UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d)
of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): March 23, 2020

Everbridge, Inc.
(Exact name of registrant as specified in its charter)

Delaware	**001-37874**	**26-2919312**
(State or other jurisdiction of incorporation)	**(Commission File Number)**	**(IRS Employer Identification No.)**

25 Corporate Drive, Suite 400, Burlington, Massachusetts	**01803**
(Address of principal executive offices)	**(Zip Code)**

Registrant's telephone number, including area code: (818) 230-9700

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933(§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

Securities registered or to be registered pursuant to Section 12(b) of the Act.

Title of each class	Trading symbol(s)	Name of each exchange on which registered
Common Stock, $0.001 par value,	**EVBG**	**The Nasdaq Stock Market**

Item 7.01 Regulation FD Disclosure.

On March 23, 2020, the Company held an analyst and investor meeting at which members of the Company's management team provided presentations by publicly available webcast covering the Company's strategy, products, and markets. A copy of the presentations used at the meeting is furnished as an exhibit to this Current Report on Form 8-K.

The information included in Item 7.01 of this Current Report on Form 8-K and Exhibit 99.1 attached hereto is being furnished and shall not be deemed "filed" for purposes of Section 18 of the Exchange Act or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, regardless of any general incorporation language in such filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit No.	Description
99.1	Management Presentations
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Everbridge, Inc.

Dated: March 23, 2020

By: /s/ Elliot J. Mark
Elliot J. Mark
Senior Vice President, General Counsel and Secretary

Exhibit 99.1

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Welcome

Everbridge Analyst Day 2020

Patrick Brickley – Chief Financial Officer

- Responsible for all Global Finance Functions
- Joined Everbridge in 2015 as VP of Finance; helped lead IPO, Capital Transactions, M&A, Investor Relations
- 20+ years experience in Finance, Accounting, Sales, and Strategy
- Google – Finance Lead
- ITA Software – Revenue Operations / Financial Planning / Enterprise Sales
- CPA – PricewaterhouseCoopers
- MBA – University of Chicago Booth School of Business

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Safe Harbor

This presentation contains forward-looking statements about Everbridge, Inc. ("Everbridge" or the "Company") within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, based on management's current expectation. These statements are often identified by the use of words such as "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "plan," "project," "will," "would" or the negative or plural of these words or similar expressions or variations. Such forward-looking statements are subject to a number of risks, uncertainties, assumptions and other factors that could cause actual results and the timing of certain events to differ materially from future results expressed or implied by the forward-looking statements. Factors that could cause or contribute to such differences include, but are 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; developments in the market for targeted and contextually relevant critical communications and 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 successfully integrate businesses and assets that we may acquire; our ability to maintain successful relationships with our partners; our ability to respond to competitive pressures; potential liability related to data privacy and security; 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 (the "SEC"), including but not limited to our Annual Report on Form 10-K for the year ended December 31, 2018 filed with the SEC on March 1, 2019. Moreover, Everbridge operates in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for the Company's management to predict all risks, nor can it assess the impact of all factors on its business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statement. In light of these risks, uncertainties and assumptions, the forward-looking events and circumstances discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied.

Neither Everbridge nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements. We are providing this information as of the date of this presentation and do not undertake any obligation to update any forward-looking statements contained in this presentation as a result of new information, future events or otherwise, except as required by law.

This presentation also contains estimates and other statistical data made by independent parties and by Everbridge relating to market size and growth and other data about the Company's industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. Neither Everbridge nor any other person makes any representation as to the accuracy or completeness of such data or undertakes any obligation to update such data after the date of this presentation. In addition, projections, assumptions and estimates of the Company's future performance and the future performance of the markets in which the Company operates are necessarily subject to a high degree of uncertainty and risk. By attending or receiving this presentation you acknowledge that you will be solely responsible for your own assessment of the market and Everbridge's market position and that you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of Everbridge's business.

In addition to U.S. GAAP financials, this presentation includes certain non-GAAP financial measures, including Adjusted EBITDA and Free Cash Flow among others. These non-GAAP measures are in addition to, not a substitute for or superior to, measures of financial performance prepared in accordance with U.S. GAAP. The non-GAAP financial measures used by Everbridge may differ from the non-GAAP financial measures used by other companies. A reconciliation of these measures to the most directly comparable GAAP measure is included in the Appendix to these slides.

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Housekeeping

1. A replay of this presentation will be available in the Events & Presentation section of our IR website at ir.everbridge.com until May 15th, 2020. We will be filing the slides with the SEC under a Form 8-K.
2. We have a very full agenda and as such we will not be stopping for breaks – if you need a break please take one as needed.
3. Please note that you can submit questions via the webcast platform – the "Questions & Answers" window is accessible by clicking on the blue Q&A button at the bottom of the page. We will be answering these questions during two Q&A sessions, one halfway through the event and one at the end.
4. We will be playing a few multimedia clips during the call today. They will appear in the "Video" window. You can resize and maximize any window using the buttons in the top right.

Thank you for your attendance and participation.

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Agenda

Time	Session	Speakers
11:00 AM	Review of Agenda / Safe Harbor	Patrick Brickley – SVP & CFO
11:15 AM	Executive Chairman Comments	Jaime Ellertson – Executive Chairman
11:25 AM	Growth Drivers, Addressable Market & Vision	David Meredith – CEO
12:00 PM	CEM Expansion for IoT & New Hybrid Public Warning Platform	Imad Mouline – CTO
12:30 PM	COVID-19 Shield - Product Launch	Claudia Dent – SVP Product Marketing
1:00 PM	EB Ecosystem	Ajay Nigam – Chief Product Officer
1:15 PM	Platform Scalability, Resiliency, and Compliance	Jim Totton – EVP Chief Operations Officer
1:30 PM	Customer Speaker: Syniverse	Philip Celestini – Chief Security Officer, Syniverse
1:45 PM	Q&A	
2:00 PM	Enterprise Transition & GTM Developments	Vernon Irvin – EVP Chief Revenue Officer
2:15 PM	Partner Speaker: Control Risks	Eddie Everett – CEO Products, Control Risks
2:30 PM	Customer Success	MJ McCarthy – Head of Global Account Management
2:45 PM	Mission-Driven Culture and Employer of Choice	Cara Antonacci – Head of People/ HR
3:00 PM	Financial Review	Patrick Brickley – SVP & CFO
3:30 PM	Wrap Up	David Meredith – CEO
3:45 PM	Q&A	

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Jaime Ellertson – Executive Chairman

- Leads Everbridge strategic vision and market evolution
- Former CEO and Chairman of CloudFloor Corporation, merged with Everbridge (NASDAQ: EVBG)
- CEO, President, and Director of Gomez Inc., Internet Performance Management leader (acquired by Compuware)
- CEO, President, and Director of S1 Corporation (NASDAQ: SONE)
- CEO and President of Interleaf (NASDAQ: LEAF) acquired by BroadVision
  - Founded several other high growth companies
  - Founder Document Automation Corporation (1982-1987)
  - Founder Openware Technologies (1990-1995)
  - Founder Purview Technologies Inc. (1996-1997)

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Comments on Current COVID-19 Environment
COVID-19 is one of the largest critical events to affect our world in the last century.
Keeping our global customers, their employees and our employees safe during this critical event is our top priority .

Continuing Growth through Strategic Initiatives

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Successful Executive Team Transition

Patrick Brickley
SVP & CFO

April 2019

David Meredith
CEO & Director

July 2019

Vernon Irvin
EVP & Chief Revenue Officer

September 2019

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David Meredith – CEO & Board Director

- Leads Everbridge long-term growth and management of the business
- 25+ years executive leadership scaling multi-billion-dollar cloud managed services providers and software companies
- Former Chief Operating Officer at Rackspace
- Former President of Global Data Center Hosting at CenturyLink
- Leadership roles ranging from PE/ venture firms to business units of large public companies such as Capital One, CGI and VeriSign
- M.S. from the University of Virginia (UVA)

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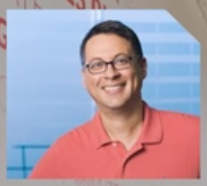
Updates from our Team, Customers, & Partners



Public Warning & CEM for IoT

COVID-19 Shield

EB Ecosystem & Network Effects

Resiliency & Compliance

CEM + Syniverse
Phil Celestini, CSO

Enterprise Transition

CEM + Control Risks
Eddie Everett, CEO Products

Customer Success

Employer of Choice: Mission-Driven Culture

Financial Performance

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Increasing Global Reach
Everbridge Mission: Keep People Safe & Businesses Running…Faster
3 Billion People
REACHED BY 2024

Accelerating Threats Drive Disruption

Number of terrorist incidents[1]

6x

Annual mass shootings in the US[3]

27x

BLACK SWAN EVENT - COVID-19:

GLOBAL, PERSISTENT, AND PERVASIVE DISRUPTOR OF GOVERNMENTS, BUSINESSES, & HEALTHCARE

PEOPLE

Hundreds of millions working from home due to nationwide lockdowns, incl. UK, Italy, France, Spain, as well as SLG mandates in the U.S.

As of March 19, 2020

OPERATIONS & SUPPLY CHAIN

5 million companies have Tier 2 suppliers in impacted regions, including 983 of F1000

Source: Dun & Bradstreet

BRAND

18.5% decline in hospitality stocks as hotels, airlines, and other travel business see a drop in customers

Source: STR/Baird Hotel Stock Index as of March 10, 2020

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The High Cost of Disruption
Cost of Terrorism[1]
$84 Billion
Natural Disaster Losses[2]
Cost of Malicious Cyber Activities (US)[3]
Cost of Workplace Violence (US)[4]
ESTIMATED ANNUAL ECONOMIC IMPACT OF
ESTIMATED ECONOMIC IMPACT OF
COVID-19[5]
$2 Trillion
*2016 estimates
1) Institute for Economics and Peace – 2016 Global Terrorism Index
2) Munich RE – "Overview of natural catastrophe figures for 2016"
3) US Council of Economic Advisors - "The Cost of Malicious Cyber Activity to the U.S. Economy"
4) National Academies - "Costs of Violence in the Workplace"
5) United Nations – estimation given 0.5% global economic growth, as of March 9, 2020
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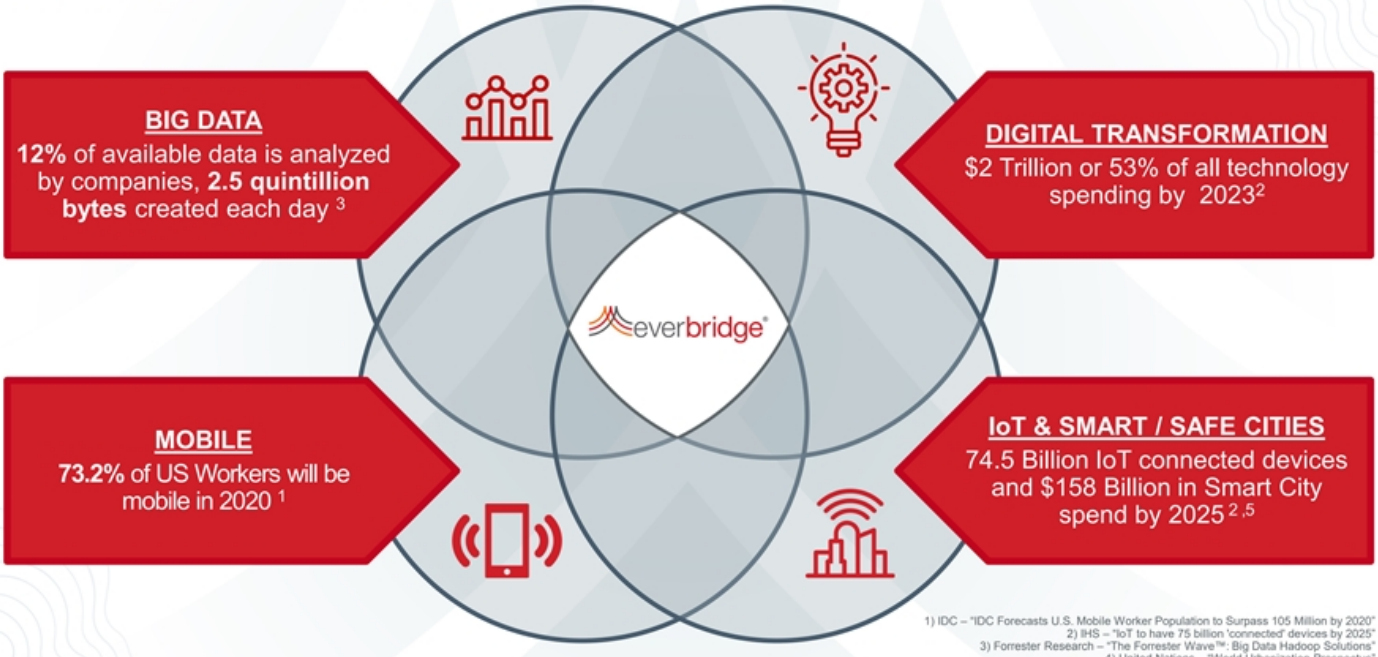
CEM Market Drivers



1) IDC – "IDC Forecasts U.S. Mobile Worker Population to Surpass 105 Million by 2020"
2) IHS – "IoT to have 75 billion 'connected' devices by 2025"
3) Forrester Research – "The Forrester Wave™: Big Data Hadoop Solutions"
4) United Nations – "World Urbanization Prospectus"
5) IDC – IDC Forecasts Smart Cities Spending to Reach $158 Billion in 2022
6) IDC – Digital Transformation Worldwide Semiannual Digital Transformation Spending Guide

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Large and Growing Addressable Market

$4.8B + $10.4B + $25.9B

= $41+ Billion TAM[1]

From Single Product to Enterprise Suite

"CAVEMAN" MATH

5 / 50
U.S. states

5 / 28
Indian states

8 / 200
Countries

250 / 1000
F1000

1.9 / 10
SaaS products per customer

(1)Total Addressable Market is based on EVBG ASPs applied to 29,000+ named accounts, including (a) CEM target customers in G2000 and companies with greater than 1,000 employees; (b) IT & IoT alerting target customers as % of employees supporting IT; and (c) 180+ target Population Alerting countries priced according to population and GDP. TAM, which is based on management estimates, is inherently subject to uncertainties and actual events or circumstances may differ materially from management estimates reflected in this presentation.
(2)Rollout in progress

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Everbridge Enterprise Client Base

8 OF THE 10 largest investment banks[1]

7 OF THE 10 largest global auto makers[2]

9 OF THE 10 largest global consulting firms[3]

8 OF THE 10 largest U.S. cities[4]

7 OF THE 195 countries

47 OF THE 50 busiest North American airports[5]

4 OF THE 5 largest pharmaceutical companies[6]

6 OF THE 10 largest high tech companies[7]

4 OF THE 4 largest global CPA firms[2]

Extensive customer base growth across **multiple verticals**

Number of customers[8]

(1) 2019 ADV ratings by investment banking revenue. (2) As of 2019, ranked by annual revenue (3) As of 2018, ranked by annual revenue (4) 2010 consensus by population (5) Federal Aviation Administration
(6) Drug Channels Institute 2018, ranked by prescription revenue (7) Forbes "The Largest Technology Companies in 2019"
(8) As of December 31, 2011 and December 31, 2019.

