



Everbridge IT Alerting Enables Rapidly Growing Number of Enterprises to Resolve IT Incidents Faster, Minimizing Business Impact

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Number of Customers Leveraging Operational Response Automation Solution to Improve and Scale IT Communications and Collaboration Doubles in Past Nine Months

BURLINGTON, Mass.--(BUSINESS WIRE)--Sep. 14, 2017-- [Everbridge, Inc.](#) (NASDAQ:EVBG), a global software company that provides critical event management and enterprise safety applications to help keep people safe and businesses running, continues to help enterprises around the globe minimize the impact of IT incidents with its [IT Alerting](#)™ solution. By leveraging IT Alerting's automated response capabilities, companies of all sizes have achieved faster IT incident resolution through the improved communication, collaboration and decision-analytics that result from more efficient workflow-based processes.

Need for Incident Response Automation Solutions Has Never Been More Pressing

In today's digital world, across all industries, almost every business transaction is processed via computer applications or mobile apps. IT teams around the world must be prepared to respond to service disruptions and interruptions at a moment's notice. Incidents are different in nature, ranging from data center outages, application failures, website slowdowns, cyber-attacks, data breaches and distributed denial of service (DDOS) attacks. As a result, business critical application downtime has become a bigger nightmare for most organizations.

A recent [Everbridge survey](#) shows that the average cost of downtime is \$8,662 per minute, and companies take 27 minutes on average to engage the right team of responders. Everbridge's experience with customers who have automated the IT response process shows that companies could reduce this average time to 5 minutes or less, saving an average of \$190,000 per major IT incident – and significantly improving worker productivity.

"When major IT incidents happen, the time it takes to respond is critical," said Vick Vaishnavi, General Manager of the IT Alerting and IoT Business Unit at Everbridge. "The right information has to get to the right people instantaneously, in order to expedite the response process. The faster the response, the less costly the incident ultimately is – and the more confident end users and customers will feel about service being restored soon."

Everbridge IT Alerting Customers Have Doubled in the Past Nine Months

The number of customers using Everbridge's IT Alerting solution continues to grow, doubling since November 2016. IT Alerting customers include: Alexion Pharmaceuticals, Choice Hotels, Digital Reality, Express Scripts, Ericsson, Facebook, Penn State Health Milton S. Hershey Medical Center, Sierra Nevada Brewing Company and Xerox.

Customers continually leverage IT Alerting to globally scale their IT response activities and minimize critical service and technology disruptions. IT Alerting offers the ability to coordinate response team groups, calendars and activities on a global scale, enabling faster time to incident awareness and resolutions, while also ensuring that employees and executives are kept informed of the incident status.

Examples of customer value include:

- A leading US based home improvement company has seen the average time to engage the IT response team reduced by 50 percent, from 6 minutes to 3 minutes.
- A global financial service institution now has more than 11,500 IT resolvers, 3,324 groups and calendars under management in the system. It triages over 36,000 incidents each month. Since deploying IT Alerting, it has been able to streamline communications between team members and improved its SMS reach by 20 percent.

About Everbridge

[Everbridge, Inc.](#) (NASDAQ: EVBG) is a global software company that provides enterprise software applications that automate and accelerate an organization's operational response to critical events in order to keep people safe and businesses running. During public safety threats such as active shooter situations, terrorist attacks or severe weather conditions, as well as critical business events such as IT outages or cyber-attack incidents, over 3,400 global customers rely on the company's SaaS-based platform to quickly and reliably aggregate and assess threat data, locate people at risk and responders able to assist, automate the execution of pre-defined communications processes, and track progress on executing response plans. The company's platform sent over 1.5 billion messages in 2016, and offers the ability to reach over 200 countries and territories with secure delivery to more than 100 different communication devices. The company's critical event management and enterprise safety applications include Mass Notification, Incident Management, IT Alerting, Safety Connection™, Community Engagement®, Visual Command Center®, Crisis Commander® and CareConverge™, and are easy-to-use and deploy, secure, highly scalable and reliable. Everbridge serves 8 of the 10 largest U.S. cities, 8 of the 10 largest U.S.-based investment banks, all four of the largest global accounting firms, all 25 of the 25 busiest North American airports and 6 of the 10 largest global automakers. Everbridge is based in Boston and Los Angeles with additional offices in San Francisco, Lansing, Beijing, London and Stockholm. For more information, visit www.everbridge.com, read the company [blog](#), and follow on [Twitter](#) and [Facebook](#).

Cautionary Language Concerning Forward-Looking Statements:

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding the anticipated opportunity and trends for growth in our critical communications and enterprise safety applications and our overall business, our market opportunity, our expectations regarding sales of our products, and our goal to maintain market leadership and extend the markets in which we compete for customers. These forward-looking statements are made as of the date of this press release and were based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of

management. Words such as “expect,” “anticipate,” “should,” “believe,” “target,” “project,” “goals,” “estimate,” “potential,” “predict,” “may,” “will,” “could,” “intend,” variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond our control. Our actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to: the ability of our products and services to perform as intended and meet our customers’ expectations; our ability to attract new customers and retain and increase sales to existing customers; our ability to increase sales of our Mass Notification application and/or ability to increase sales of our other applications; developments in the market for targeted and contextually relevant critical communications or the associated regulatory environment; our estimates of market opportunity and forecasts of market growth may prove to be inaccurate; we have not been profitable on a consistent basis historically and may not achieve or maintain profitability in the future; the lengthy and unpredictable sales cycles for new customers; nature of our business exposes us to inherent liability risks; our ability to attract, integrate and retain qualified personnel; our ability to successfully integrate businesses and assets that we may acquire; our ability to maintain successful relationships with our channel partners and technology partners; our ability to manage our growth effectively; our ability to respond to competitive pressures; potential liability related to privacy and security of personally identifiable information; our ability to protect our intellectual property rights, and the other risks detailed in our risk factors discussed in filings with the U.S. Securities and Exchange Commission (“SEC”), including but not limited to our Annual Report on Form 10-K for the year ended December 31, 2016 filed with the SEC on March 23, 2017. The forward-looking statements included in this press release represent our views as of the date of this press release. We undertake no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing our views as of any date subsequent to the date of this press release.

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Source: Everbridge, Inc.

Everbridge
Jeff Benanto, 781-373-9879
jeff.benanto@everbridge.com
or
fama PR for Everbridge
Tim Morin, 617-986-5015
everbridge@famapr.com