



Core and More Technologies helps ensure a smooth transition for newly-acquired AtHoc

PROFILE

Based in San Mateo, California - AtHoc, now a division of BlackBerry Limited, is a world leader in the realm of networked crisis communication. AtHoc empowers organizations in both the public and private sector to distribute alerts, gather critical information in the event of an emergency and offer real-time visibility into personnel's safety and status. AtHoc is a trusted partner for the U.S. Department of Homeland Security, the Department of Defense, Microsoft, American Red Cross and countless other leading organizations.

THE CHALLENGE

In July 2015, BlackBerry reached an agreement to acquire AtHoc. This was unquestionably the biggest event in the history of the company. While obviously an exciting development, this acquisition also presented tremendous challenges. One of the most significant: AtHoc needed to carefully manage the announcement of the acquisition, ensuring that all of its clients and their thousands of employees and members understood how this would and wouldn't affect them, all of which required different explanations for different client segments. The announcement needed to be made in less than two weeks, meaning that AtHoc was under an extremely tight deadline to establish the digital resources required to support this unveiling. There was no model to follow as to what form this should take.

What's more, all of this preparation had to be done in secret, remaining out of the public light until the actual announcement.

Lastly, the AtHoc website needed to be capable of supporting a massive and sudden surge in traffic as people rushed to learn more about the acquisition.

AtHoc

AtHoc, a division of BlackBerry Limited, is the pioneer and recognized leader in networked crisis communication, protecting millions of people and thousands of organizations around the world. Headquartered in Silicon Valley, the company operates around the globe.

Looking into the future, AtHoc also needed to rebrand its website and other digital collateral to reflect the acquisition. This included altering the logo, style and wording on hundreds of individual pieces hosted on the AtHoc website. This detailed website renovation also had a tight, strict deadline of only two months.

Both the initial announcement and the official, complete rebranding had the potential to become commercial nightmares if handled incorrectly.



THE SOLUTION

To tackle these two related, essential challenges, AtHoc turned to its long-standing partner: Core and More Technologies. Core and More Technologies began work with AtHoc on SEO improvements back in May of 2010, and the relationship has grown stronger and stronger over the course of this last half-decade. Core and More Technologies was, by this point, deeply involved in every aspect of AtHoc's online marketing program, and the two companies had a tremendous amount of confidence and trust in one another. Consequently, AtHoc did not hesitate to reach out to Core and More to provide support and guidance at this critical juncture.

Both Core and More Technologies and AtHoc took advantage of the open workforce model in order to tackle these demanding tasks. Given the high priority and the immediacy of the need, Core and More Technologies quickly dispatched resources to work on-location at AtHoc's headquarters in San Mateo, CA.

The Core and More team worked very closely with Douglas Doyle, AtHoc's Chief Marketing Officer, and his team to determine how to best approach this challenge. Ultimately, the two decided to develop and then implement a plan for a specially designed website expansion supporting the BlackBerry acquisition announcement. This single page would serve as a one-stop-shop for AtHoc's clients, their personnel and anyone else interested in learning more about the acquisition. The design of the page needed to be clean, clear and intuitive, bringing together internal information and links to external news media covering the acquisition. The website would also need to function across all browsers and platforms — a particularly difficult challenge given how many of AtHoc's clients are military institutions, complete with tightly controlled networks.

Ten 12-hour days later, on July 21, the special announcement website was ready to go. Right on schedule, the website launched, complete with all of the necessary information regarding the BlackBerry acquisition. The website handled the on-rush of site visitors without issue, and the announcement page was universally well-received for its sleek design and cutting-edge functionality.

Because of the years-long relationship between the two firms, AtHoc was able to entrust their digital assets entirely to Core and More Technologies.

Next came the complete rebranding of the AtHoc website and all of its assets. On all of its digital collateral, AtHoc's previous logo needed to be replaced with the new design, which incorporated BlackBerry's own visuals; references to AtHoc as an independent company needed to be scrubbed; and contact information needed to be updated in countless places. Naturally, the AtHoc leadership team mandated the execution of this task in time for the official completion of the acquisition on September 23.

AtHoc marketing and the rest of Core and More Technologies dedicated themselves to achieving this goal. Because of the years-long relationship between the two firms, AtHoc was able to entrust critical digital assets to Core and More Technologies, and to count upon them to meet these needs with a balance of urgency and world-class quality.

Core and More Technologies delivered. When the acquisition was officially completed, every piece of collateral on AtHoc's website had been revised and rebranded. Once again — Core and More had demonstrated consistent commitment to customer service and support, and in doing so helped the AtHoc team meet all of their objectives on-time, and on-budget.



BlackBerry Acquires
Emergency
Mass-Messaging
Startup AtHoc



BlackBerry to Buy
Crisis-Communications
Software Firm AtHoc



BlackBerry Seeks Bigger
Fish with Purchase of
Crisis-Alerts Firm AtHoc