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Setting the Standard

Marquee customers leveraging EVBG to drive and protect operations

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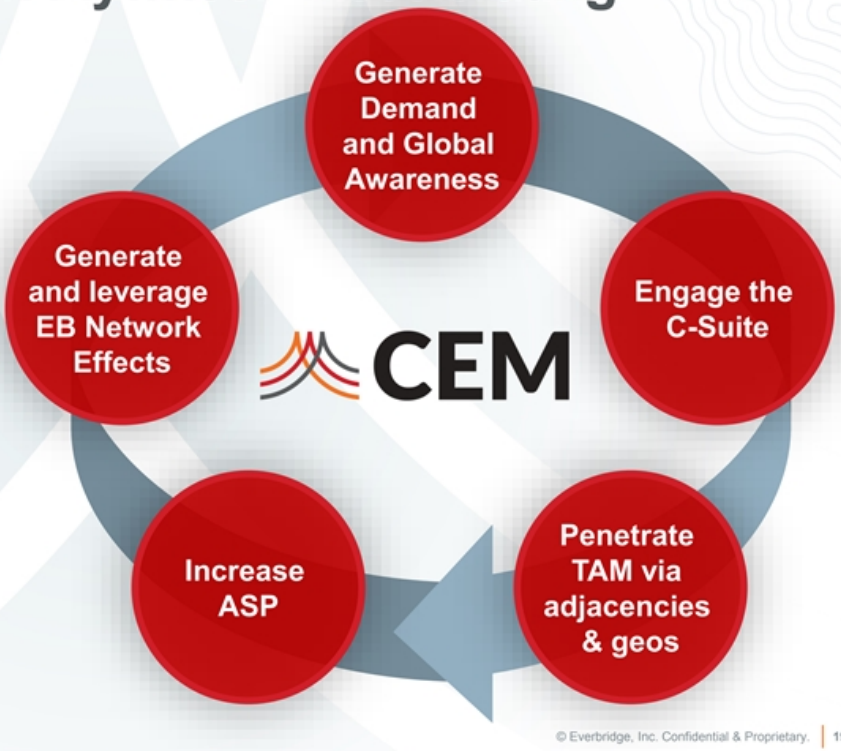
CEM "Category Creation Flywheel" Accelerating

CEM solves mission-critical **problems that matter to the Board and C-suite** of the world's largest companies and governments



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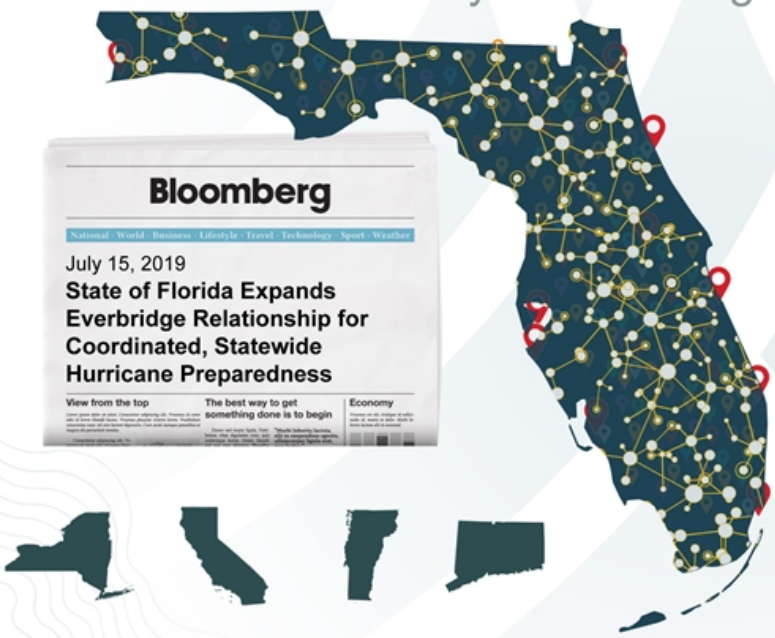
Everbridge Network: Florida

Platform Enables Ecosystem for Regional Resiliency



Bloomberg

National · World · Business · Lifestyle · Travel · Technology · Sport · Weather

July 15, 2019

State of Florida Expands Everbridge Relationship for Coordinated, Statewide Hurricane Preparedness

View from the top

The best way to get something done is to begin

Economy

400+ Customers

- COUNTIES: 65 of 67
- CITIES: 260
- CORPORATIONS: 50
- GOVERNMENT: 115
- EDUCATION: 7
- HEALTH CARE: 30
- TRANSPORTATION: 18

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Country-wide Network Effects: Singapore

Platform Enables Ecosystem for Regional Resiliency

30+ Customers

FINANCIAL SERVICES	9
MANUFACTURING	4
HOPSPITALITY	2
GOVERNMENT	2
UTILITIES	2
HEALTH CARE	1
TELECOM	2

GROWING TRACTION ACROSS VERTICALS

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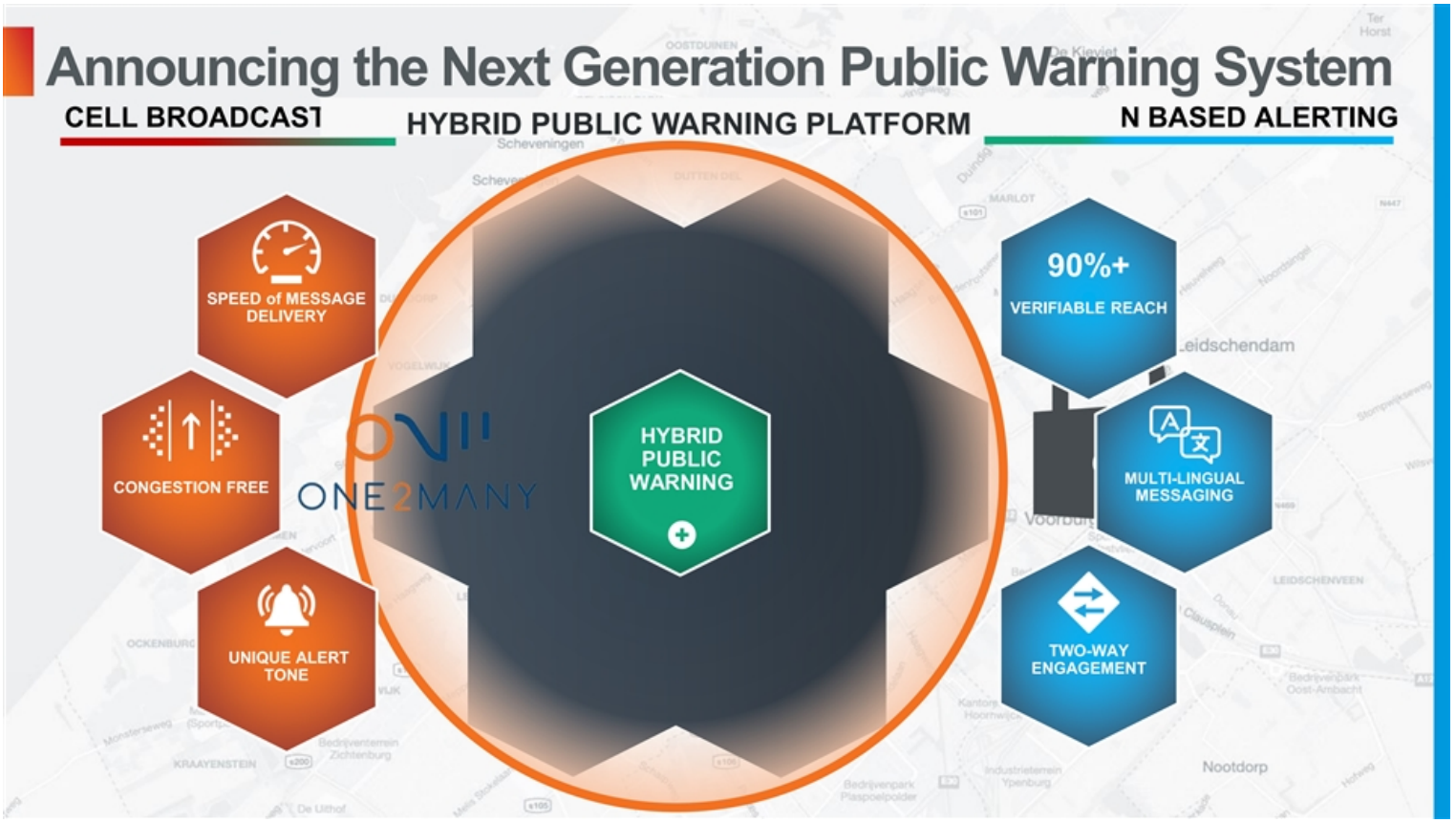
Announcing the Next Generation Public Warning System
CELL BROADCAST
HYBRID PUBLIC WARNING PLATFORM
N BASED ALERTING
SPEED of MESSAGE DELIVERY
CONGESTION FREE
UNIQUE ALERT TONE
ONE2MANY
HYBRID PUBLIC WARNING
90%+
VERIFIABLE REACH
MULTI-LINGUAL MESSAGING
TWO-WAY ENGAGEMENT

Announcing the Next Generation Public Warning System

HYBRID PLATFORM

HYBRID PUBLIC WARNING

SMART SEND
Maximize Reach and Performance

SMART RESPONSE
Directed Two-Way Comms

SMART LOCATION
Insight to Crowd Movements

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Public Warning

Video in Player

Imad Mouline – Chief Technology Officer

- Leads Everbridge market strategy, product roadmap and innovation
- CTO of Everbridge since 2011
- Co-founder and CTO of CloudFloor
- CTO of Compuware's Application Performance Management Solutions
- CTO of Gomez
- CTO of S1 Corporation
- Director of Engineering at BroadVision and Interleaf, Inc
- 5 U.S. Patents; MIT graduate

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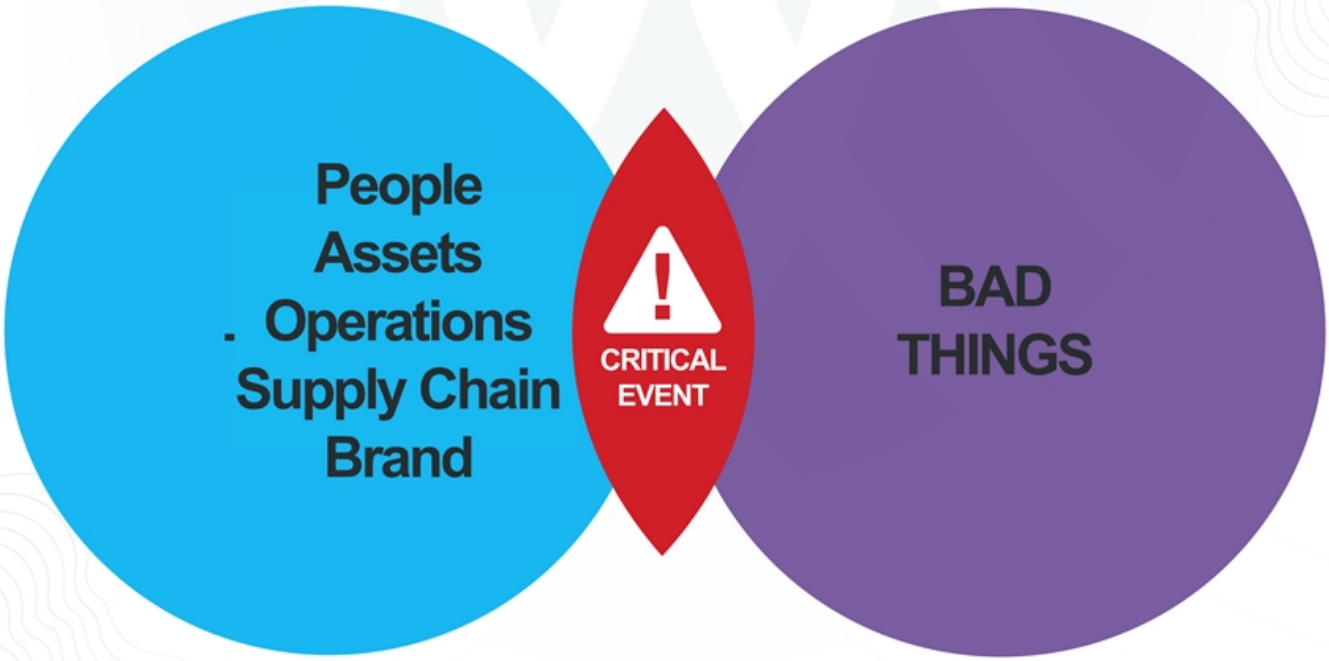
Everbridge Critical Event Management

A Simple Value Proposition



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Most Common Critical Events

FORRESTER®

"From which of the following types of critical events has your company suffered in the past 24 months?"

- 33% Natural disaster/extreme weather
- 28% Theft of physical/ intellectual property
- 25% IT failure/ network crash
- 24% Cyberattack
- 24% Utility outage
- 23% Executive protection threat
- 23% Brand/ reputational crises
- 22% Supply chain disruption
- 14% Terrorism or acts of terror
- 11% Active shooter

98% Pandemic COVID-19

Base: 214 critical event management and operations executives in the US at enterprises with global operations

Source: A commissioned study conducted by Forrester Consulting on behalf of Everbridge, September 2018

1. Dun & Bradstreet: Percent of F1000 companies with Tier 2 suppliers impacted by COVID-10

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Managing Critical Events: Why Is It So hard?

What's happening?

- Is it a reliable source?
- What type of disruption?
- Where is it?
- When did it happen?
- How severe?

Do we/ should we care?

- Employees, Visitors, Contractors, Travelers
- Buildings, Assets, Suppliers, Partners
- Impacted Customers, Brand
- Response teams, LoB

What do we/ should we do?

- Identify appropriate plan
- Activate response team
- Notify impacted stakeholders, employees
- Keep execs informed

How did we do?

- Post-mortem report
- Generate RCA
- Compliance
- Performance assessment
- Identify improvements

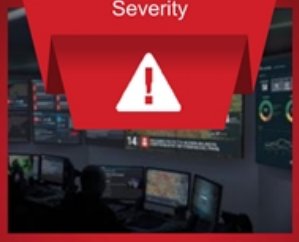
The more time, the greater the impact to people, assets and operations

What Managing Critical Events Really Means?

1

ASSESS

Context and Severity



Know What Is Happening or May Happen.

2

LOCATE

Identify Stakeholders and Assets

Identify Who Is Impacted, Needs to Know and Can Help.

3

ACT

Manage Response

Inform, Notify, Rally, Collaborate, Mitigate, Fix, Recover.

4

ANALYZE

Performance

Report, Comply, Learn, Improve.

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What Managing Critical Events Really Means?

Streamline critical event response and accelerate resolution

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CEM Critical Event Management PLATFORM

Everbridge CEM ***is always on.***

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Cross Domain Use Cases

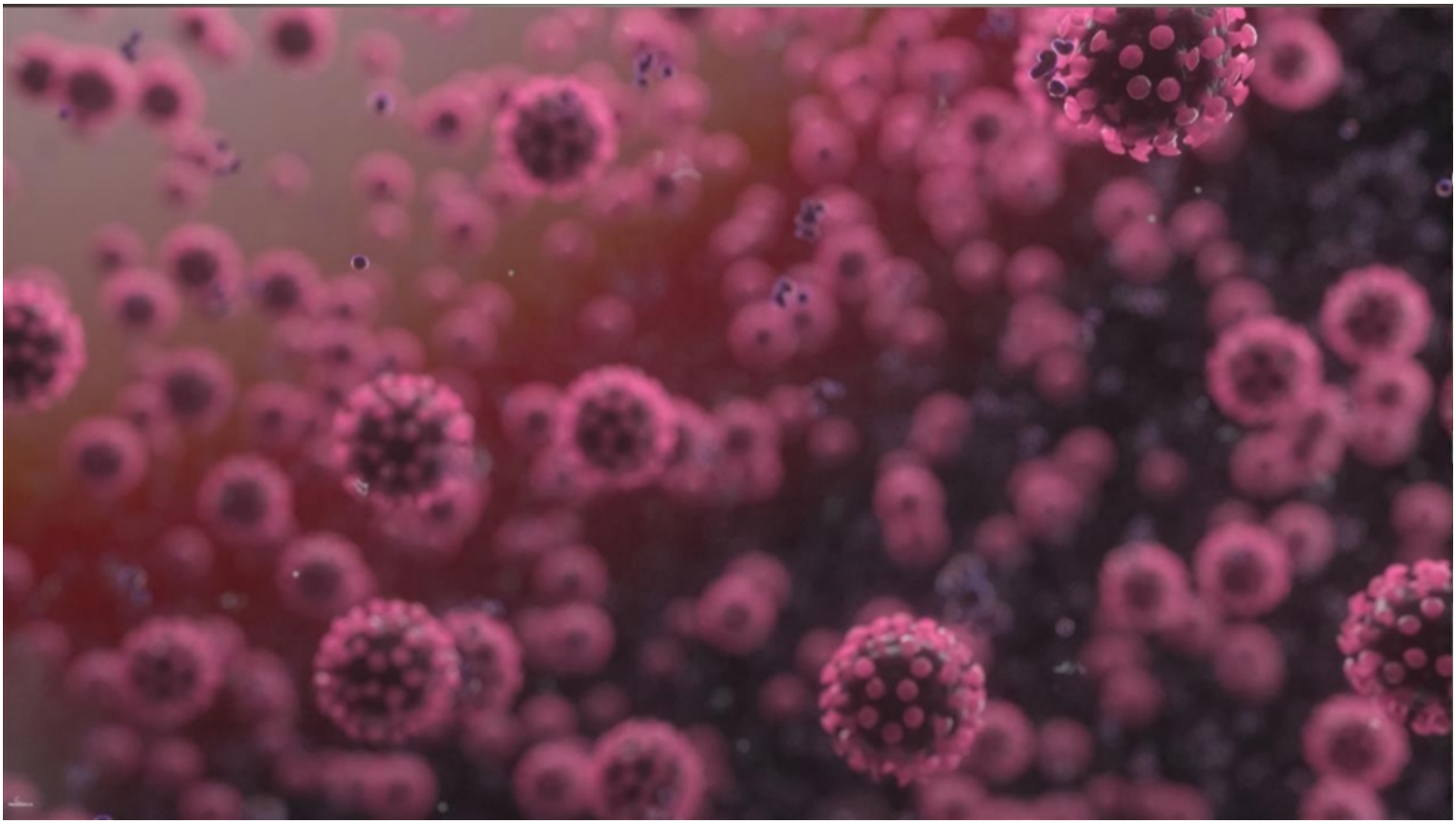
Business Continuity

Life Safety

IT Services Disruptions

Supply Chain Risk

Emergency Communications



Expanding CEM Broader

Public Warning

Optimized Outreach

"For the delivery of public warning, there appears to be no single solution that fits all the requirements for the timely notification of an emergency incident or situation. Therefore, a Public Warning System (PWS) ought to be a blend of the best attributes of the existing technologies, adapted to the particular demands of the country or territory in question."

