



BlackBerry AtHoc

BBM Enterprise Alerts Operator Guide

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What is BBM Enterprise Alerts?

With BBM Enterprise Alerts, BBM Enterprise users can use BBM-E as the main experience for all organization communication, including crisis communications.

BBM Enterprise Alerts has the following use cases:

- **Alerts:** During an emergency, organizations can target communications to all or a subset of their users with secure, fast, reliable, and prominent communication.
- **Account:** During and after an emergency, organizations can collect information from their user base.

Share critical safety information during a crisis

BBM Enterprise Alerts is powered by BlackBerry® AtHoc®, a recognized leader in crisis communication. BBM Enterprise alerts provides the following benefits:

- Track the safety status of your personnel.
- Leverage secure and trusted chat from BBM-E for sharing important safety information with employees.
- Conform to high-security government communication standards for sharing critical confidential information.
- Distinguish critical alerts from operational messages with a differentiated in-product experience.
- Improve your incident response and collaboration during weather-related events, man-made emergencies, and critical IT outages.

Sign in to BBM Enterprise

After you download and install BBM Enterprise on your device, complete the following steps to sign in:

1. On your device, open **BBM Enterprise**.
2. In the lower-right corner of the screen, tap **Sign In**.
3. Enter your BlackBerry ID email address and password.
4. Tap **Sign in**.
5. Optionally, customize the device name and description.
6. Optionally, set this device as your primary BBM Enterprise device.
7. Tap **Continue**.

Send an alert to BBM Enterprise

1. Log in to the BlackBerry AtHoc management system as a user with alert publishing permissions.
2. In the navigation bar, click **Alerts > New Alert**.
3. Click **Create a Blank Alert**.
4. On the **New Alert** screen, select or enter values in each of the following sections:
 - [Define content for an alert](#)
 - [Target users](#)
 - [Select the BBM device](#)
 - [Configure the schedule](#)
5. Click **Review and Publish**.
6. On the **Review and Publish** screen, review the content in all sections of your alert.
7. Click **Publish**.

Define content for an alert

The Content section is used to define the key parts of an alert in the BlackBerry AtHoc system: the title, the body, the type, and any response options, website links, attachments, and location details that are relevant.

1. To create an alert or alert template in a language other than the default language displayed on the screen, click the button beside the Type field and select a language. This does not change the language displayed on the screen. Instead, it changes the language that the message is delivered in. If text-to-speech is enabled, the audio portion of the sent alert will be in the language you selected.

2. In the **Severity** field, select a severity level from the list.

Important: High severity is reserved for extreme emergencies. On the mobile app, it overrides the device sound settings to play any sounds associated with the alert or alert template.

3. In the **Title** field, enter a one-line summary that communicates the purpose of the alert or alert template. The maximum number of characters is 100. The title is required and displays at the top of the recipients' screen when the alert is sent out.
4. Optionally, to insert a placeholder into the alert or alert template title, click **+** and select the placeholder from the list.
5. In the **Body** field, enter up to 4000 characters of text that communicate why the alert has been sent and provide instructions to the target audience.
6. In the **Type** field, select the type that fits with the alert or alert template you are creating.
7. In the **Response Options** field, do one of the following:

- Click **Custom Response Options** to view and select from a list of pre-set responses.
- Click **Add Response Option** to define one or more responses that alert recipients can send to let you know that they have received the message.

Note: Targeted users in countries that have a provisioned SMS country code can respond to SMS alerts. Users in countries that do not have a provisioned country code cannot respond to SMS alerts.

8. Optionally, in the **Add Bilingual** section, click **Add**.
 - a. On the **Translation Language** dialog, click **Change Language**.
 - b. Select a language from the **Select Language** pull-down menu. The Title, Body, and Response Options are displayed in the original language on the left and in the selected language on the right.
 - c. Review the translated text and make any necessary edits.
 - d. Click **Apply**.
9. Optionally, in the **More Info Link** field, enter one of the following:
 - A URL that opens a webpage where users can get more details about the alert. When users receive the alert, a **For more info** link in it will take them to the webpage.
 - A URL that opens an attachment (media or documents) stored on Dropbox.

