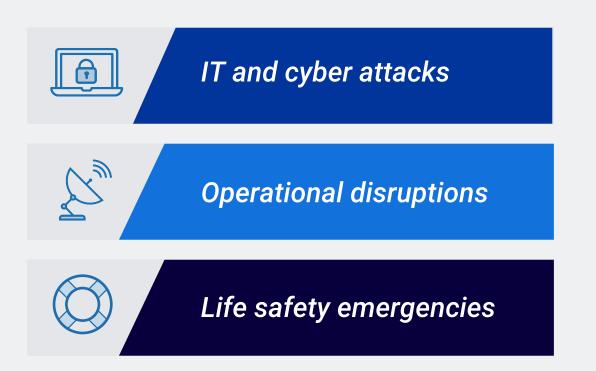
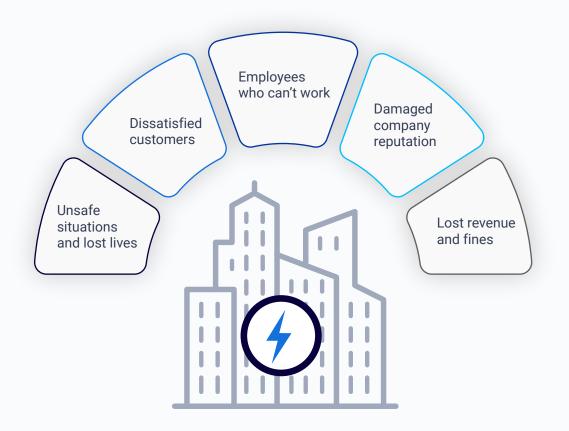
**BlackBerry** Intelligent Security. Everywhere.

# MAKE YOUR ENTERPRISE RESILIENT WITH CRITICAL EVENT MANAGEMENT

Many enterprises are under-prepared or lack the technology to respond well to critical events like these:



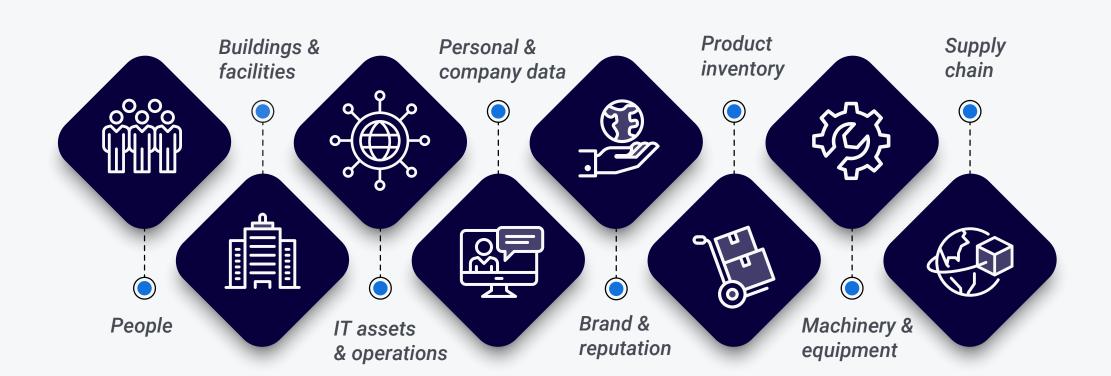
**Critical events harm enterprise** resilience in many ways:



Manage critical events optimally to improve enterprise resilience. What is critical event management?

Critical event management enhances your existing incident response, emergency management, and business continuity programs by using the latest technology tools to improve planning, response, and recovery.

Critical event management protects...