eena

EUROPEAN EMERGENCY NUMBER ASSOCIATION

European Emergency Number Authority
"PUBLIC WARNING SYSTEMS Update"
30 September 2019

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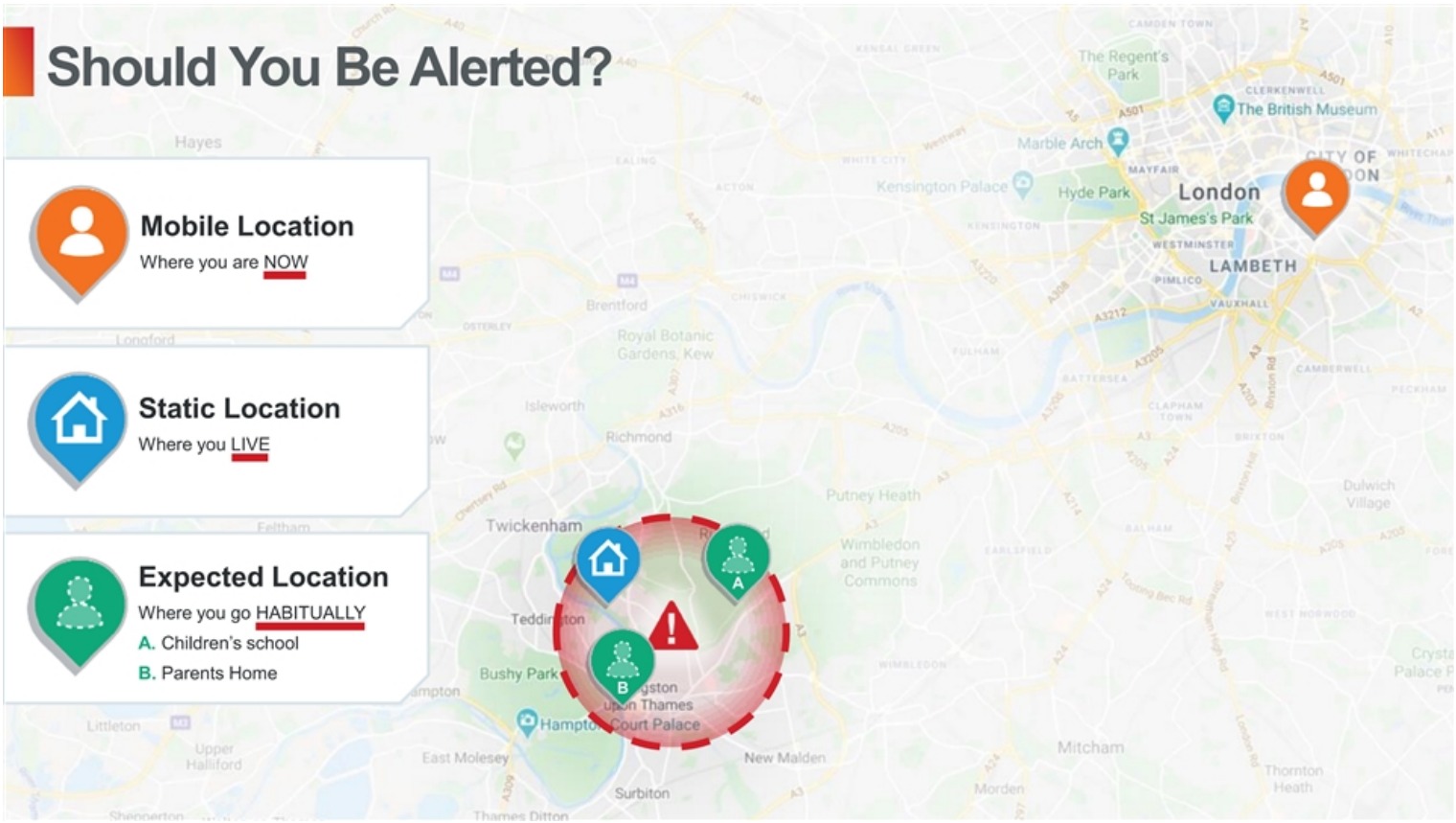
Should You Be Alerted?

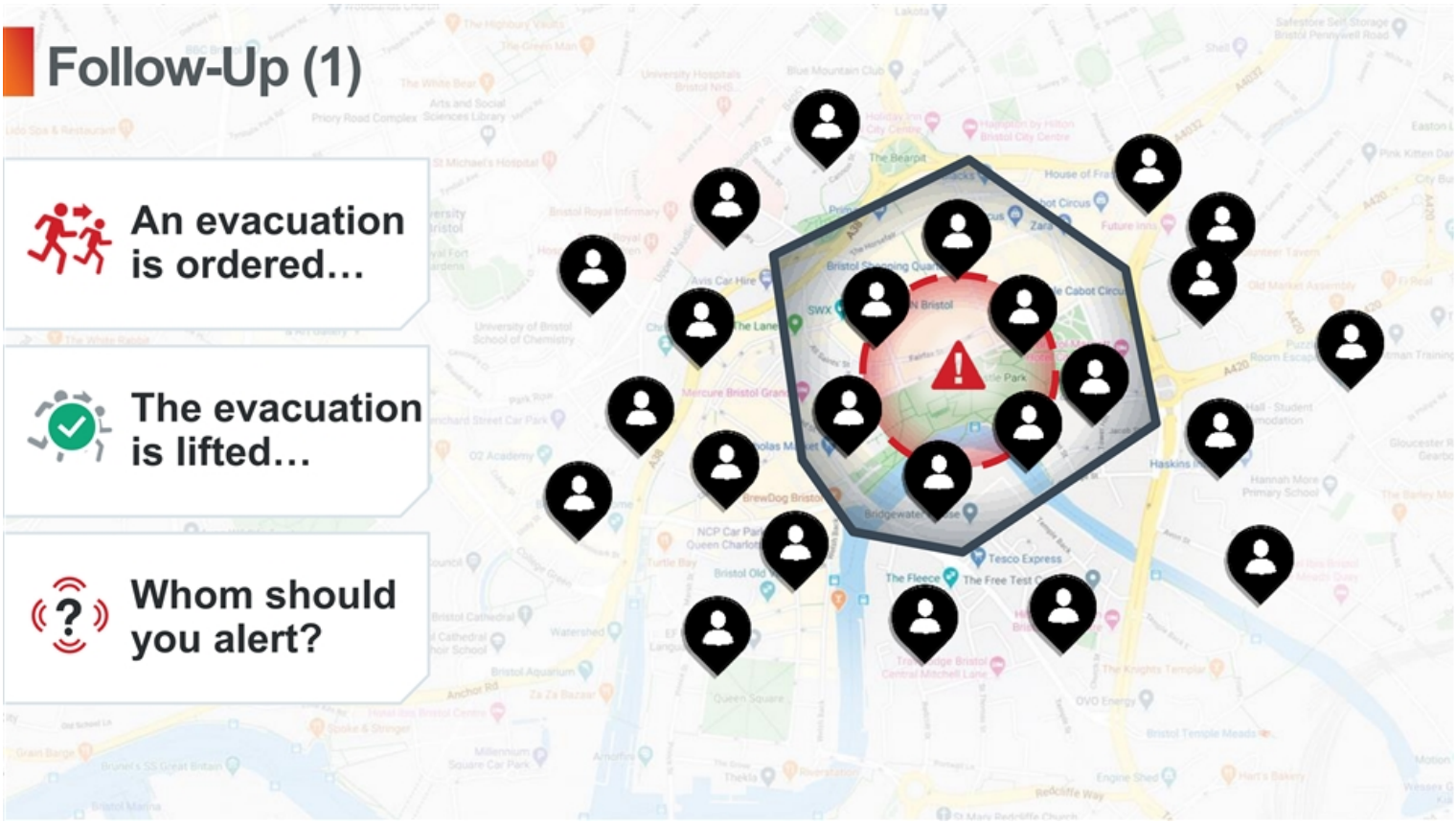


Follow-Up (1)

An evacuation is ordered…

The evacuation is lifted…

Whom should you alert?

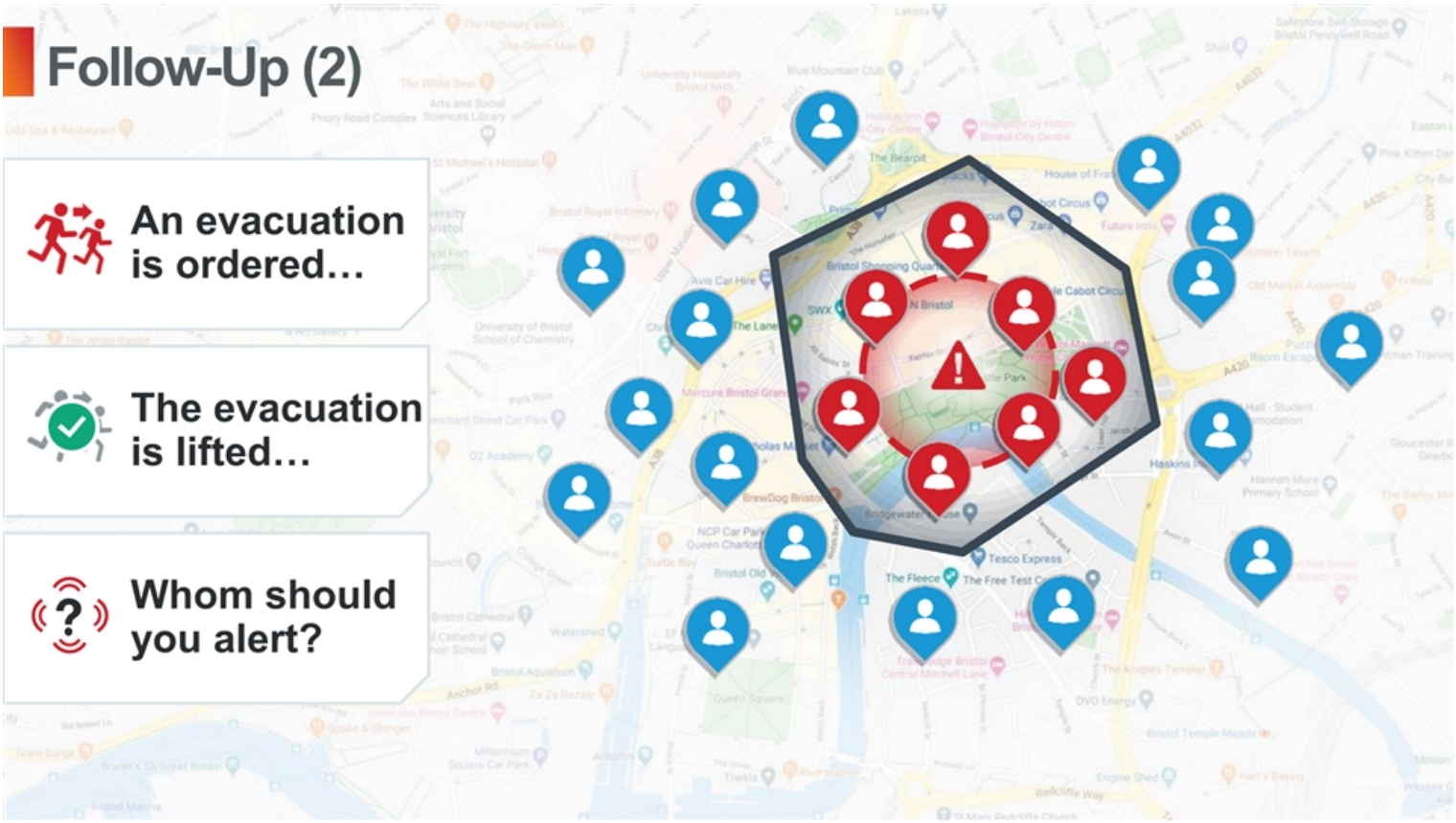


Follow-Up (2)

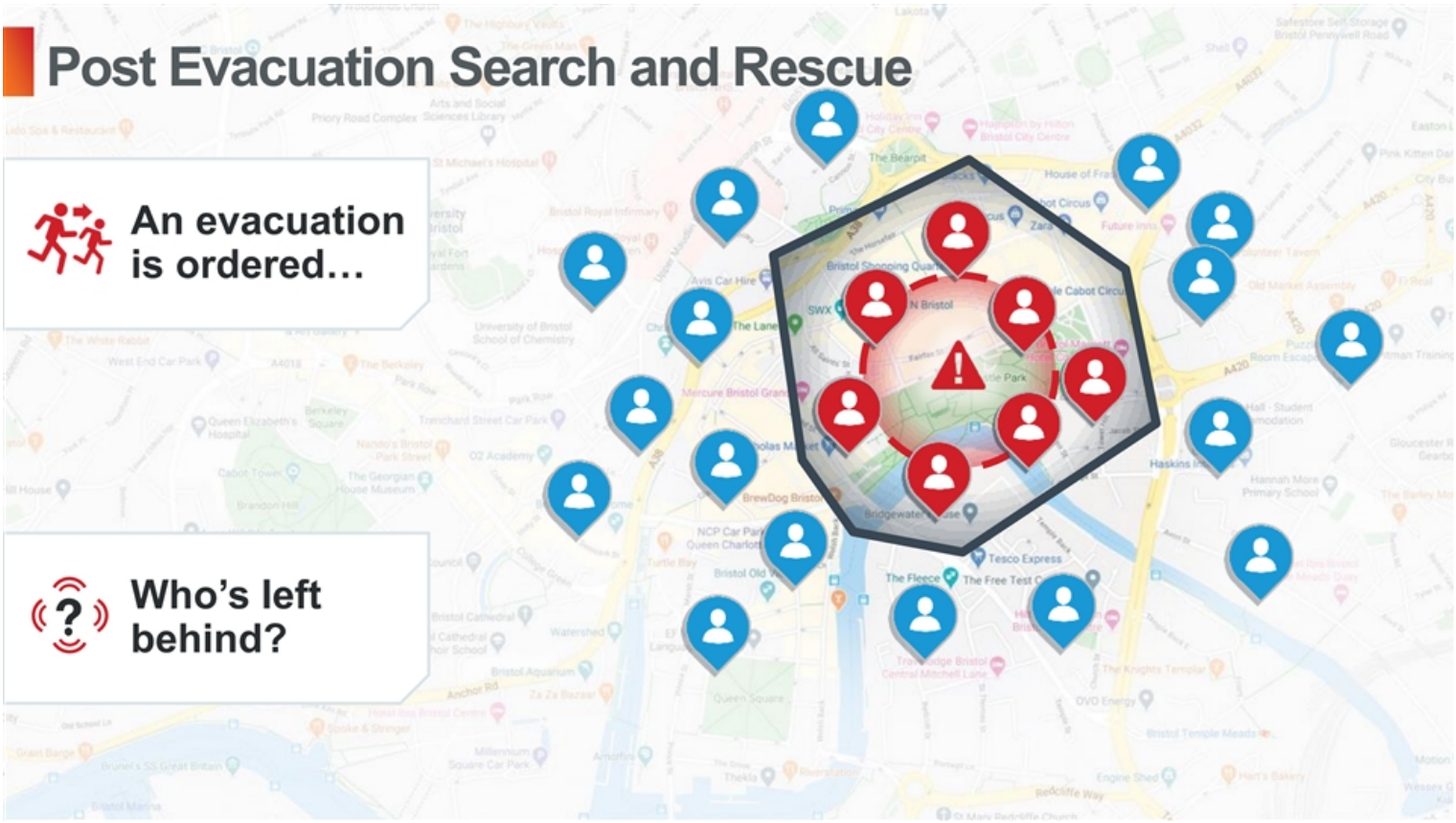
An evacuation is ordered…

The evacuation is lifted…

Whom should you alert?