Note: To include the URL in SMS alerts, the SMS alert template must contain a [TargetUrl] placeholder. For more information, see "[Configure the hosted gateway for cloud services](#)" in the *BlackBerry AtHoc System Settings and Configuration* guide.

10. If you entered a URL in the previous step, click **Test URL** to verify that the link works correctly.
11. Optionally, in the **Location** section, click **Add** to access a map where you can select a geographic area for the alert or alert template. This location can also be used to target users by location. For more information, see [Target by location](#).
12. Optionally, in the **Location** section, if you have selected a location, select **Enable Geofence Targeting** to target users who enter the location after the alert is sent.
13. Optionally, in the **Attachments** section, drag and drop or click **Browse** to select files to include as attachments in the alert.
14. Configure the [Target users](#) section.

Target users

The Target Users section allows you to identify the users you want to send an alert to or block from receiving the alert. As you create an alert, users can be identified based on their names, attributes, roles, group memberships, distribution list memberships, or physical locations.

Targeting basics

The following general targeting information can be used to plan how you target recipients for different types of alerts.

User-based targeting provides a variety of ways to select users:

- **By Groups:** Target users who belong to one or more groups selected by the operator. Groups can be defined as organizations, shared attributes, or distribution lists.
- **By Users:** You can also target dependents of sponsor users. Operators can also block specific individuals within a group from receiving the alert.
- **By Advanced Query:** Target users based on standard or user attributes or delivery devices. Select this option to perform customized targeting for an alert.
- **By Location:** Target users based on their geographical location.

The administrator can restrict the organizational nodes and distribution lists that each publisher can access. As a result, a publisher might be able to target only a fraction of the total available organizations and distribution lists.

Target groups

You can use the By Groups tab to target groups of users based on their membership in organizational hierarchical nodes or distribution lists. The alert is sent to users in the selected groups.

You can also block recipient groups (exclude them from alert delivery).

The Group target categories displayed are:

- **Organizational Hierarchy:** If your system is set up for them
- **Distribution Lists:** Static and dynamic
- **Targetable Attributes:** Any attributes that have been selected as targeting criteria

Note: The administrator can restrict the contents of these categories for each publisher. For example, a publisher might have permission to view only one of four organizational hierarchies.

1. In the **Target Users** section, click **By Groups**.
2. In the **Groups** field, select the check box next to each group or distribution list that you want to target.

If you select a group or distribution list that contains sub-groups or sub-distribution lists, those are automatically selected, too. However, you can manually deselect any of them by clicking the check box next to its name. If you select all of the sub-groups or sub-distribution lists manually, the parent group or distribution list is not selected automatically.

Note: The presence of a black square (or a black hyphen if you are using Google Chrome) in a check box indicates that some of its sub-groups or sub-distribution lists have been selected and some have not.

Target individual users

You can use the By Users tab in the Targeting section to target individual users that you want to send an alert to.

1. In the **Target Users** section, click **By Users**.
2. In the **Users** field, click **Add/Block Users**.
3. On the **Add/Block Users** screen, select the check box next to each user that you want to target in the alert and then click **Block** next to any user you want to block from receiving the alert.

Note: If the name of the user does not appear on the screen, enter the name in the search field, and then click **Search**.

As you select (and block) users, the total number selected updates automatically at the top of the screen and the total number targeted and blocked appears below the search field.

4. Click **Apply**.

The Users screen appears, displaying the names of the users you added with a ✓ next to their name. If you blocked any users, a ⛔ appears next to their name.

Note: If you want to remove a targeted user from the alert recipient list, click ✕ next to their name.

Target by location

You can target users by selecting locations on a map. Users with any geolocation attribute in the selected locations are targeted in the alert or event. In addition, any users with a Last Known Location attribute that was updated within the selected timeframe are also targeted by default.

