



Everbridge Announces Major Breakthrough in IT Alerting with the Release of Smart Analytics

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New Functionality to be Highlighted at Gartner Symposium/ITxpo 2017; Will Provide Actionable Insights to Improve Response Teams' Efficiency and Performance

ORLANDO, Fla.--(BUSINESS WIRE)--Oct. 3, 2017-- [Everbridge, Inc.](#) (NASDAQ: EVBG), the global leader in critical event management and enterprise safety applications to help keep people safe and businesses running faster, today announced significant enhancements to its [IT Alerting](#)™ solution, including new Smart Analytics and ChatOps integrations. By leveraging IT Alerting's automated incident response capabilities, companies of all sizes have achieved faster IT incident resolution through improved communication, collaboration and decision-analytics that resulted in more efficient workflow-based processes.

The new release enables senior IT executives to gain insights into Incident Response Performance to help improve their teams' efficiency and minimize the business impacts of unplanned downtime. Everbridge will highlight the new capabilities of the IT Alerting solution, including Smart Analytics and Collaboration at the Gartner Symposium/ITxpo 2017 event, October 1st – 5th in Orlando, Florida at booth #506, in Atlantic Hall.

Additional new capabilities include:

- **Interactive Dashboards:** The solution gives visibility into Incident Response across all areas of IT: Service Operations, Security Operations, DevOps and IT BC/DR. These interactive analytics are also available to be used in the Global Operations Centers and the NOCs/SOCs.
- **Incident Response Trending:** Incident response trending is available by group, time or type to help continuously improve processes and assist managers with resource planning and optimizing response times and SLAs. With interactive response timeline monitoring, and early warnings, businesses can proactively ensure adherence to the organizational Service Level Objectives.
- **ChatOps Integration:** 360-degree collaboration toolset now offers ChatOps integration. Cross-functional teams can collaborate on a given incident in real-time for best efficiency, using tools from pin-less instant conference bridges to team collaboration platforms such as Slack. The solution also offers the storage and retrieval of an audit trail to enable knowledge sharing and after-action report used for post-mortem and continuous improvement.

"Given the complexity of today's digital environments, studies have shown that continuously adding more IT staff to cope with an increasing number of IT incidents is not a scalable solution anymore. For an organization to respond to IT critical events in a consistent and timely manner, Response Automation solutions have become a must-have," says Vick Vaishnavi, General Manager, IT Alerting and IoT, Everbridge. "Not only does our new release of IT Alerting offer more interactive collaboration options, but it also provides the analytics and insights needed by management to rethink and streamline their incident response processes "

For more information on the new IT Alerting product enhancements, please visit www.ITAlerting.com.

About Everbridge

[Everbridge, Inc.](#) (NASDAQ: EVBG) is the global leader in critical event management and enterprise safety applications that automate and accelerate an organization's operational response to critical events in order to keep people safe and businesses running faster. 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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