**Critical event management** improves enterprise resilience through...

Protected revenue streams 

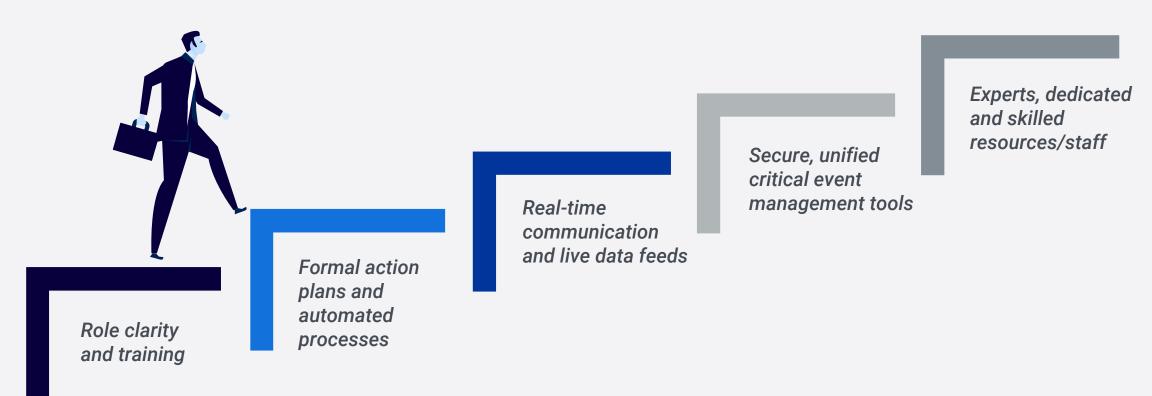
Better plans and preparedness

Criteria for measuring the success of your response to a critical event:

Is it fast?

Is it effective?





# FOUR STEPS TO INCREASE THE **RESILIENCE OF YOUR ENTERPRISE:**



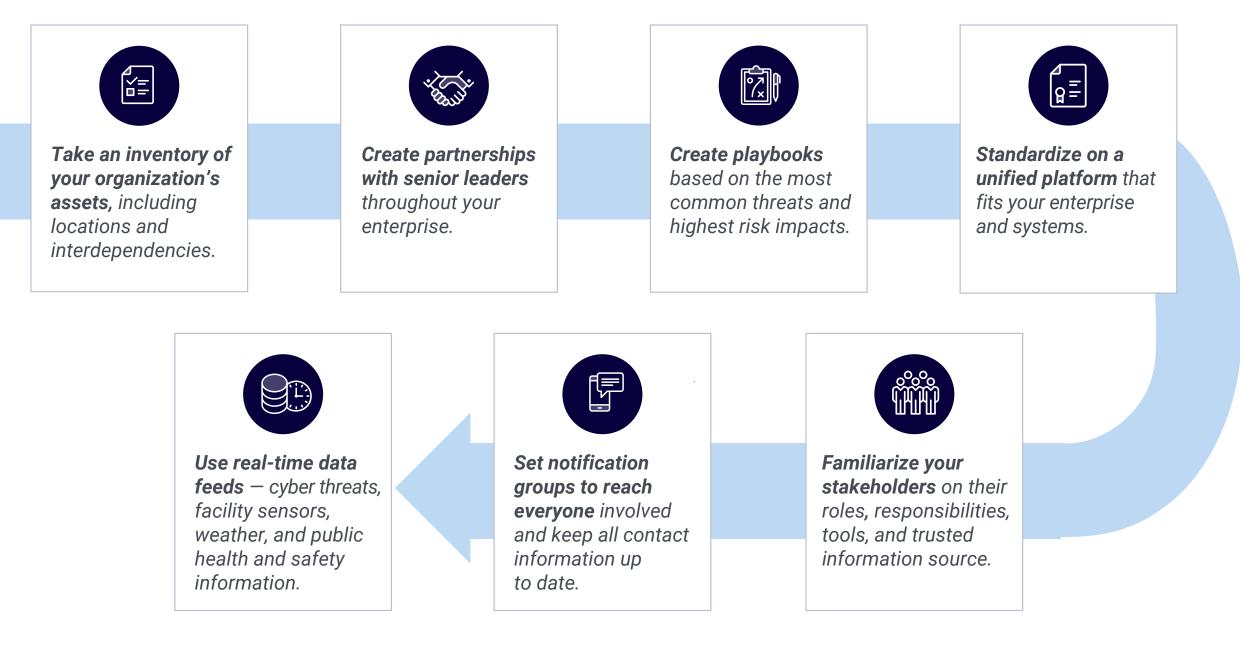
Review response logs after events to find ways to improve



Keep logs to facilitate audits

### As you develop critical event management plans:

OPTIMIZE



# How technology optimizes critical event management for enterprise resilience.



### **ALERTS**

provide earlier warnings of possible threats.

