

Everbridge and Geofeedia Partner to Integrate Location-Based Intelligence and Incident Communications

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New Integration Helps Businesses and Governments Analyze and Engage Based on Social Media Conversations

BURLINGTON, Mass., June 14, 2016 —[Everbridge](#), a global enterprise software company that provides applications which automate the delivery of critical information to help keep people safe and businesses running, and [Geofeedia](#), a leader in real-time location-based intelligence, today announced a strategic partnership to leverage intelligence information for incident response and communications. The integration enables organizations to use Geofeedia to analyze social media conversations and identify location-specific incidents in real-time – and then activate an Everbridge incident template and workflow to ensure critical messages are delivered to the right employees, residents and stakeholders at the right time.

The Geofeedia platform extends the value of social media by enabling organizations to predict, analyze and act based on real-time conversations, reports and check-ins. Through this new integration, users can anticipate and monitor emergencies and other critical events while simultaneously triggering customized alerts within the Everbridge Incident Communications solution. Multiple contact methods including email, SMS or voice, combined with preconfigured incident communication rules, escalations and groups, enable users to kickoff incident workflows and confirm their receipt.

"Our partnership with Geofeedia allows us to provide organizations with a new way to harness social media to help keep individuals safe and informed during location-specific incidents," said Imad Mouline, CTO of Everbridge. "We look forward to partnering with Geofeedia to strengthen our ability to deliver contextual communications and incident response capabilities to clients across all industries and geographies."

Everbridge and Geofeedia will highlight the integration through an informational webinar on Tuesday, July 12th at 2:00 PM (EDT)/11:00 AM (PDT). Please register here: http://go.everbridge.com/leveraging-real-time-location-based-intelligence.html?trk=geofeedia_pr.

"We're very excited to partner with Everbridge to increase the use of social networks for situational awareness. Our platform is an integral component of a tech ecosystem that enables in-depth insight and intelligence," said Phil Harris, CEO of Geofeedia. "The collaboration of Everbridge and Geofeedia delivers superior contextual communications and incident response capabilities with the power that only location-based intelligence affords."

For more information on the Geofeedia platform, view this [product overview](#), and take a look at this video for a closer look at the integration between Everbridge and Geofeedia: <http://resources.geofeedia.com/everbridge-integration-request-information>.

About Everbridge:

Everbridge is a global enterprise software company that provides applications which automate the delivery of critical information to help keep people safe and businesses running. During mission-critical business events or man-made or natural disasters, over 2,700 global customers rely on the Everbridge platform to quickly and reliably construct and deliver contextual notifications to millions of people at one time. The company's platform sent over 1 billion messages in 2015, and offers the ability to reach more than 200 countries and territories with secure delivery to over 100 different communication devices. A broad set of applications enable companies, hospitals, agencies, states, cities and towns to address issues related to severe weather and man-made incidents, IT outages and cyberattacks, safety of traveling staff, and facilitate regulation-compliant messaging. Everbridge serves 8 of the 10 largest U.S. cities, 7 of the 10 largest U.S.-based investment banks, 24 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, Beijing and London. For more information, visit www.everbridge.com, read the company blog, <http://www.everbridge.com/blog>, and follow on [Twitter](#) and [Facebook](#).

About Geofeedia:

Founded in 2011, Geofeedia is a leading location-based intelligence platform. Used by more than 500 organizations and 10,000 users, Geofeedia's cloud-based platform enables access to publicly available, user-generated content organized by geographic location in real time. Media organizations, public sector groups, marketing organizations, and corporate risk mitigation teams use the patented SaaS platform to predict, analyze and act on real-time data from social media sources such as Instagram, Twitter, Sina Weibo, Periscope, Vine, YouTube, Picasa and VK. Based in Chicago with offices in Indianapolis and Naples, Fla., Geofeedia is backed by Hyde Park Venture Partners and Silversmith Capital Partners. For more information, visit <http://geofeedia.com> or follow the company on Twitter [@Geofeedia](#).