Post Evacuation Search and Rescue



18 Years of Experience and Expertise

Statewide

+ 60 active at some level in the government

Countrywide

+ 11 active at some level in the government

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3,700+
Active Public Safety Clients in
19 Countries + 65 states/Provinces/Territories

3,600+
Active Public Alerting Systems

460+
Hybrid Cell Broadcast | WEA PWS Deployments

3.5 Billion
Messages sent *in 2019*

550+ Million
People reached

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Communicate across all phases of the event

ALERT

the broadest number of people as fast as possible

RESPOND

to groups (residents, tourists, responders, etc.) in their local language with two-way communications

PLAN

for the most likely incidents; encourage residents to prepare and publicize practice drills

RECOVER

by precisely targeting people with special skills; those who can assist and direct follow-up activities

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Communicate with all stakeholders

Automatically reach:

- Who can help
- Who is impacted
- Who needs to know

Skills **Needs**

Schedules
On-duty and on-call, rotations, escalations, etc.

Public Safety; Police; Fire; Ambulance; Leadership

Residents; Visitors; Functional Needs Residents; Students and Elderly

Fire Service; Police; First Responders; Search and Rescue

Leverage location intelligence

STATIC LOCATION

Where do people live and work **most of the time.**

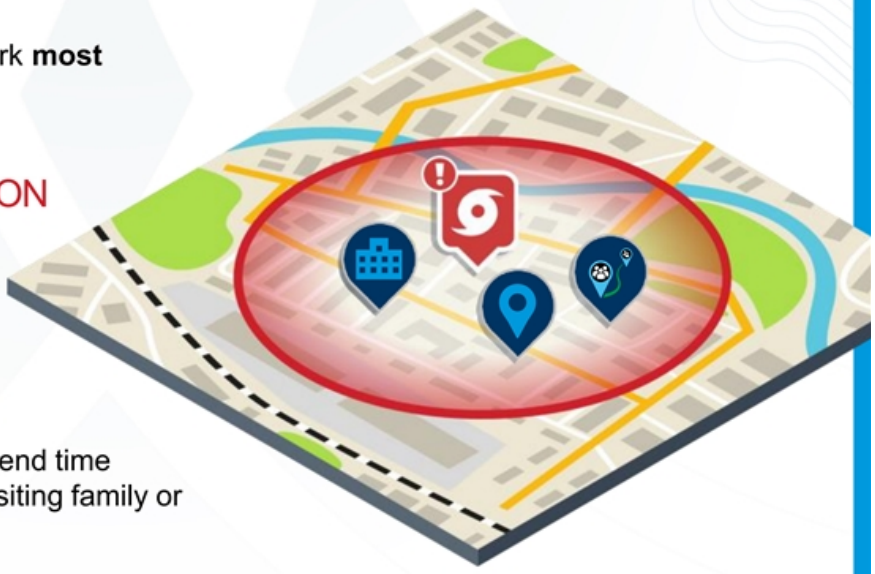
LAST KNOWN LOCATION

Where are people **now.**

Historic 'snapshots' of where people were **6 hours ago.**

EXPECTED LOCATION

Where do people regularly spend time outside their home such as visiting family or community activities **today.**



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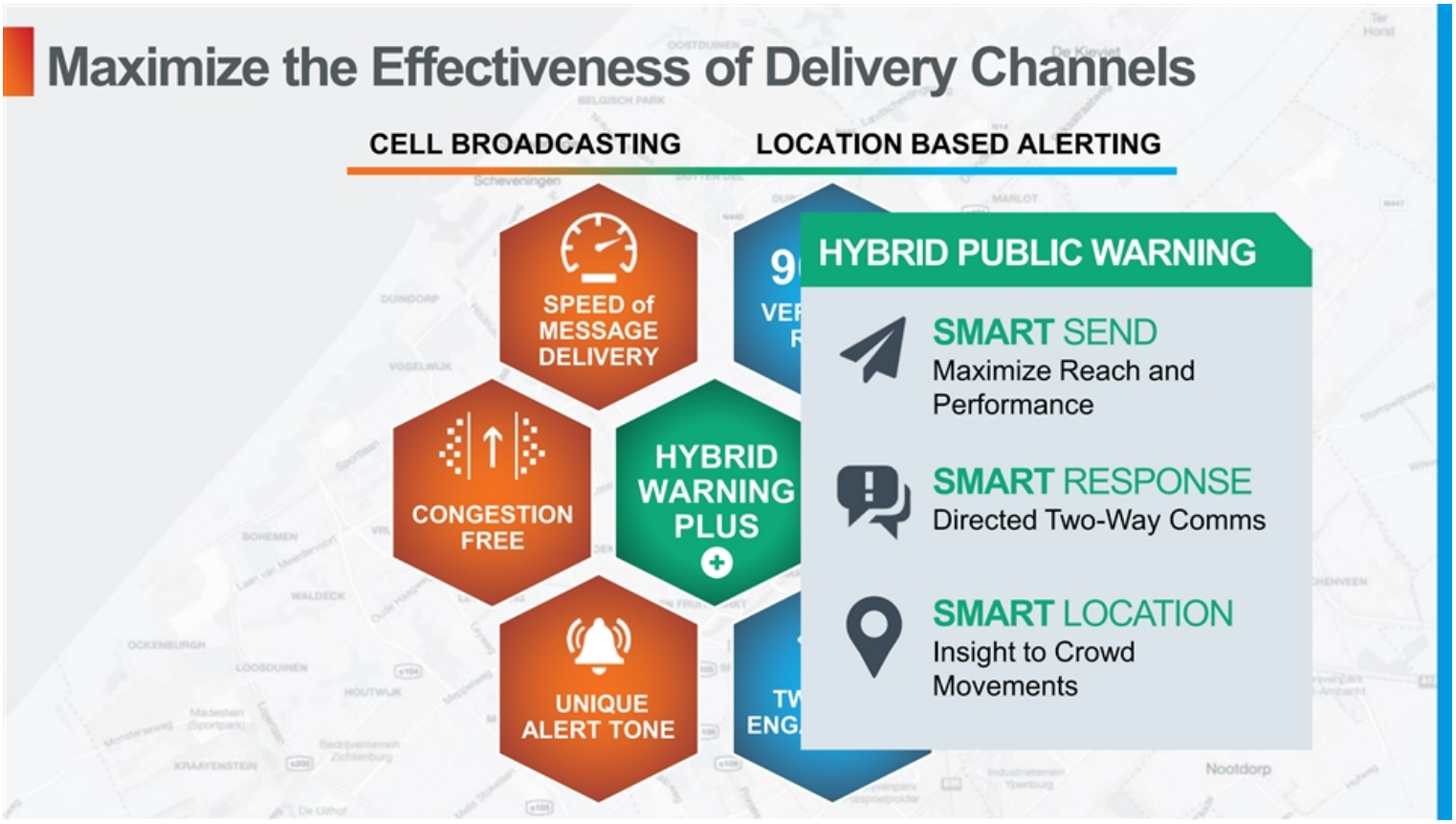
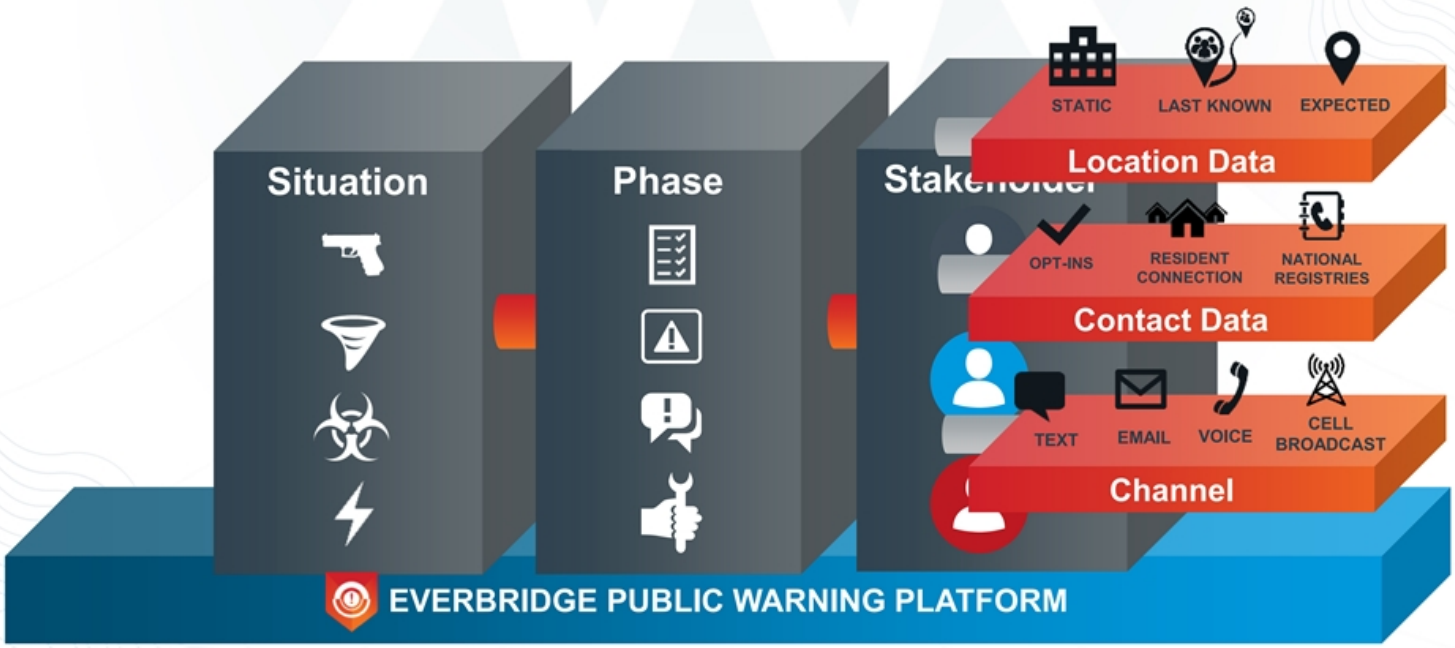
Maximize the Effectiveness of Delivery Channels
CELL BROADCASTING
LOCATION BASED ALERTING
SPEED of MESSAGE DELIVERY
CONGESTION FREE
UNIQUE ALERT TONE
HYBRID WARNING PLUS
90%+ VERIFIABLE REACH
MULTI-LINGUAL MESSAGING
TWO-WAY ENGAGEMENT
Scheveningen
The Hague
Leidschendam
Nootdorp

Maximize the Effectiveness of Delivery Channels



Communicate with the *right* people at the *right* time on the *right* channel



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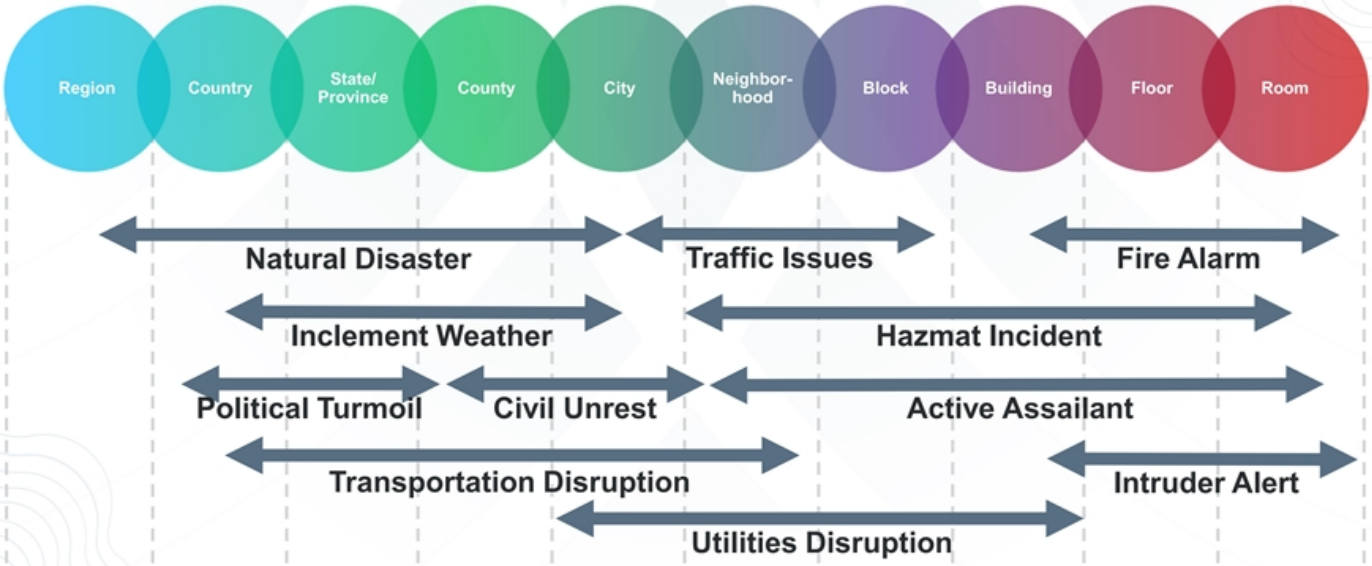
CEM Today
Natural Disaster
Physical Security
Cyber Attack
Critical Events & Major Incidents
Severe Weather
Supply Chain Disruption
Brand Crisis
Manmade Disaster
IT System Failure
Any Other Major Issue
Utility Disruption
1
ASSESS
Context and Severity
2
LOCATE
Identify Stakeholders and Assets
CEM
ORCHESTRATION
3
ACT
Manage Response
4
ANALYZE
Performance
Mitigated & Resolved According to Plan!