1. In the **Content** section of an alert or alert template, in the **Location** section, click **Add**. The publisher map opens.
2. On the map, do one of the following:
 - Click **Create Custom Locations** to display the drawing tools for creating shapes. Click a shape button and then click and drag on the map to select the location you want to use in the alert or event. You can add multiple custom locations.
 - Click **Select Predefined Locations**, and select any of the layers that have been created for you. When you select a layer, the map updates to display the layer location on the screen. Select one or more predefined locations in the layer by clicking them on the map or selecting them from the drop-down menu. As you make selections, the locations are highlighted on the map.

Tip: For a detailed description of how to select locations, see "[Select an alert or event location](#)" in the *BlackBerry AtHoc Create and Publish Alerts* guide.

3. Click **Apply**. The Targeting Summary section updates to display the total number of locations on the map that will be used to target recipients.
4. In the **Target Users** section, click **By Advanced Query**. By default, users who have a location attribute in the selected locations and who have a Last Known Location attribute updated within the last 4 hours are targeted.
5. Optionally, click **map selection(s)** to change the selected locations.
6. Optionally, enter a number and select **Minute(s)**, **Hour(s)**, or **Day(s)** to change the timeframe for the Last Known Location attribute.
7. Optionally, in the **Targeting Summary** section, click the number beside **By Location** to open a map that shows the targeted locations.

Target users by advanced query

You can target users based on general attributes, organization hierarchies, geolocation, device, or operator attributes.

1. In the **Target Users** section, click **By Advanced Query**.

Note: If you have added a location in the Content section, the **All geolocations inside map selection(s) plus Last Known Location update option** is selected by default.

2. Select the AND/OR operator. When AND is selected, users must meet all conditions to be targeted in the alert. When OR is selected, users that match any of the search conditions are targeted. The default is AND.
3. Click **Add Condition**.
4. In the **Select Attribute** list, select the first attribute, organization hierarchy, geolocation, operator attribute, or device you want to use as targeting criteria.
5. In the **Select Operation** field, select the operation that you want to assign to the attribute. To block users who have specific attributes, select a negative operation such as **not equals** or **does not contain**.


Note: The list of operations varies depending on the type of attribute selected.

6. If the operation you selected in Step 5 requires additional query values, a third field appears. Enter or select a value for the attribute.

Tip: For multi-select picklist, single-select picklist, geo-aware Multi-select picklist, and status type attributes, enter characters in the search box to filter the list of attribute values. You can enter characters that appear anywhere in the attribute value.

7. Optionally, click **Add Condition** and then repeat steps 3 through 6 for each additional condition you want to add.

The Targeting Summary field at the bottom of the Target Users section updates automatically to display the total number of users who match the query conditions you have created.

8. Optionally, click the number in the **By Advanced Query** field in the **Targeting Summary** section to view the advanced query criteria.
9. Optionally, modify the query conditions as needed to isolate the exact user group that you want to send the alert to. Click **Add Condition** to add more conditions. Click  beside a condition to remove it.

Select the BBM device

After selecting the users or groups you want to include in the alert, use the Select Personal Devices tab to select BBM-E to contact the target group.

1. In the **Target Users** section, click **Select Personal Devices**.
2. Scroll down to the BlackBerry Messenger section.
3. Select the check box next to each BBM-E device you want to include.

As you select devices, the pie chart on the side of the screen updates to show the number of reachable and unreachable users based on your current selections.


4. Optionally, click the number next to the **Total Users** field to view a User Listing screen that displays the username and organizational hierarchy for each of the users in the target group.
5. Optionally, click the numbers in the **Reachable Users** and **Unreachable Users** fields to view separate screens that provide user details for those groups.

Note: If no users are reachable based on the targeted users and devices you select, the alert is not ready for publishing.

6. Click **Options**.
7. On the **Personal Devices Options** window, in the **BlackBerry Messenger Template** section, select **Use Custom Template**, and then select **BBME** from the list.
8. In the **BlackBerry Messenger content** section, do one of the following:
 - Select **Alert Title and Body** to include the title and body specified in the Content section of the alert.
 - Select **Custom Text** to enter your own custom message.
9. Click **Apply**.

