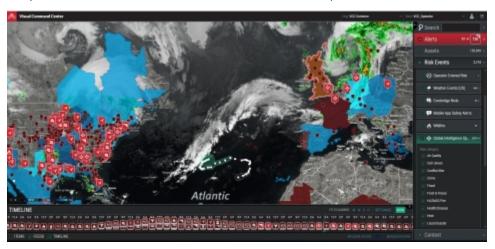# Everbridge Launches Next Generation of its Critical Event Management (CEM) Platform

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- Everbridge unveils end-to-end common operating environment for managing critical events and responding to enterprise risk
- Company unifies Visual Command Center® software with entire suite of CEM™ applications to provide enterprises with situational awareness and risk resilience on an unprecedented scale
- Everbridge to showcase enhanced visualization and orchestration components of its Critical Event Management™ Platform in booth #3535 at GSX 2018

BURLINGTON, Mass.--(BUSINESS WIRE)--Sep. 25, 2018-- Everbridge, Inc. (NASDAQ: EVBG), the global leader in critical event management and enterprise safety software applications to help keep people safe and businesses running, today announced the next generation of its Critical Event Management (CEM) Platform. Unveiling a single, turnkey operating environment for managing critical events, Everbridge customers can now leverage the company's powerful visualization and orchestration capabilities built natively into its market-leading CEM platform. Everbridge's next generation SaaS platform also features the ability to dynamically locate employees at risk and provide organizations with enhanced and actionable risk intelligence.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20180925005347/en/

Visual Command Center provides map views, timeline visualization, alert management, and other tools for enhanced global situational awareness to manage and respond to enterprise risk. (Graphic: Business Wire)

In today's increasingly mobile world, organizations are challenged with managing critical incident preparedness, communications and response. Everbridge transcends this challenge by enabling any organization to leverage a single, integrated view for managing and responding to enterprise risk across business continuity, employee/asset safety, supply chain and business resiliency.

Unifying its Visual Command Center (VCC) software with its entire suite of CEM applications provides organizations with the most comprehensive, end-to-end operating environment to take an '*Assess, Locate, Act* and *Analyze*' closed loop approach to managing critical events. This unified solution enables organizations to:

- *Assess* – detect and gain situational clarity about a threat and its potential impact to people and assets
- *Locate* – pinpoint key stakeholders including responders and resolvers, those in an impact location, and others that need to know, i.e. government officials and business executive teams
- *Act* – initiate and manage automatic incident communications workflows to quickly and decisively mitigate or eliminate the impact of a threat
- *Analyze* – conduct analysis on actions taken to understand patterns and improve outcomes and preparation for the next critical event

This end-to-end approach enhances an organization's ability to proactively anticipate threats to their people and assets and take actions such as adjusting supply chains and travel schedules to avoid risks. It also enables an organization to reduce cycle times in identifying threats, initiating response, and confirming that their people and assets are safe.

"Our goal is to provide security and risk professionals with an end-to-end operating environment to mitigate or eliminate the impact of critical events to their organization," said Imad Mouline, CTO at Everbridge. "The next generation of our CEM platform unifies real-time threat intelligence and situational awareness with the ability to dynamically locate people and assets, automate incident response workflows, and generate the metrics to measure the performance and impact of actions and outcomes."

With Visual Command Center software unified as a core component of the CEM Platform, organizations can receive immediately actionable data to easily visualize, assess, and predict which events could hamper or severely threaten their most valuable assets or continuity of operations. Providing a wide array of risk data that includes threat, reference, and contextual feeds from a variety of public, partner and proprietary sources, Everbridge

provides customers with award-winning visualizations and user experiences including:

- A full complement of integrated risk event data sources including general safety and security, terrorism, Everbridge Nixle®, transportation-related, civil unrest, crime, weather, earthquakes, wildfires, and more.
- Contextual data sources to assist operators with workflow including weather overlays, live traffic cameras, traffic flow conditions, and geo-tagged social media feeds.
- Reference data sources including airport locations, critical infrastructure, and geo-political borders.
- Time, search, and spatial queries and filtering with Export to Excel for ease of use.

As a result, organizations will be able to:

- Feed dynamic location data from access control systems, travel management solutions, Wi-Fi access points and other sources using Everbridge's Safety Connection solution directly into VCC to enable location-aware intelligence for employees and other stakeholders.
- Automatically alert and stream live video to VCC when Everbridge mobile app users signal SOS or miss a Safe Corridor check-in
- Embed Everbridge's Incident Communications solution to provide seamless multi-modal communication and summarization of response to contacts affected by critical events. Incidents can be initiated using the company's Crisis Commander ® product workflow.

As part of its next generation platform, Everbridge is also providing a new Admin Console, where customers can upload and manage their asset data, configure Visual Command Center data feeds, set Alert rules and permissions to manage access to data, and set Incident Communications integration preferences. The Admin Console provides full self-service capabilities for the customer.

Everbridge will be highlighting the latest enhancements to Visual Command Center and its Critical Event Management platform in booth #3535 at GSX 2018 taking place this week in Las Vegas. Everbridge CTO Imad Mouline will be speaking at the Xcelerated Exchange Stage (booth #151) today, September 25th at 11:30 AM PT on the topic of *"Delivering Organizational Resilience through Critical Event Management."* Mouline will also be joined by Everbridge CSO Tracy Reinhold for an additional session, *"The Changing Role of the CSO in Today's Corporate Landscape ,"* today, September 25th at 3:30 PM PT.

About Everbridge
Everbridge, Inc. (NASDAQ: EVBG) is a global software company that provides enterprise software applications that automate and accelerate organizations' 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 including IT outages, cyber-attacks or other incidents such as product recalls or supply-chain interruptions, over 4,000 global customers rely on the company's Critical Event Management 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 through the secure delivery to over 100 different communication devices, and track progress on executing response plans. The company's platform sent over 2 billion messages in 2017 and offers the ability to reach over 500 million people in more than 200 countries and territories, including the entire mobile populations on a country-wide scale in Sweden, the Netherlands, the Bahamas, Singapore, Greece, Cambodia, and a number of the largest states in India. The company's critical communications and enterprise safety applications include Mass Notification, Incident Communications, Safety Connection™, IT Alerting, Visual Command Center®, Crisis Commander®, Community Engagement™ and Secure MessagingEverbridge serves 9 of the 10 largest U.S. cities, 8 of the 10 largest U.S.-based investment banks, all 25 of the 25 busiest North American airports, six of the 10 largest global consulting firms, six of the 10 largest global auto makers, all four of the largest global accounting firms, four of the 10 largest U.S.-based health care providers and four of the 10 largest U.S.-based health insurers. Everbridge is based in Boston and Los Angeles with additional offices in Lansing, San Francisco, Beijing, Kolkata, London, Oslo 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, 2017 filed with the SEC on March 12, 2018. 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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