Expanding CEM Deeper

IoT

Broadening the Scope of Coverage



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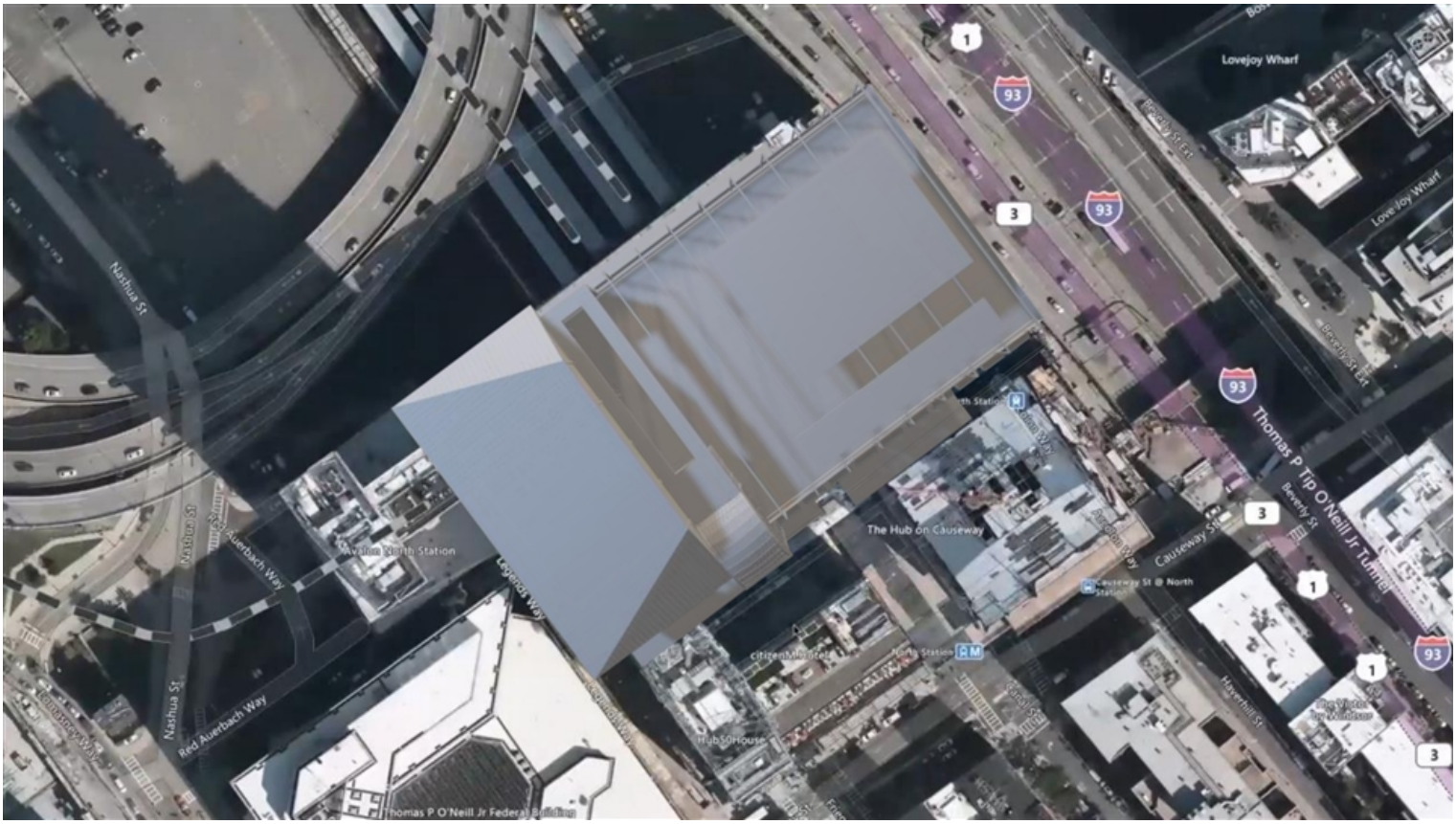
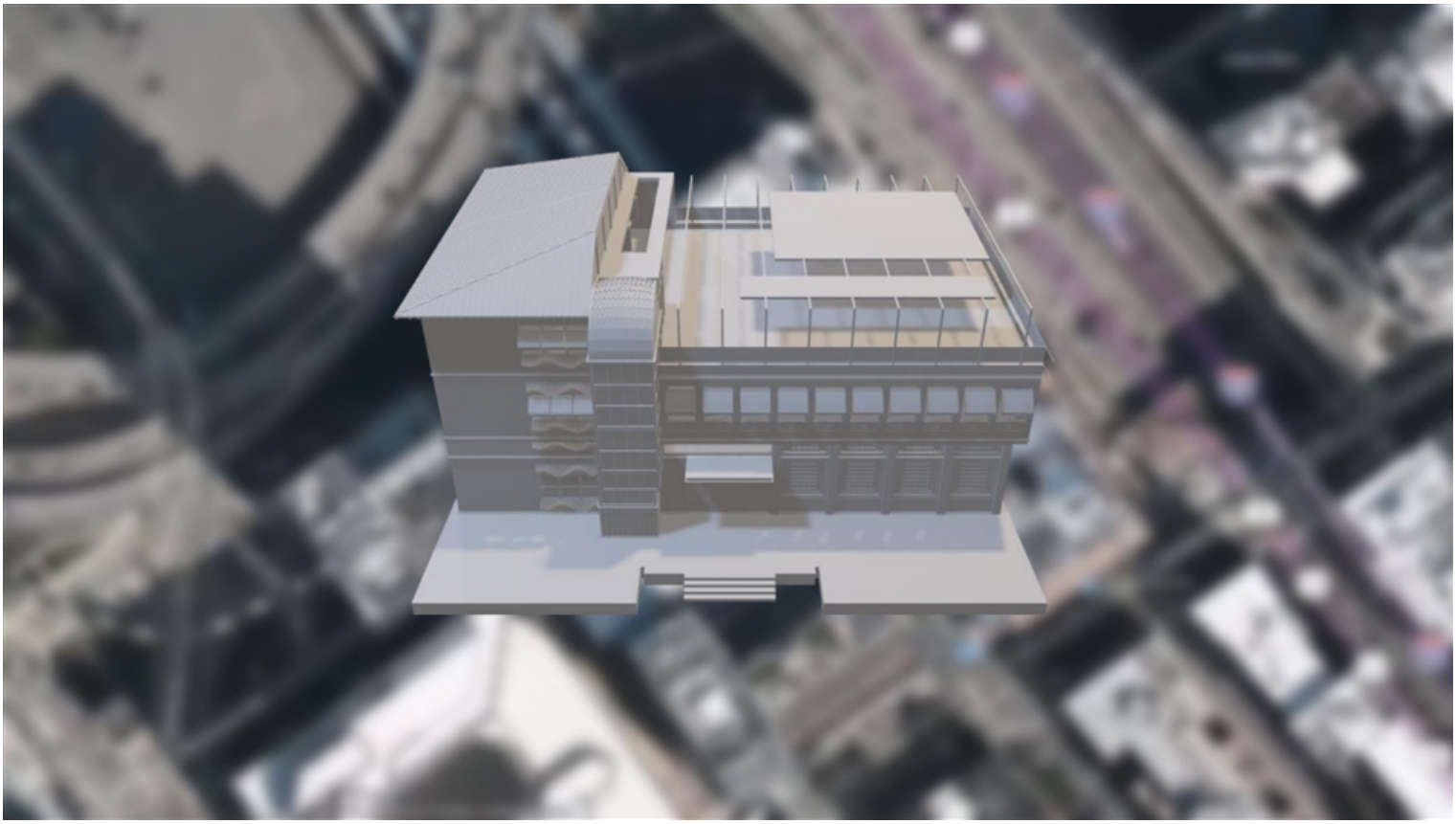
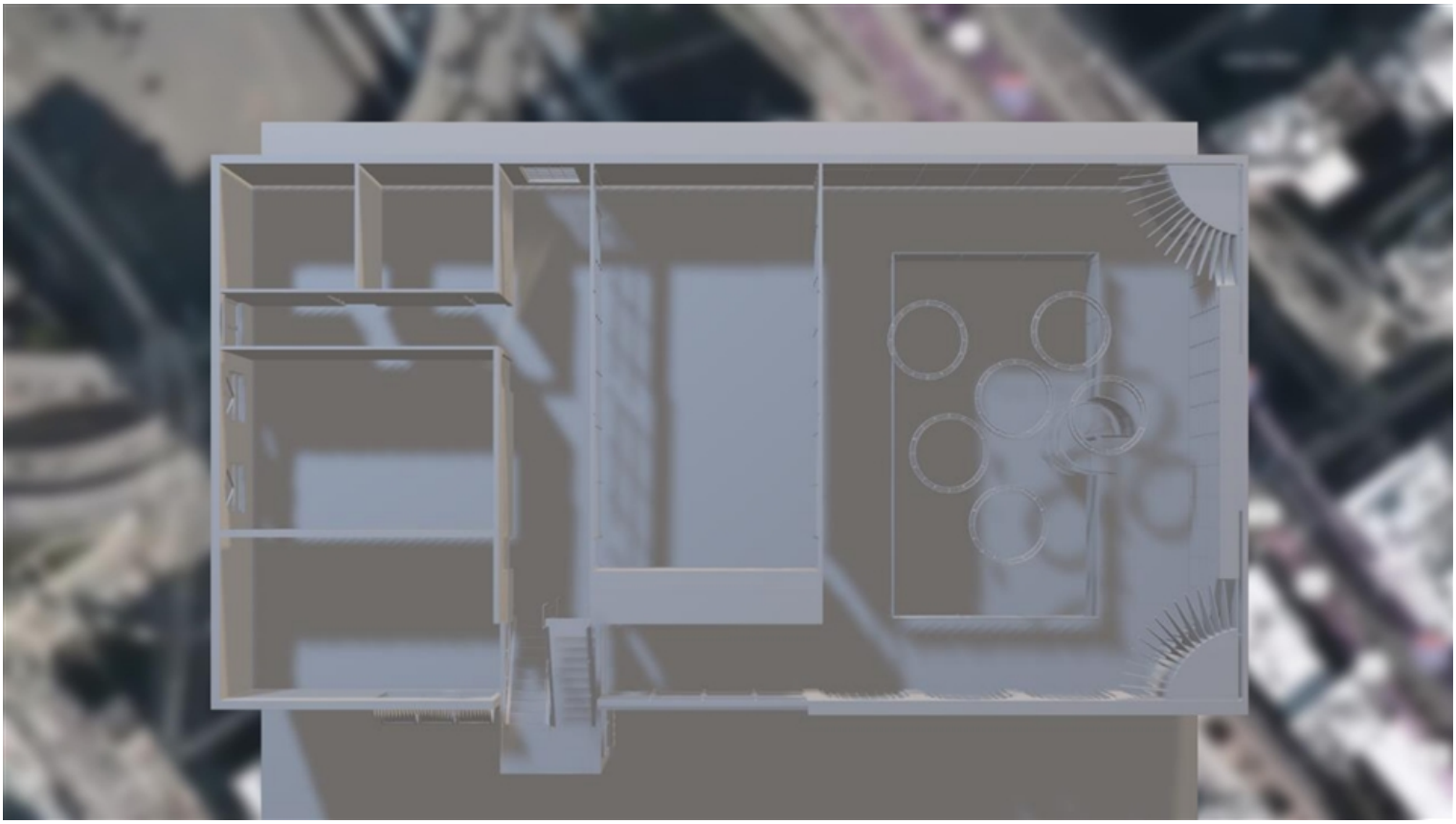
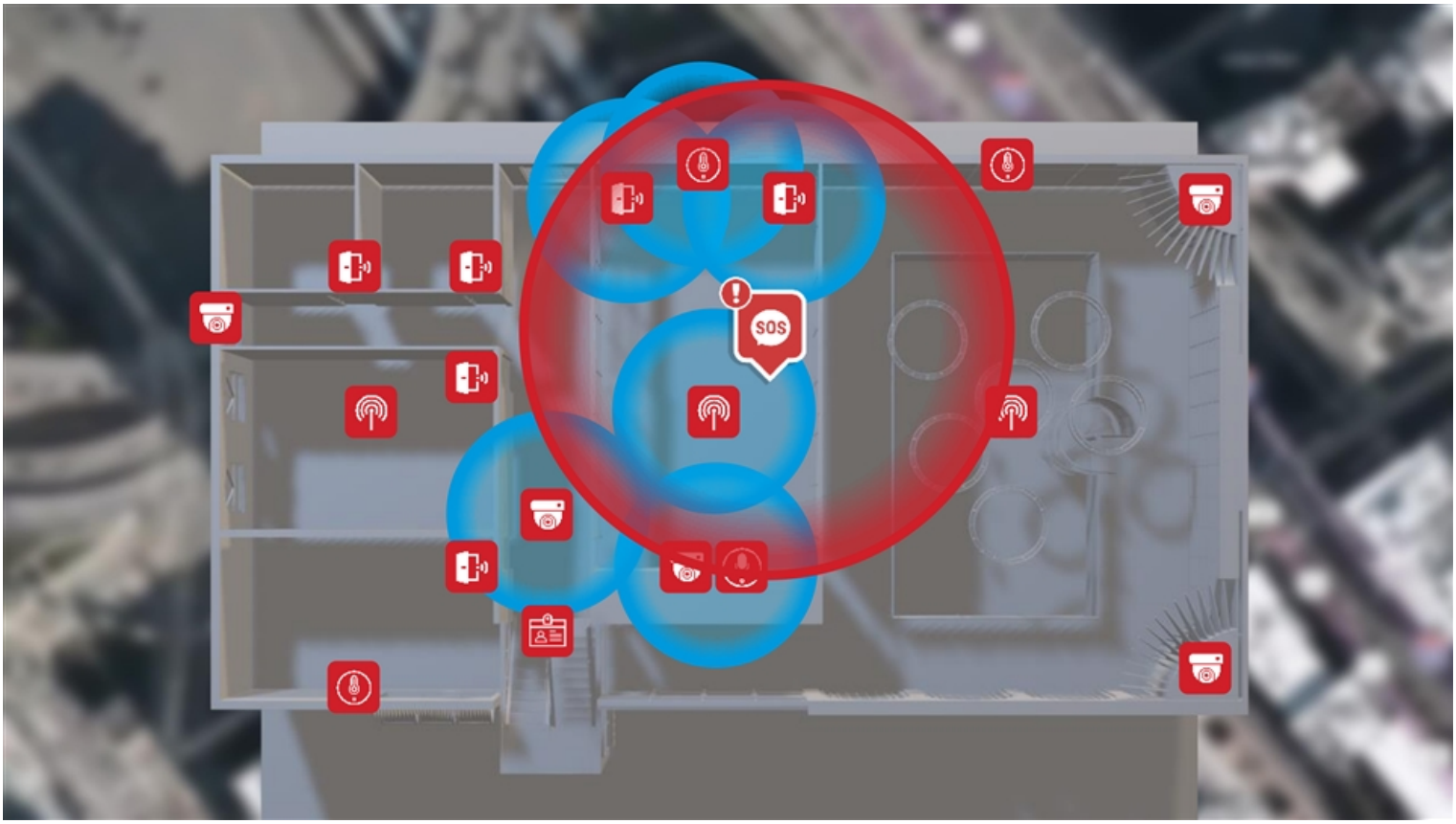
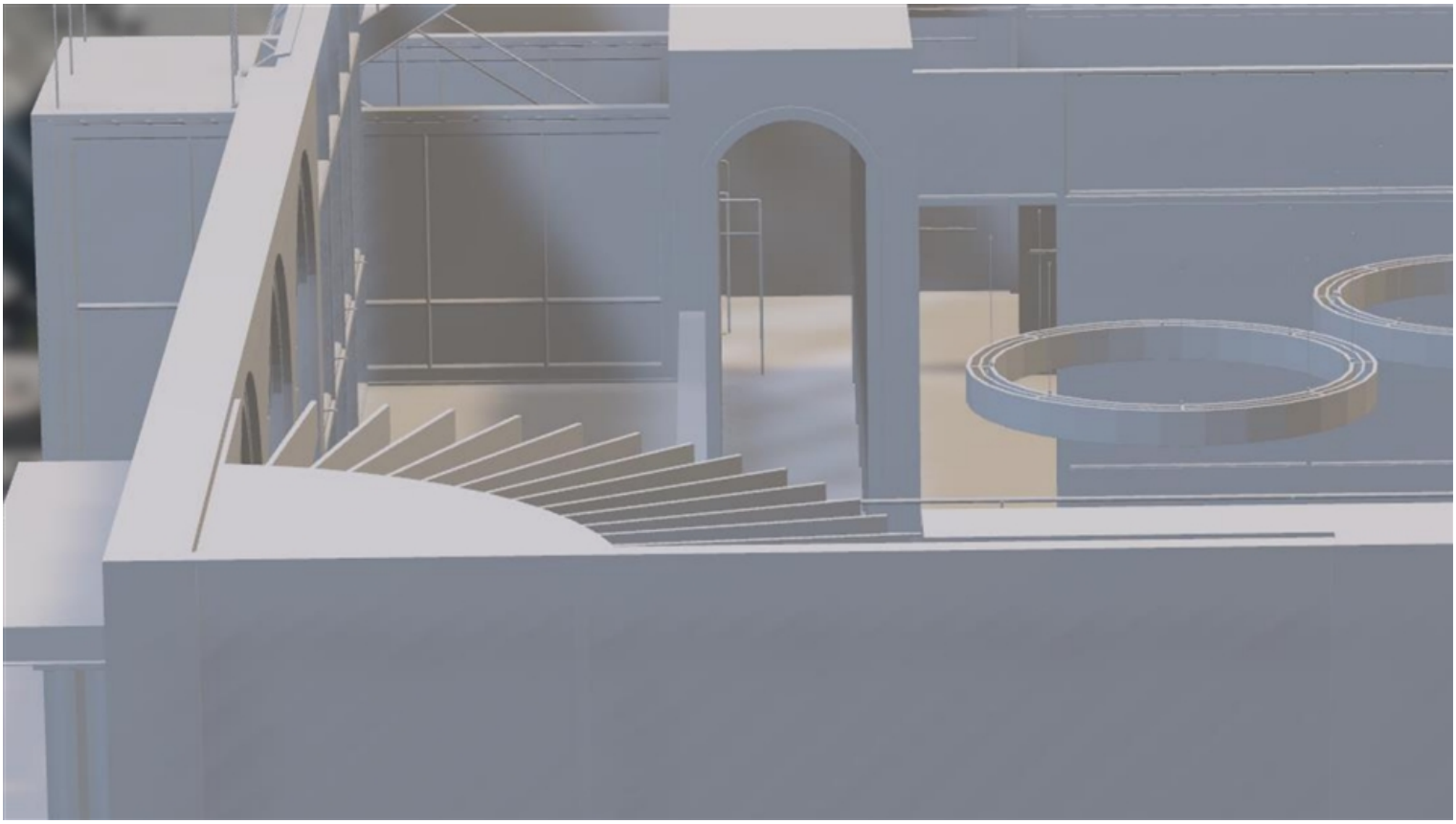
Arctic Ocean
East Siberian Sea
Beaufort Sea
Chukchi Sea
Gulf of Alaska
Sea of Okhotsk
CANADA
Hudson Bay
Labrador Sea
Pacific Ocean
Sargasso Sea
Atlantic Ocean
Gulf of
ICELAND
SWEDEN
FINLAND
NORWAY
UNITED KINGDOM
IRELAND
DENMARK
BELARUS
POLAND
UKRAINE
ROMANIA
ITALY
SPAIN
PORTUGAL
GREECE
Mediterranean Sea
MOROCCO
ALGERIA
LIBYA
EGYPT