# ţ

speeds incident response with pre-planned event scenarios and templates.

### COMMUNICATION

**AUTOMATION** 

delivers targeted, mass two-way notification over multiple channels in real time.



# **COLLABORATION**

with common enterprise tools like Microsoft Teams® or ServiceNow<sup>®</sup> improves situational awareness.



#### LOCATION SERVICES show event locations and people's status

for a current, comprehensive view.

# **INFORMATION**

flows constantly and delivers intelligence in real time for better decision-making.



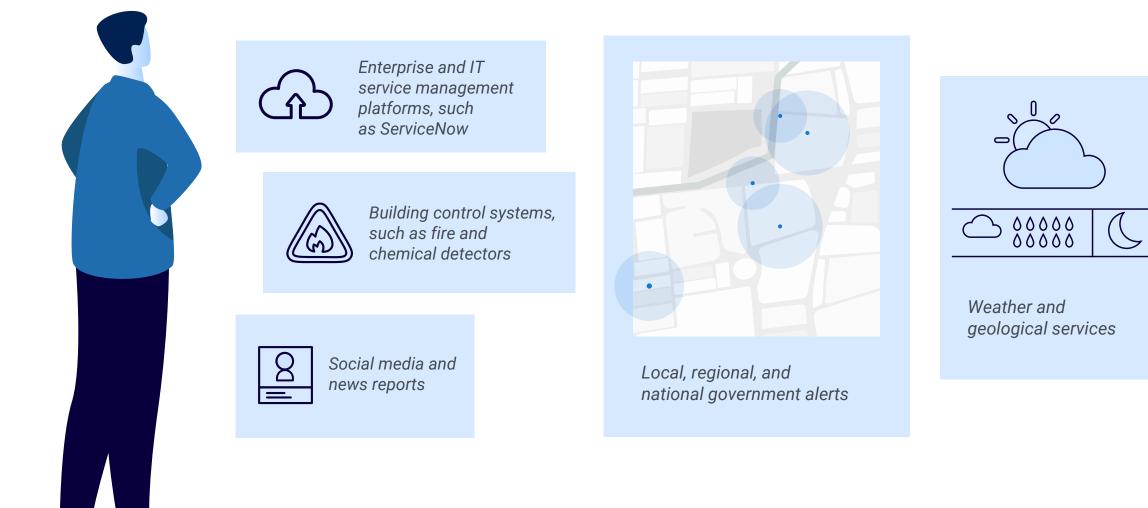
# ANAYLSIS

of complete event history improves future responses.

# **AUDIT TRAILS**

based on detailed incident logs are ready for review.

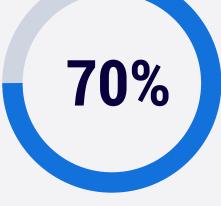
# Real-time, integrated data feeds show updated conditions:



Critical event management platforms integrate various technology to deliver benefits not possible with siloed systems.



# **Organizations** that implement a critical event management solution are:



more likely to analyze and understand the impact of critical events in minutes or less.



more likely to resolve critical events in less than 24 hours.



more likely to see no or limited impact to revenue from critical events.

Source: Rapoza, Jim. "How Critical Event Management Limits the Risk of IT Disruptions and Cyber Attacks." Aberdeen, May 2021.

# Modern critical event management platforms align with today's business world.



Be confident that sensitive information is protected by choosing a critical event management platform that is...



# **BE READY FOR ANY CRITICAL EVENT WITH BLACKBERRY CRITICAL EVENT MANAGEMENT SOLUTIONS**



Intelligent Security. Everywhere.

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 over 195M vehicles. 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, endpoint management, encryption, and embedded systems. BlackBerry's vision is clear - to secure a connected future you can trust.

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