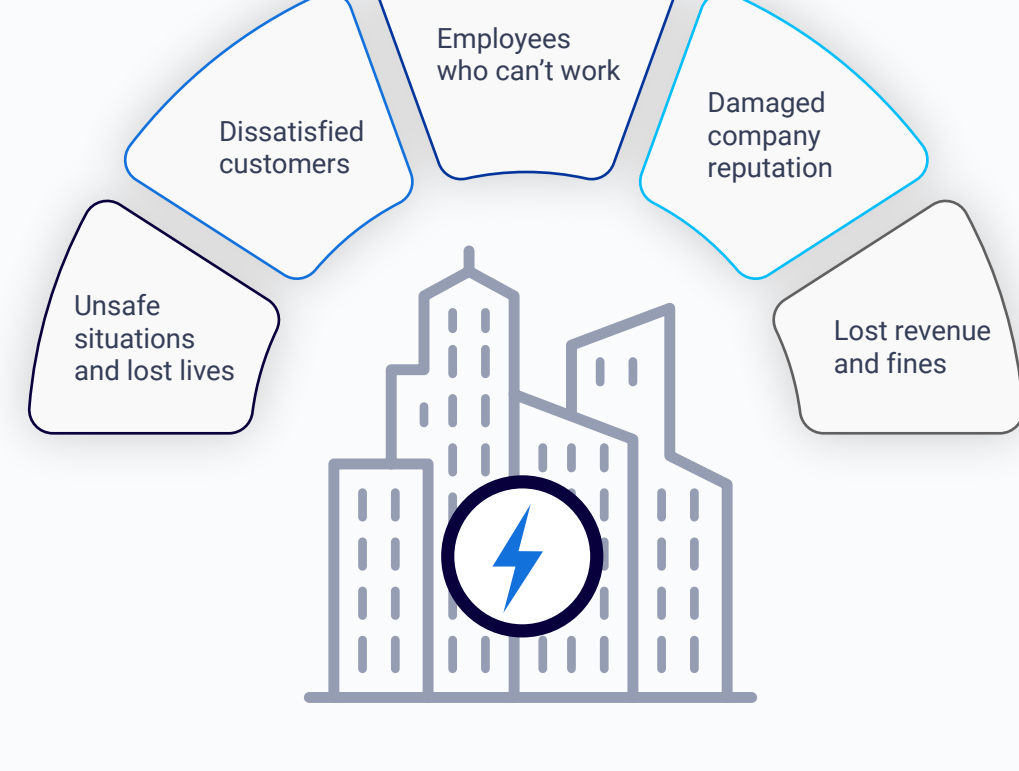


# MAKE YOUR ENTERPRISE RESILIENT WITH CRITICAL EVENT MANAGEMENT

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.

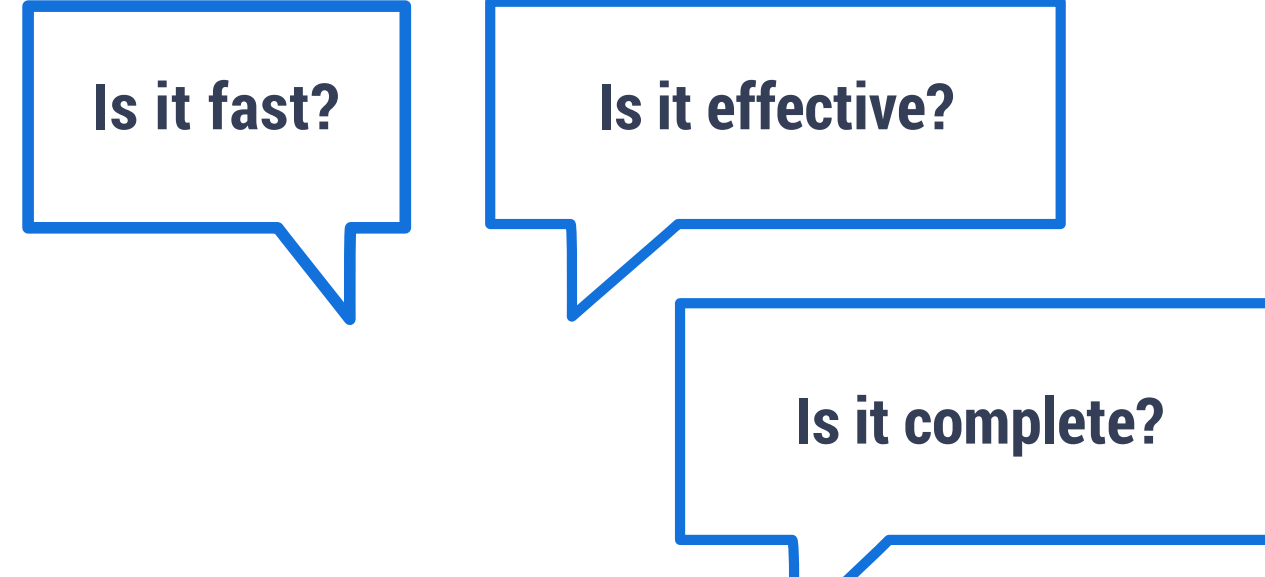
Critical event management protects...