Lovejoy Wharf
Nashua St
Red Auerbach Way
Legends Way
The Hub on Causeway
Causeway St @ North Station
Thomas P Tip O'Neill Jr Tunnel
Beverly St
Haverhill St
Thomas P O'Neill Jr Federal Building
93
1
3






SOS



Go straight then turn right
50ft
Patient Rooms 8-1
From: South Parking Level 1
To: Cancer Center Treatment Registration

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COVID-19 Shield

Video in Player

Claudia Dent – SVP Product Marketing

- Over 20 years of experience in the technology industry
- Executive positions in product management, marketing, business development
- Background with high-growth companies from start-ups to large global enterprises including:
  - IBM/ Rational Software
  - Interleaf
  - Ounce Labs
  - Compuware/ Dynatrace & Gomez

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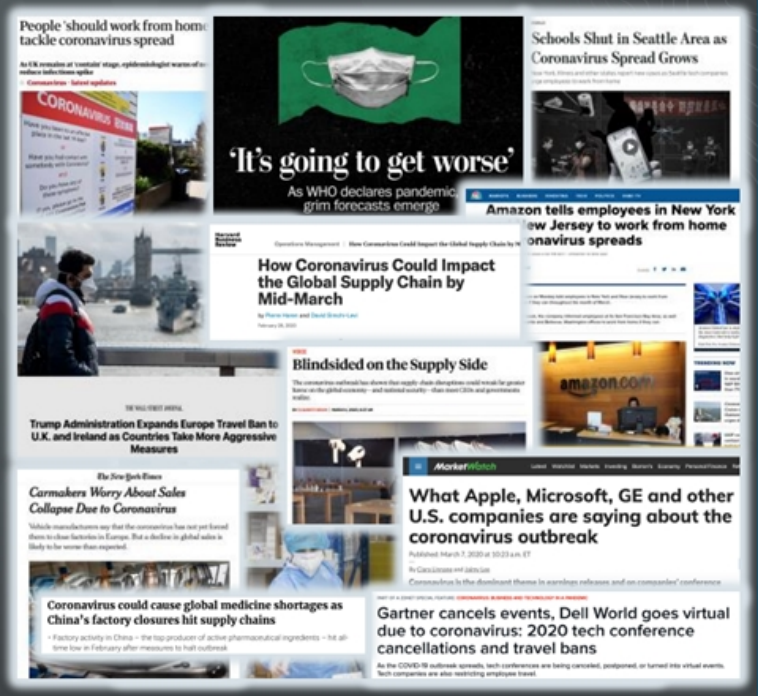
COVID-19 Challenges

1. Protecting the safety of your employees
2. Maintaining your operations
3. Reducing costs and liability



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Everbridge COVID-19 Shield: Fully Turnkey

Out-of-the-Box

- **Risk Intelligence** for 140+ incident types
- **Specialized COVID-19** intelligence & reports
- COVID-19 **Communication** templates
- COVID-19 **Crisis Management** templates

Rapid Deployment

- **Users** with appropriate Role-Based Access Controls
- **Organization contacts** including how to reach them, office & home locations, department and other attributes
- **Buildings & Assets** with associated geo-location
- **Key groups** for response activation

Customers up and running less than 48 hours!
COVID-19 Data, Templates, Contacts & Assets

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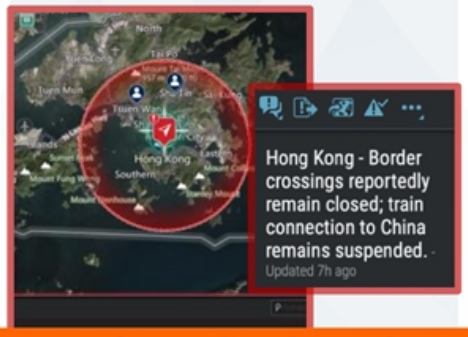
Everbridge COVID-19 Shield solutions

Know Your Risks

- Receive COVID-19 Alerts correlated to your assets
- Receive COVID-19 Situation Reports by e-mail
- Understand related risks & intelligence

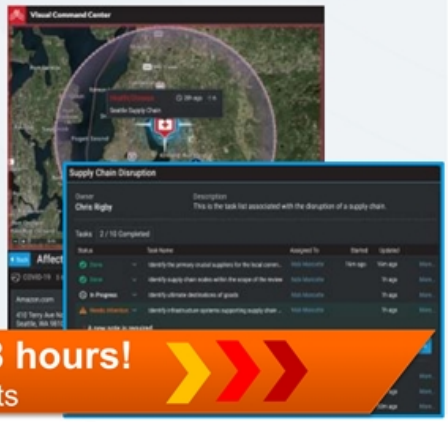
Protect Your People

- Know who is impacted: at the office, working remote or traveling
- Manage wellness checks
- Know who is at risk from past travel
- Manage travel bans
- Keep people away from unsafe areas



Protect Your Operations & Your People

- Automatically correlate COVID-19 Alerts to operational assets
- Manage Remote worker programs
- Manage Supply Chain Disruptions
- Track and audit disruption procedures with task lists and collaboration



Customers up and running less than 48 hours!

COVID-19 Data, Templates, Contacts & Assets

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Everbridge: Common Operating Environment

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Everbridge COVID-19 Shield Common Operating Environment

In the Command Center….

… Or Virtual “on the go”

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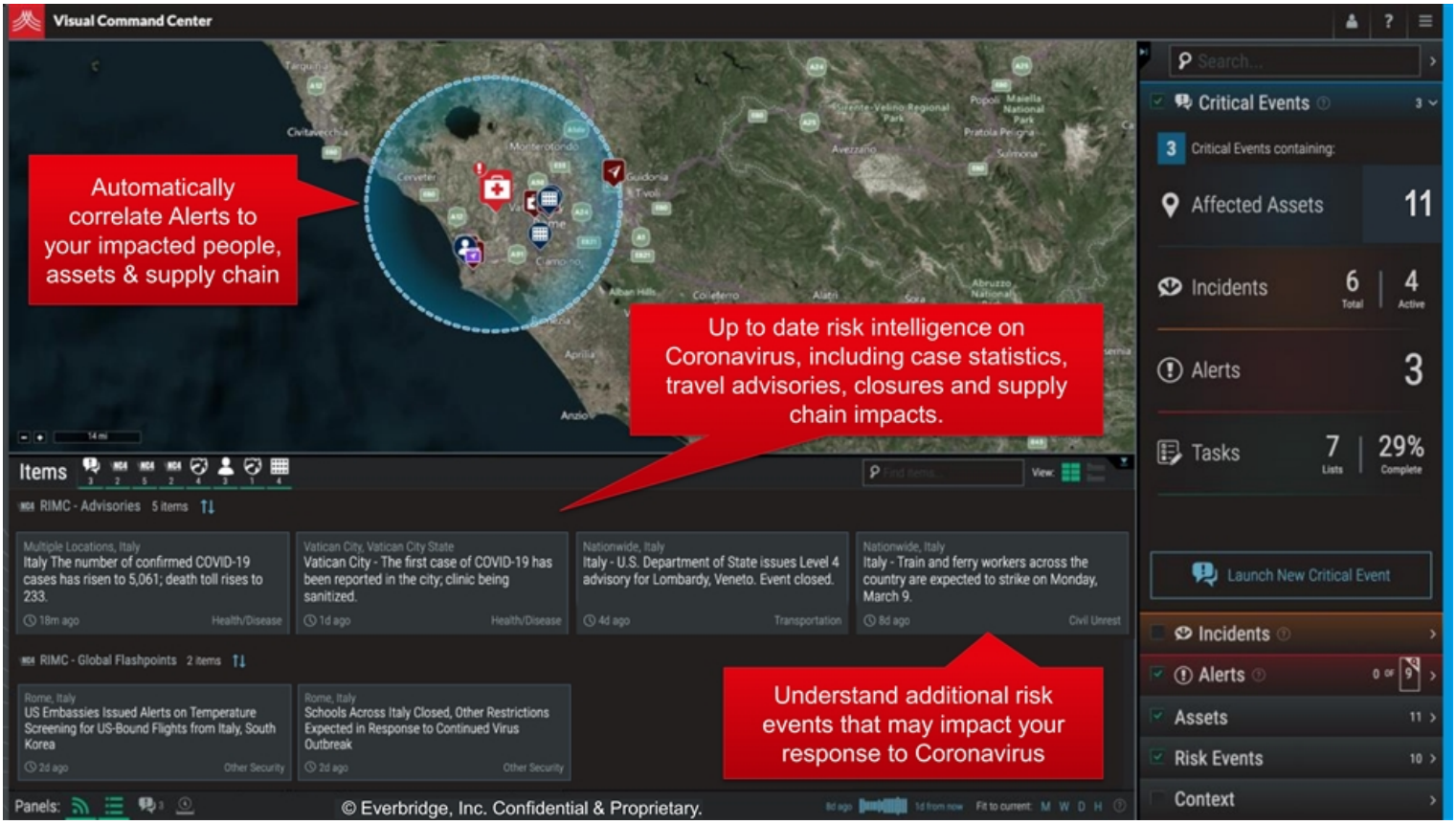
Know Your Risks


Visual Command Center
Automatically correlate Alerts to your impacted people, assets & supply chain
Up to date risk intelligence on Coronavirus, including case statistics, travel advisories, closures and supply chain impacts.
Understand additional risk events that may impact your response to Coronavirus
Search...
Critical Events 3
3 Critical Events containing:
Affected Assets 11
Incidents 6 Total 4 Active
Alerts 3
Tasks 7 Lists 29% Complete
Launch New Critical Event
Incidents
Alerts 0 of 9
Assets 11
Risk Events 10
Context
Items
RIMC - Advisories 5 items
Multiple Locations, Italy
Italy The number of confirmed COVID-19 cases has risen to 5,061; death toll rises to 233.
18m ago Health/Disease
Vatican City, Vatican City State
Vatican City - The first case of COVID-19 has been reported in the city; clinic being sanitized.
1d ago Health/Disease
Nationwide, Italy
Italy - U.S. Department of State issues Level 4 advisory for Lombardy, Veneto. Event closed.
4d ago Transportation
Nationwide, Italy
Italy - Train and ferry workers across the country are expected to strike on Monday, March 9.
8d ago Civil Unrest
RIMC - Global Flashpoints 2 items
Rome, Italy
US Embassies Issued Alerts on Temperature Screening for US-Bound Flights from Italy, South Korea
2d ago Other Security
Rome, Italy
Schools Across Italy Closed, Other Restrictions Expected in Response to Continued Virus Outbreak
2d ago Other Security
Panels:
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Everbridge Risk Intelligence

- **Redundant Monitoring Centers** in VA & CA
- **Automated curation of risk intelligence data**
  - Verified local sources in 175+ countries
  - Artificial Intelligence analysis
  - Real-time source translation capabilities in **103 languages**

- **Analysts for validation and situation reporting**
  - **24/7/365** 50+ person analyst team
    - **60%** with advanced degrees
    - Proficiency/fluency in 15 languages: **Arabic, Danish, Dutch, Farsi, French, German, Hindi/Urdu, Italian, Korean, Japanese, Mandarin, Portuguese, Spanish, Swedish, and Russian**

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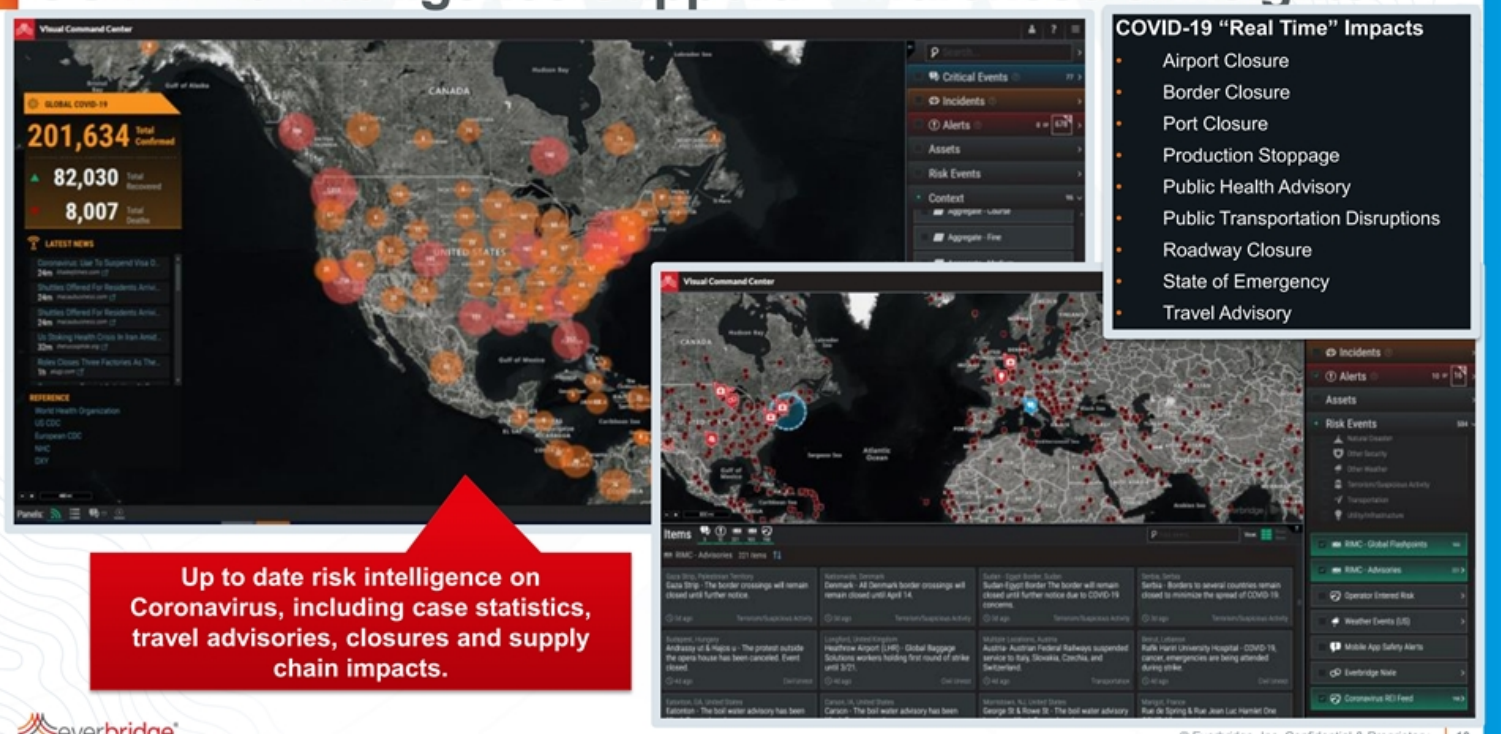
COVID-19 Intelligence Support: Awareness & Insights



COVID-19 "Real Time" Impacts

- Airport Closure
- Border Closure
- Port Closure
- Production Stoppage
- Public Health Advisory
- Public Transportation Disruptions
- Roadway Closure
- State of Emergency
- Travel Advisory

Up to date risk intelligence on Coronavirus, including case statistics, travel advisories, closures and supply chain impacts.

