurses and technicians are notified of both critical and operational events; specifically, it enables over twenty hospitals to send two-way alerts and manage shift changes/scheduling through automated staff messages to mobile phones. The net result: quality healthcare delivery is uninterrupted. Importantly, the scalable hybrid cloud safeguards patient PII behind a proven firewall.

Importantly, AtHoc was awarded the Support Anti-Terrorism by Fostering Effective Technology (SAFETY) Act Designation by the Department of Homeland Security (DHS), and was recognized as a Qualified Anti-Terrorism Technology (QATT). AtHoc was the first supplier of emergency mass notification technology to receive the SAFETY Act Designation.



Go to AtHoc.com or call 650-685-3000

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.

