

BlackBerry AtHoc

The Need for Reliable Communication in Aviation

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BlackBerry AtHoc

The Need for Reliable Communication in Aviation

The airline industry operates in a high-risk and highly regulated environment, where effective communication is crucial for ensuring passenger safety, maintaining operational continuity, and business resilience. From IT failures and cyberattacks to extreme weather, industrial action, and supply chain disruptions, airlines must be able to respond swiftly and coordinate efficiently with internal teams and external partners.

Communication Beyond Emergency Response

While emergency response is critical, airlines also require seamless communication with their extended network of suppliers, contractors, and regulatory bodies. These include:

- Coordinating aircraft turnaround times with ground handling teams
- Managing supplier communication with catering, fuelling, and engineering providers
- Engaging with local authorities for operational and regulatory updates
- Informing airport authorities of flight adjustments.

Without a reliable communication system, updates may not be received, leading to disruptions and delays in service.

BlackBerry AtHoc: Delivering a Reliable Communication System

BlackBerry® AtHoc® offers a secure, real-time platform for airlines to coordinate with all operational partners, regardless of whether they use AtHoc. It helps enhance communication by:

- Operating independently from core IT systems to maintain communication during outages
- Delivering secure, real-time messaging across airlines, suppliers, and government agencies
- Keeping stakeholders updated with alerts to reduce disruption and improve coordination
- Integrating with HR, duty and directory systems to automate role-based notifications.

Coordinated Communication Across Teams

BlackBerry AtHoc can enhance coordinated communication throughout the entire aviation infrastructure. Whether it's to communicate weather and environmental disruptions, labour disputes, industrial action, multi-agency coordination or operational communication with suppliers.

Geo-targeted Alerts

Notify only affected employees, reducing unnecessary messaging. Enabling crisis teams to instantly coordinate resources to manage disruptions more efficiently. Integration with duty management ensures the right teams are notified for redeployment.

Secure, Encrypted Messaging

Empower leadership to communicate with pilots, crew, and operational teams directly. Real-time updates ensure employees remain informed and engaged, reducing uncertainty. While integration with HR systems ensures that affected staff receive immediate, relevant updates.

Emergency Landing Coordination

In an emergency situation, BlackBerry AtHoc can help airlines rapidly coordinate airport operations for runway clearance, fire and rescue services, police and border security teams for crowd control, ground handling services for aircraft assessment and medical teams for passenger and crew assistance.

Ensure Regulatory Compliance

It provides a secure, auditable record of all communications, helping airlines demonstrate accountability and meet the stringent reporting requirements set out by national and international aviation regulators.

Strengthening Supplier Coordination

BlackBerry AtHoc streamlines communication between airlines and suppliers, ensuring timely updates that reduce delays and support smooth handovers. Automated alerts keep third-party providers aligned with changing operational needs.

Driving Operational Efficiency

By centralising communication on one secure platform, BlackBerry AtHoc eliminates reliance on fragmented messaging systems, improving clarity, reducing errors and helping airline teams stay focused on what matters

Respond Smarter and Better

Emergencies and business disruptions happen. It's how you prepare and respond to them that determines their impact.

- **Speed** - Get up and running in less than 24 hours. Quickly disseminate information, including images and video across public and private channels.
- **Accuracy** - Reduce the likelihood of human error. Centralize communications across channels for a single source of truth.
- **Accountability** - Maintain accountability and compliance with an auditable record of incident communications and confirm message delivery.

Talk to an expert



Contact us today to learn more about BlackBerry AtHoc or visit blackberry.com/securecomms

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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