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COVID-19 Situation Reports

- Detailed analysis
- Global case trends
- Supply Chain assessments

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AN EVERBRIDGE COMPANY

Situation Report

Coronavirus Spreading Widely in Multiple Countries as Global Risk Increases

Authors: Mathew Mikuni, *Senior Regional Analy*
Stephanie Kiefer, *Senior Regional Analy*
Caucasus, and Central Asia
Samson Sampson, *Senior Regional Anal*
North Africa
Josh Strongin, *Lead Intelligence Analyst*

Contact: Mathew.Mikuni@everbridge.com

Overview

On Friday, the World Health Organization (WHO
assessment for novel coronavirus (COVID-19) to
fact that the virus is increasing its spread across
there have been more new cases reported outsi
to within mainland China. The WHO has said tha
and Iran are the organization's greatest concern
COVID-19 outbreak. The European Union also ra
"moderate to high," with dozens of additional c
cases, while the United States has also reported
growing risk that COVID-19 could spread at a hig
countries or to other countries as well.

As of Tuesday, March 3, there have been over 92
reported across dozens of countries, which have

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Confirmed COVID-19 Cases as of Tuesday, March 3

Source: World Health Organization (WHO)

the outbreak. In addition, international travelers should keep in mind that if they are traveling to a country or area that is reporting a significant outbreak, they may face bans or other restrictions when traveling to another country or returning home.

Mainland China and Worldwide Supply Chain Disruptions

As of Tuesday morning, China's National Health Commission (NHC) has reported 80,151 cases of COVID-19 across mainland China, including 2,943 deaths. This was an increase of 125 infections and 31 deaths from the previous 24-hour period. Only 11 cases were reported outside of Hubei Province, which is where the

Production within Mainland China and Supply Chains Remain Severely Disrupted

- Signs of Improvement
  - Over 91 percent of 48,000 state enterprises have resumed operations.
  - Volume on metro lines has increased 65 percent from a week earlier.
  - Increasing traffic levels in large cities suggest greater economic activity.
  - Around 16 million people returned to work from their hometowns, bringing the total to around 290 million, according to Reuters.

8200 Greensboro Dr. Ste. 420 • McLean, VA 22102 • 804-744-9953 • www.NC4.com

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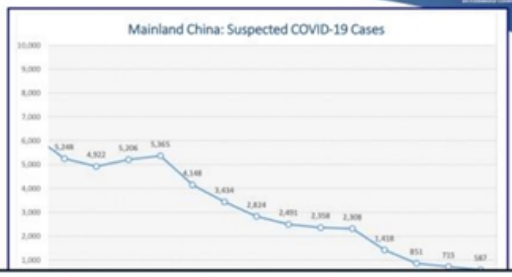
Mainland China: Suspected COVID-19 Cases



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Everbridge Network

Everbridge Network

Private or Public Groups

Publishing Options

✓ Everbridge Network Alertus ✓ Social Media ✓ Nixle Channels

Notifications can be automatically sent to appropriate stakeholders

Based on Rules and Thresholds

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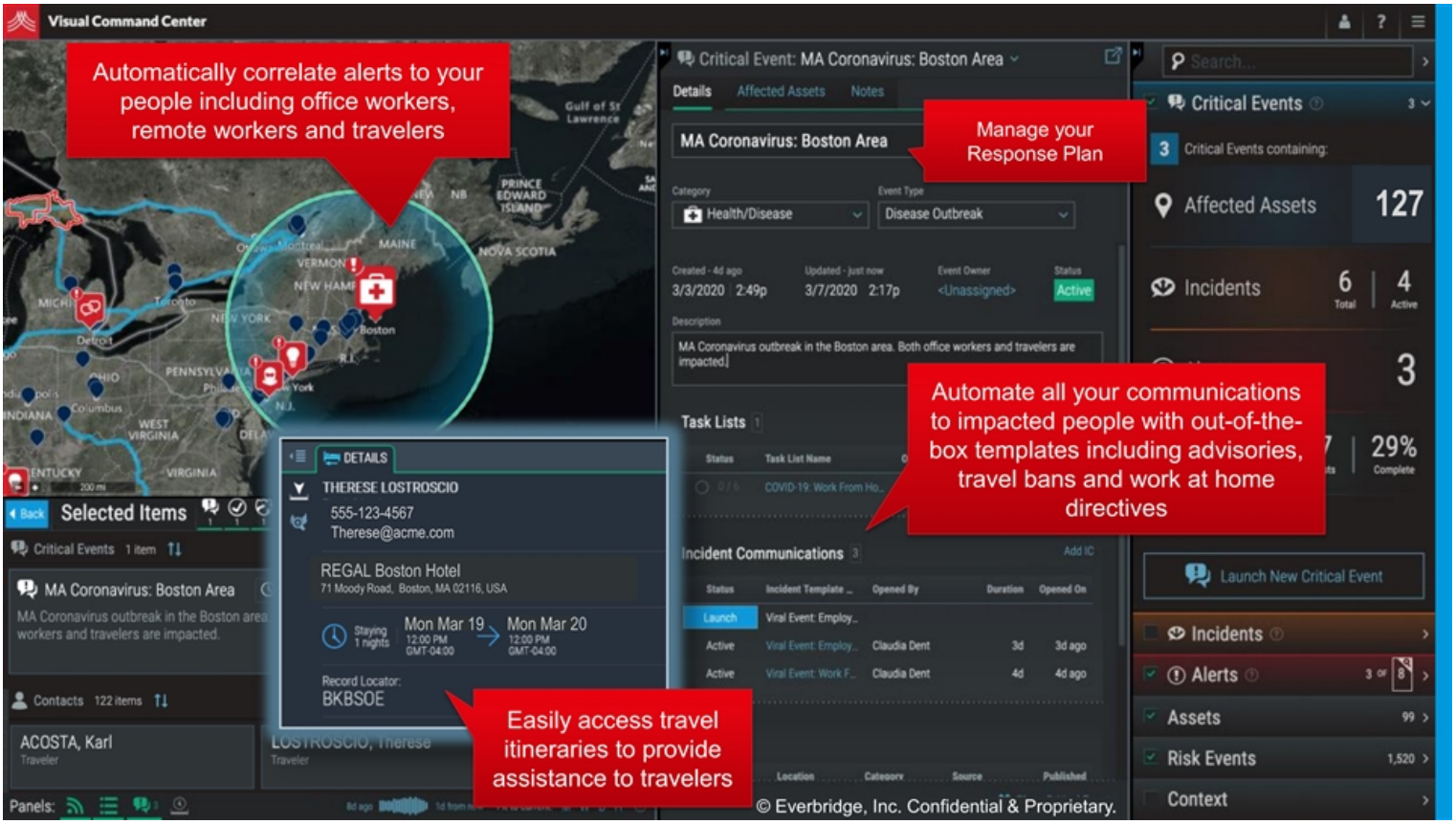
Protect Your People


Visual Command Center
Automatically correlate alerts to your people including office workers, remote workers and travelers
Critical Event: MA Coronavirus: Boston Area
Details
Affected Assets
Notes
MA Coronavirus: Boston Area
Manage your Response Plan
Category
Health/Disease
Event Type
Disease Outbreak
Created - 4d ago
3/3/2020 2:49p
Updated - just now
3/7/2020 2:17p
Event Owner
<Unassigned>
Status
Active
Description
MA Coronavirus outbreak in the Boston area. Both office workers and travelers are impacted.
Task Lists
Automate all your communications to impacted people with out-of-the-box templates including advisories, travel bans and work at home directives
Incident Communications
Add IC
Status
Incident Template ...
Opened By
Duration
Opened On
Launch
Viral Event: Employ...
Active
Viral Event: Employ...
Claudia Dent
3d
3d ago
Active
Viral Event: Work F...
Claudia Dent
4d
4d ago
Search...
Critical Events
3
Critical Events containing:
Affected Assets
127
Incidents
6
Total
4
Active
3
29%
Complete
Launch New Critical Event
Incidents
Alerts
3 of 8
Assets
99
Risk Events
1,520
Context
DETAILS
THERESE LOSTROSCIO
555-123-4567
Therese@acme.com
REGAL Boston Hotel
71 Moody Road, Boston, MA 02116, USA
Staying 1 nights
Mon Mar 19
12:00 PM GMT-04:00
Mon Mar 20
12:00 PM GMT-04:00
Record Locator:
BKBSOE
Easily access travel itineraries to provide assistance to travelers
Back
Selected Items
Critical Events 1 item
MA Coronavirus: Boston Area
MA Coronavirus outbreak in the Boston area. workers and travelers are impacted.
Contacts 122 items
ACOSTA, Karl
Traveler
Traveler
Panels:
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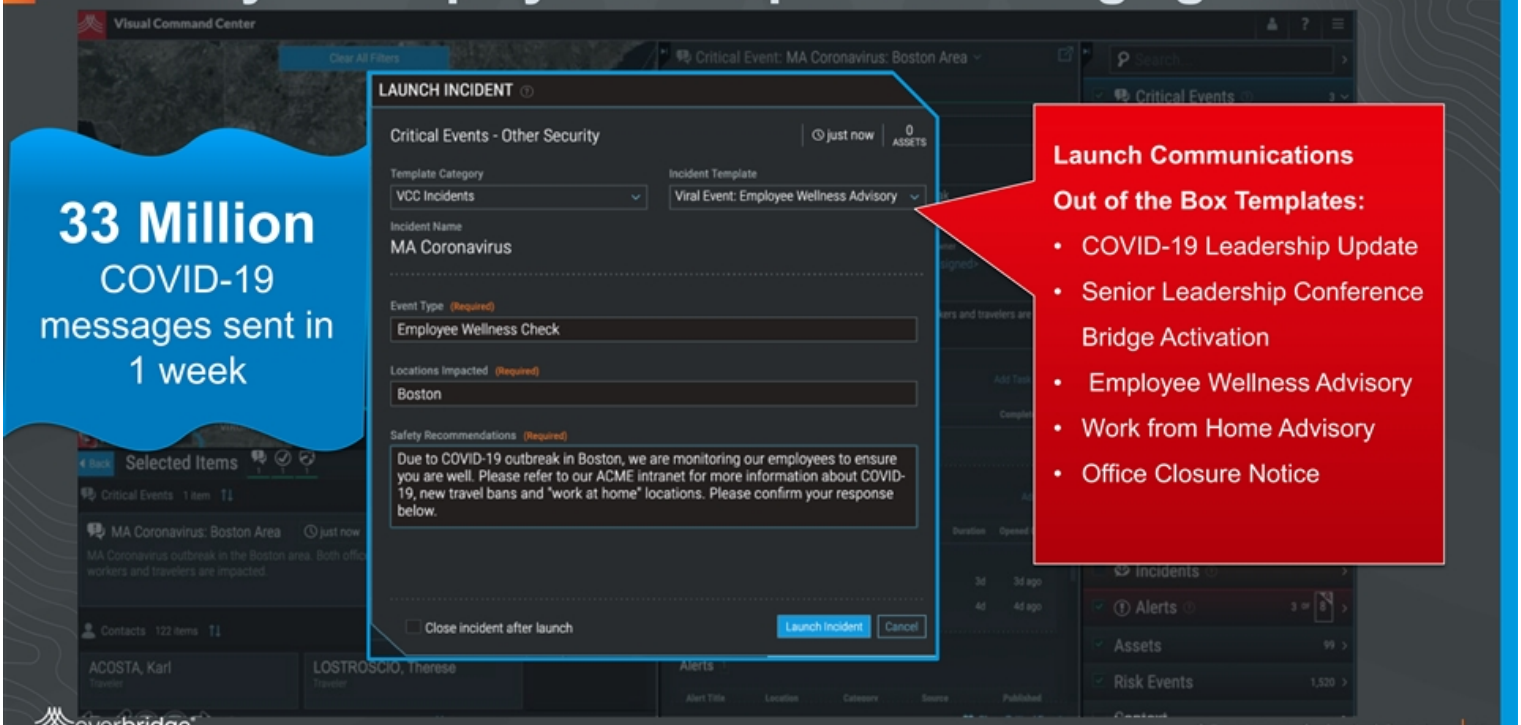
Protect your employees: Respond to changing conditions



33 Million
COVID-19 messages sent in 1 week

Launch Communications Out of the Box Templates:

- COVID-19 Leadership Update
- Senior Leadership Conference Bridge Activation
- Employee Wellness Advisory
- Work from Home Advisory
- Office Closure Notice

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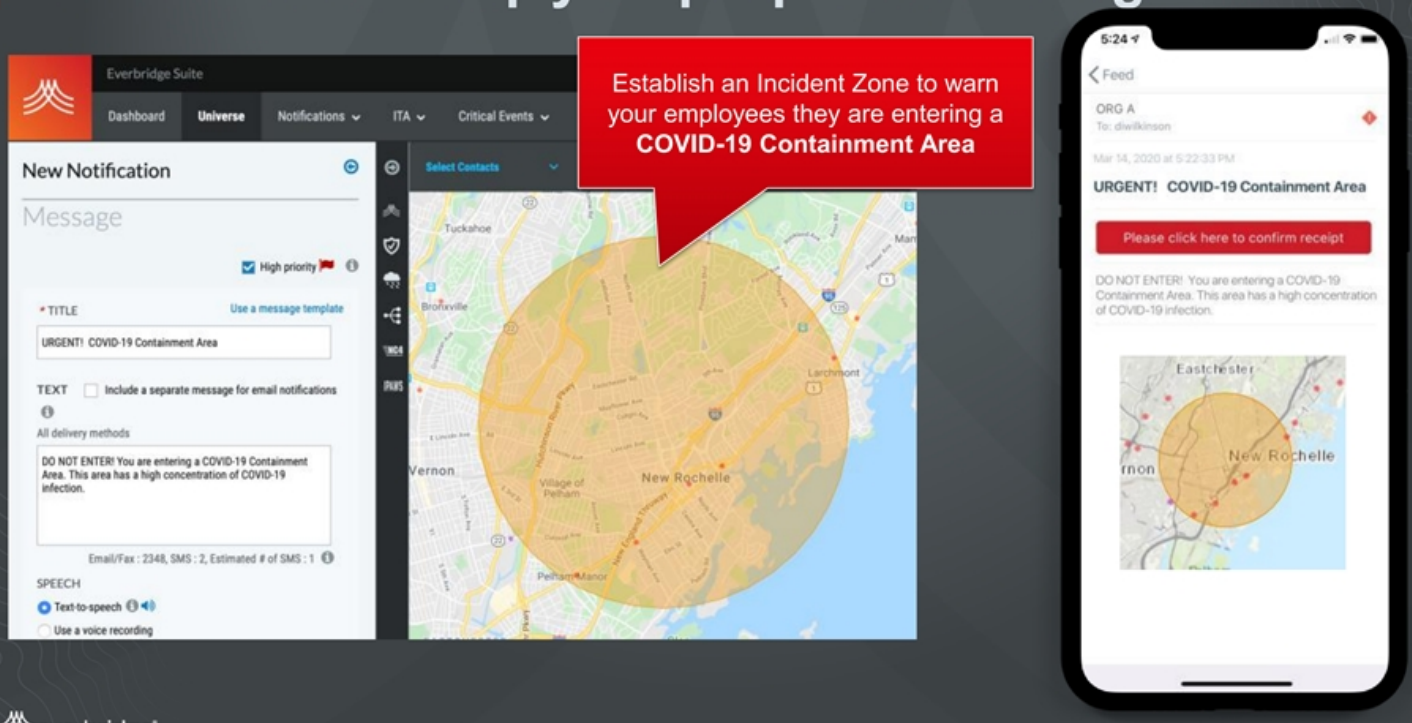
Incident Zones: Keep your people out of dangerous areas



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Conduct regular wellness checks

I am not in the Boston Area

I am working from home

I may have been exposed!