Critical event management improves enterprise resilience through...

- Protected revenue streams
- Better plans and preparedness
- Simpler processes
- Faster, more coordinated responses
- Shorter recovery times
- Continuous improvement

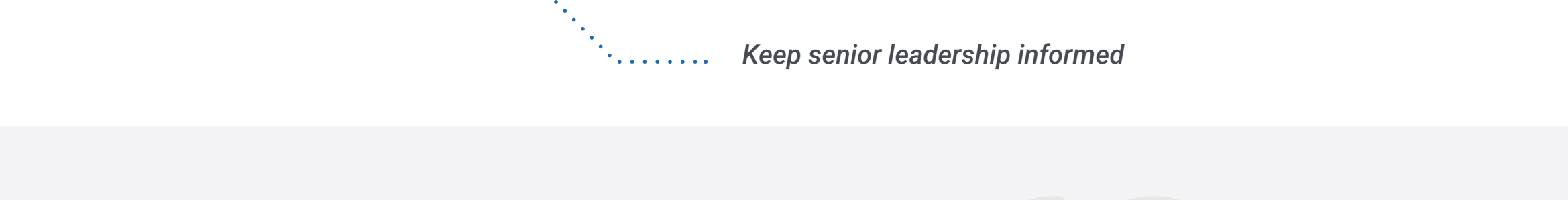
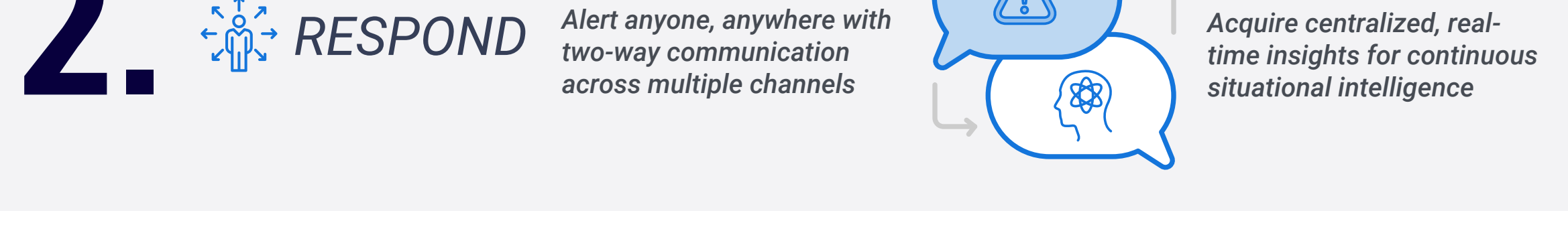
Criteria for measuring the success of your response to a critical event:



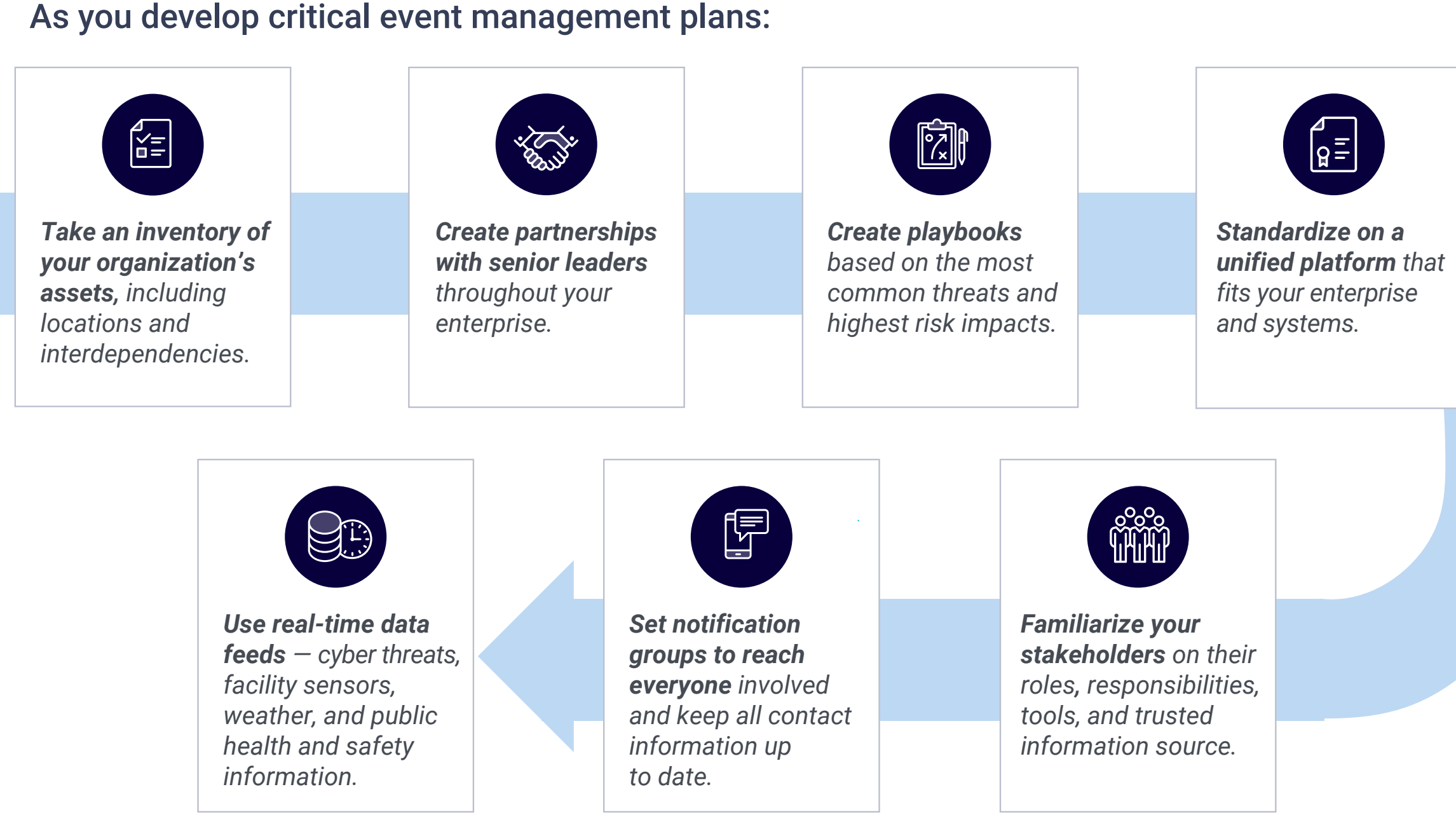
Fast, effective, complete responses depend on...



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



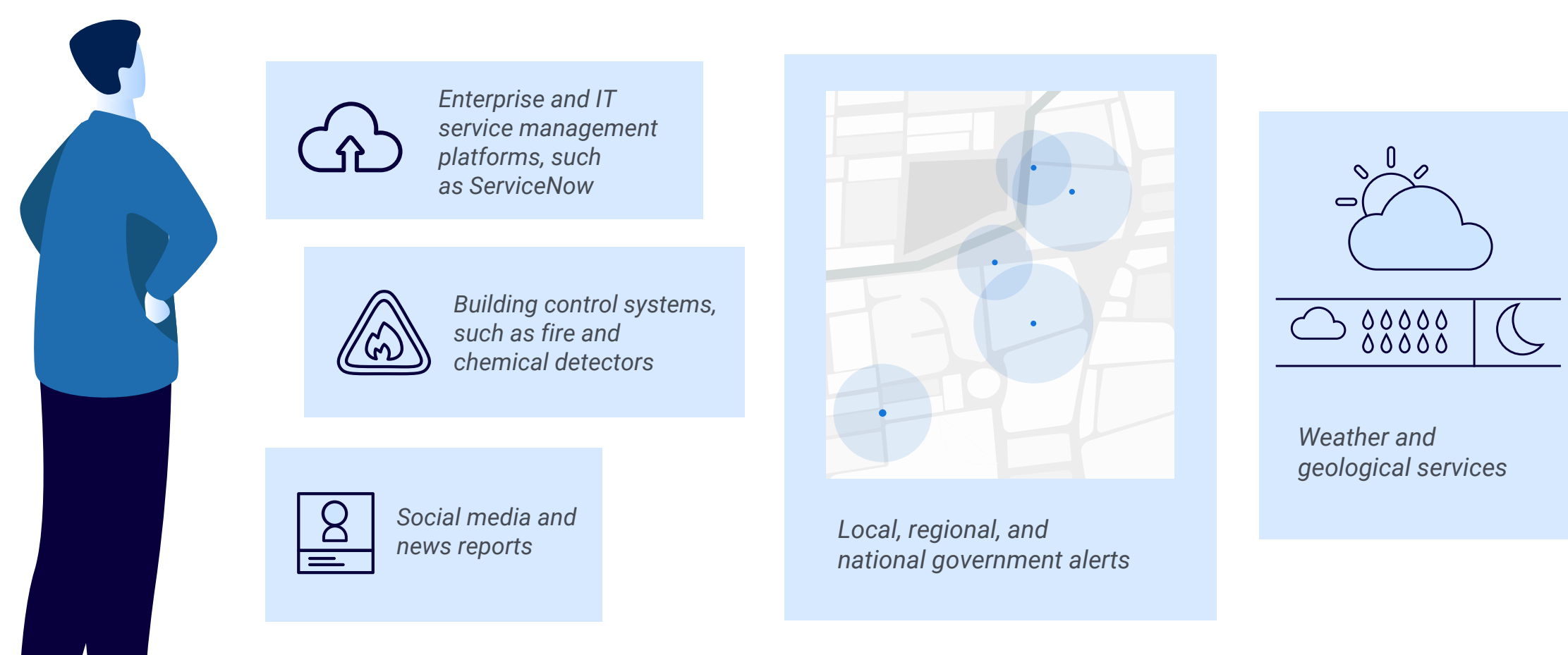
As you develop critical event management plans:



How technology optimizes critical event management for enterprise resilience.

- ALERTS** provide earlier warnings of possible threats.
- AUTOMATION** speeds incident response with pre-planned event scenarios and templates.
- COMMUNICATION** delivers targeted, mass two-way notification over multiple channels in real time.
- COLLABORATION** with common enterprise tools like Microsoft Teams® or ServiceNow® 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.
- ANALYSIS** 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.



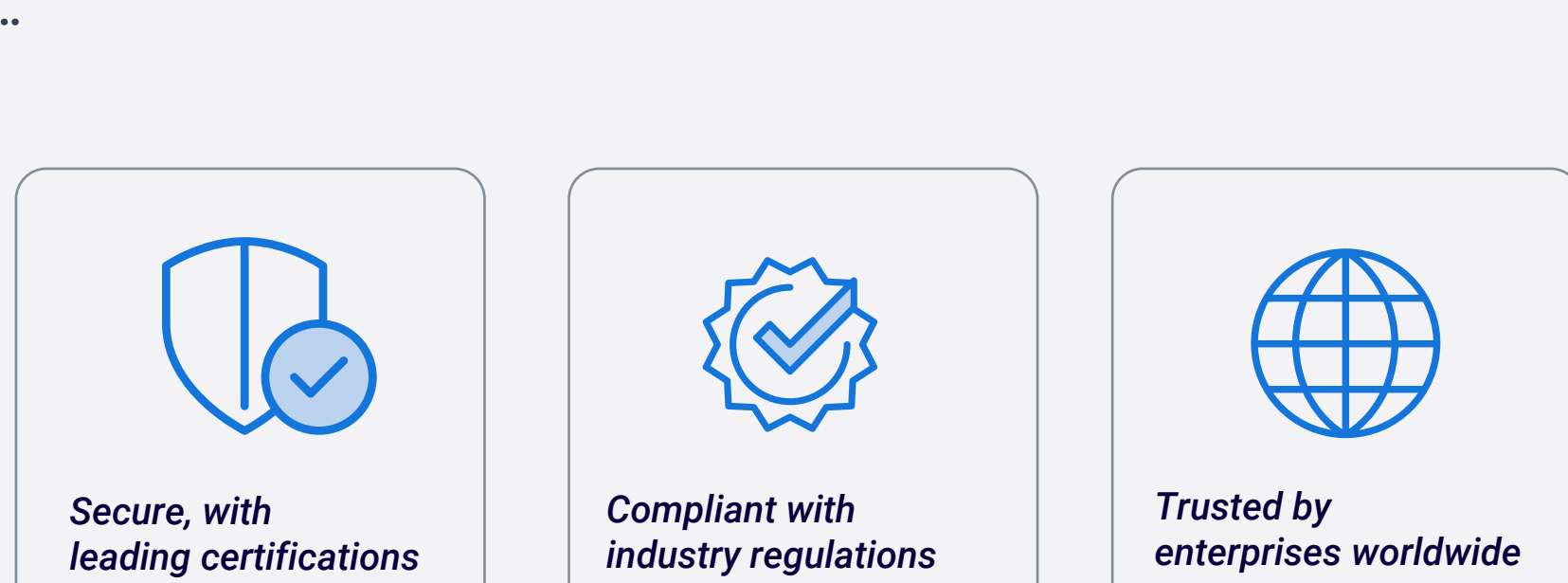
Source: Rapoza, Jim. "How Critical Event Management Limits the Risk of IT Disruptions and Cyber Attacks." Aberdeen, May 2021.

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



**TIP:** Remote workforces create a need for tools that locate and communicate with employees wherever they are during a critical event.

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