Configure the schedule

The Schedule settings specify how long an alert remains active.


1. Scroll down to the **Schedule** section.
2. In the **Alert Timing** section, select one of the following options for **Alert Start Time**:
 - As soon as I click the 'Publish' button
 - Set date and time. If you select this option, click  and then select the date that you want to use.
3. In the **Alert Timing** section, select the amount of time the alert should be active in the **Alert Duration** field. Use the list to specify whether the time is in minutes, hours, or days.

View the details of a sent alert

1. Log in to the BlackBerry AtHoc management system.
2. In the navigation bar, click **Alerts > Sent Alerts**.
3. On the **Sent Alerts** screen, use the search field or scroll down in the alerts table to locate the alert want to view.
4. Click anywhere in an alert line to open the details screen for the alert. The Alert Summary screen opens.

The Alert Summary screen contains a Details tab and tabs for targeted Users, Organizations, and Mass Devices, when applicable.

If the alert is live, there is an End Alert button that you can use to end the alert immediately.

The Alert Summary screen lists the current status of the alert; Live or Ended. For live alerts, the information on the page updates automatically every minute. You can manually update the screen at any time by clicking .

Details tab

The Details tab displays all fields that were included in the alert.

The Total Users field in the Target Users section displays the total number of users targeted in the alert. Click the number to open a Users screen that displays the names and user details of each targeted user.

For live events, you can change the Alert End Time in the Alert Timing section of the Schedule section.

Users tab

The Users tab provides statistics on the number of users who were targeted by the alert and the kinds of responses that were recorded from users who received the alert

The **Sent Details** section contains statistics on the number of users targeted by the alert, the number of users the alert was sent to, and the number of users the system is still trying to contact or the system failed to contact. For each of these options, a menu next to the number contains the following options:

- **Export Delivery Summary (CSV):** Click this option to create an exportable CSV file containing the names of all users who fit the particular category you clicked: Targeted, Sent , or In Progress or Failed. Where applicable, the CSV also contains the alert sent time, responded time, user response, and error time recorded for each user in the list.
- **Send alert to these users:** Click this option to open a duplicate of the original alert that you can modify and send out again. For the "In Progress or Failed" category, this option is a quick way of adding more personal devices and delivery methods to the alert to try to contact alert targets who were unaware of or unable to respond to the original alert.

The **Response Details** section displays a list of the possible alert response options, each assigned a different color. The total number of alert recipients who have selected that option is displayed next to each option. This information is also graphically represented on the screen by a circle divided into colored segments in proportion to the number of response options of each type that were selected.

The menu next to each response number contains the following options:

- **Export Delivery Summary (CSV) for sent alert:** Click this option to create an exportable CSV file containing the names of all recipients who chose the corresponding response option. Where applicable, the CSV also contains the alert sent time, responded time, user response, and work related details for each recipient.
- **Send Alert to These Users:** Click this option to open a duplicate of the original alert that you can modify and send out again. For the Not Responded category, this option is a quick way of adding more personal devices

and delivery methods to the alert to try to contact alert targets who were unaware of or unable to respond to the original alert. For other options, it is a way to provide specific additional instructions to a highly targeted group.

- **User List:** Click this option to open a User Tracking report.

Advanced Reports button

The Advanced Reports button takes you to the Reports screen, where you can view a range of different reports. For more information, see "[View Advanced Reports](#)" in the *BlackBerry AtHoc Create and Publish Alerts* guide.

Note: Unlike the Report Summary screen, the Advanced Reports screen is not localized. The screen appears in U.S. English for all BlackBerry AtHoc users, regardless of their default system or organization locale.

BlackBerry AtHoc Customer Support Portal

BlackBerry AtHoc customers can obtain more information about BlackBerry AtHoc products or get answers to questions about their BlackBerry AtHoc systems through the Customer Support Portal:

<https://www.blackberry.com/us/en/support/enterpriseapps/athoc>

The BlackBerry AtHoc Customer Support Portal also provides support via computer-based training, operator checklists, best practice resources, reference manuals, and user guides.

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