Wellness Check

AUTOMATICALLY SEND THE MESSAGE

EVALUATE RESPONSES

PRESCRIBE ACTION AS NEEDED

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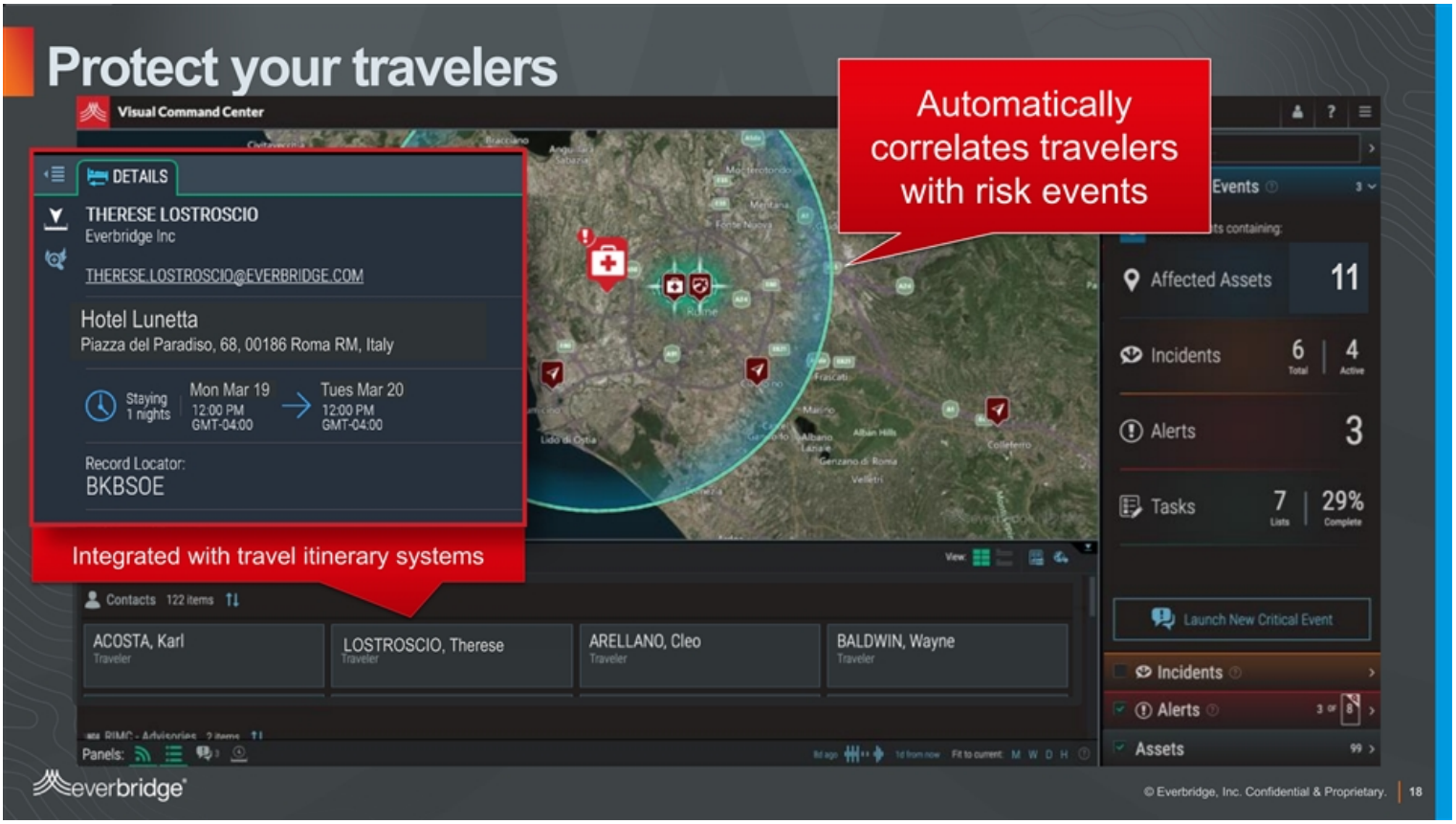
Protect your travelers
Visual Command Center
Automatically correlates travelers with risk events
DETAILS
THERESE LOSTROSCIO
Everbridge Inc
THERESE.LOSTROSCIO@EVERBRIDGE.COM
Hotel Lunetta
Piazza del Paradiso, 68, 00186 Roma RM, Italy
Staying 1 nights
Mon Mar 19 12:00 PM GMT-04:00
Tues Mar 20 12:00 PM GMT-04:00
Record Locator:
BKBSOE
Integrated with travel itinerary systems
Affected Assets 11
Incidents 6 Total 4 Active
Alerts 3
Tasks 7 Lists 29% Complete
Launch New Critical Event
Contacts 122 items
ACOSTA, Karl Traveler
LOSTROSCIO, Therese Traveler
ARELLANO, Cleo Traveler
BALDWIN, Wayne Traveler
Panels:
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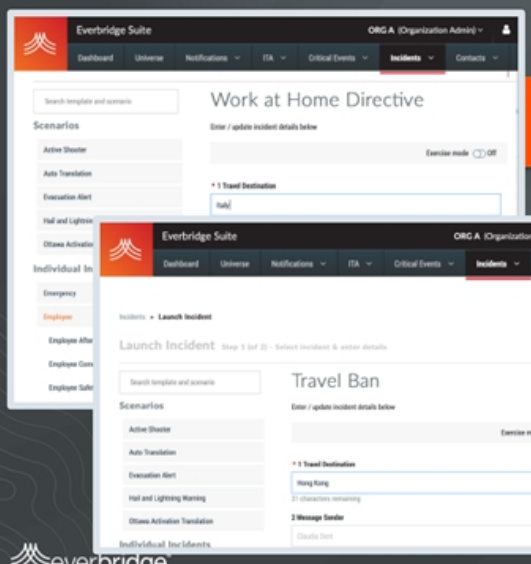
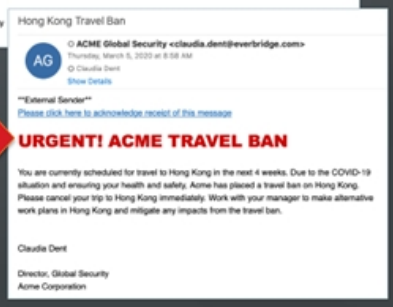
18

Protect your travelers

Know where and how your travelers have been impacted

- Who are in a location **NOW**
- Who were in a location in the **PAST**
- Who are expected to be in a location in the **FUTURE**





Send notifications to travelers who were expected in a location in the PAST where an outbreak occurred

Send notifications to travelers who are expected in a location in the FUTURE

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Protect your people wherever they are….

Everbridge Mobile Application

Receive critical alerts

Know where your people are located

Enable your people to request urgent help

Configurable

Provide access to critical information

Enable your people to call an emergency hot line

Keep your people safe when they are remote or in a dangerous area

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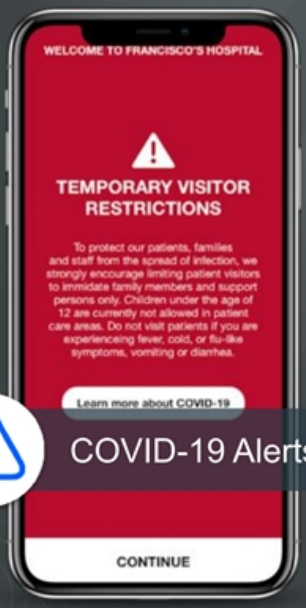
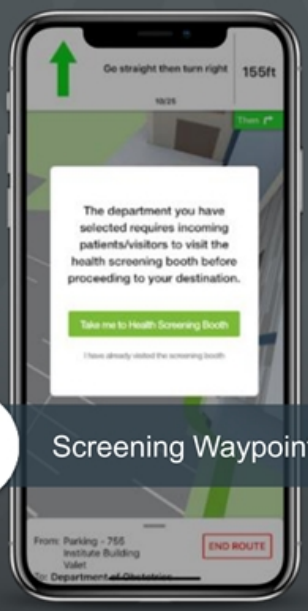
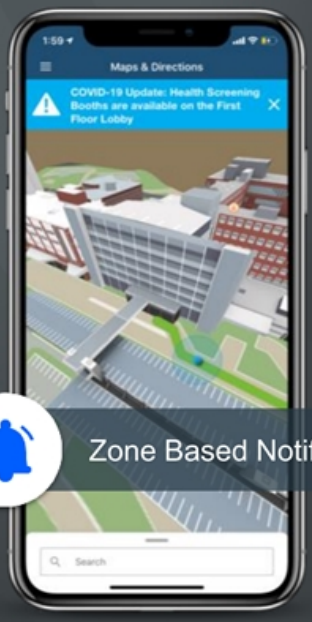
Healthcare: Protect your patients



COVID-19 Alerts



Screening Waypoints



Zone Based Notifications

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Protect Your Operations

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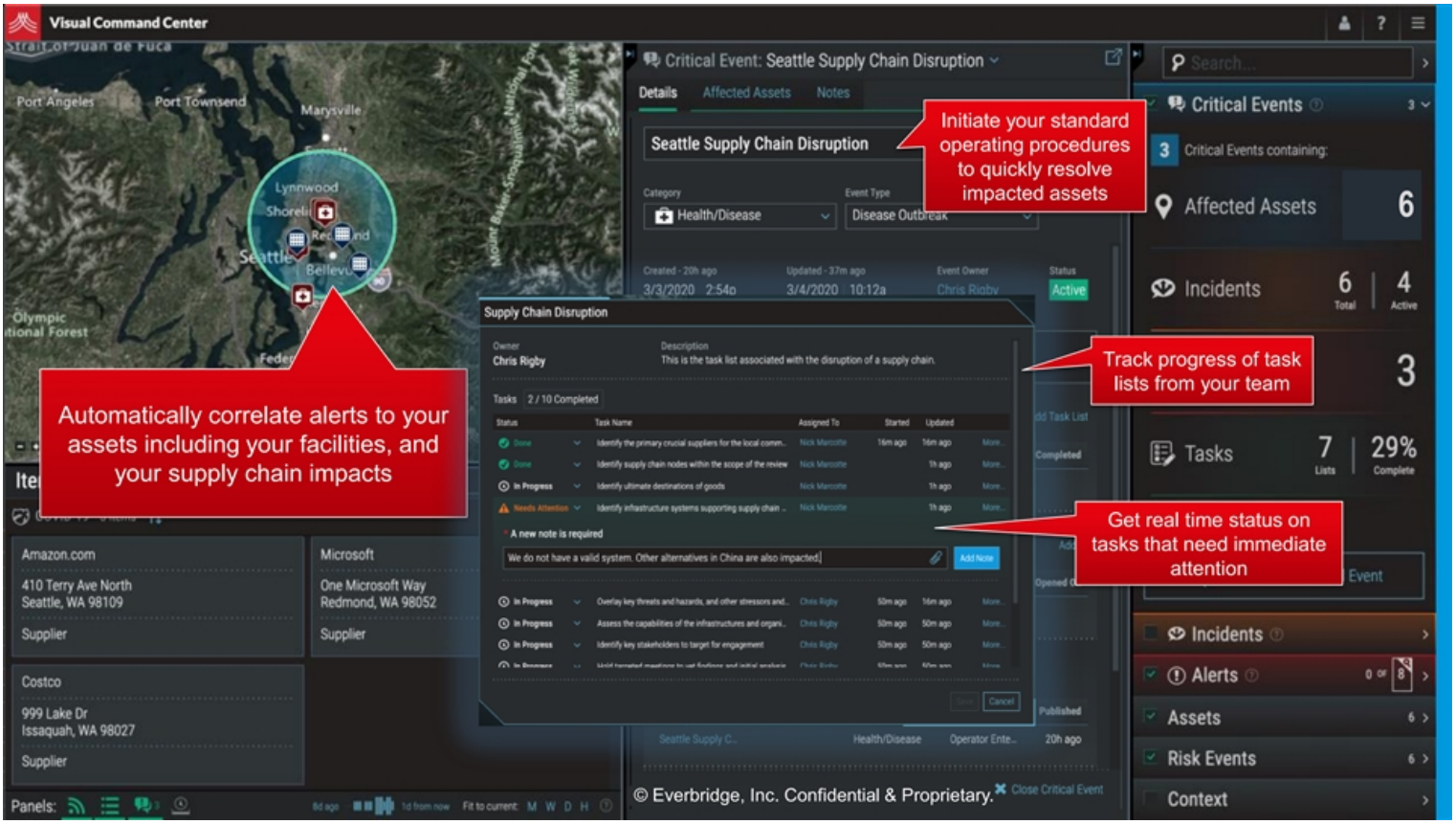
Visual Command Center
Critical Event: Seattle Supply Chain Disruption
Details
Affected Assets
Notes
Seattle Supply Chain Disruption
Initiate your standard operating procedures to quickly resolve impacted assets
Category
Health/Disease
Event Type
Disease Outbreak
Critical Events
3
Critical Events containing:
Affected Assets
6
Incidents
6
Total
4
Active
Supply Chain Disruption
Owner
Chris Rigby
Description
This is the task list associated with the disruption of a supply chain.
Tasks
2 / 10 Completed
Track progress of task lists from your team
3
Tasks
7
Lists
29%
Complete
Automatically correlate alerts to your assets including your facilities, and your supply chain impacts
A new note is required
We do not have a valid system. Other alternatives in China are also impacted.
Add Note
Get real time status on tasks that need immediate attention
Amazon.com
410 Terry Ave North
Seattle, WA 98109
Supplier
Microsoft
One Microsoft Way
Redmond, WA 98052
Supplier
Costco
999 Lake Dr
Issaquah, WA 98027
Supplier
Incidents
Alerts
Assets
Risk Events
Context
Panels:
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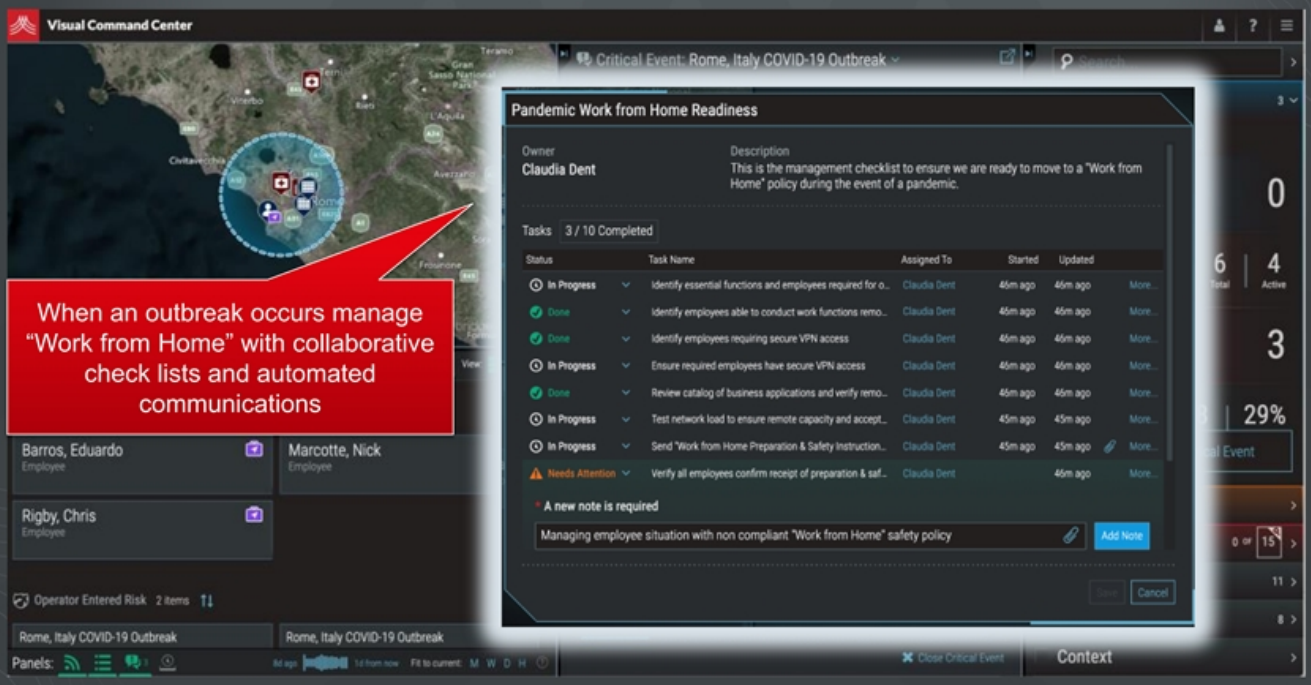
Close Critical Event

Protect your operations: Manage “Work from Home”



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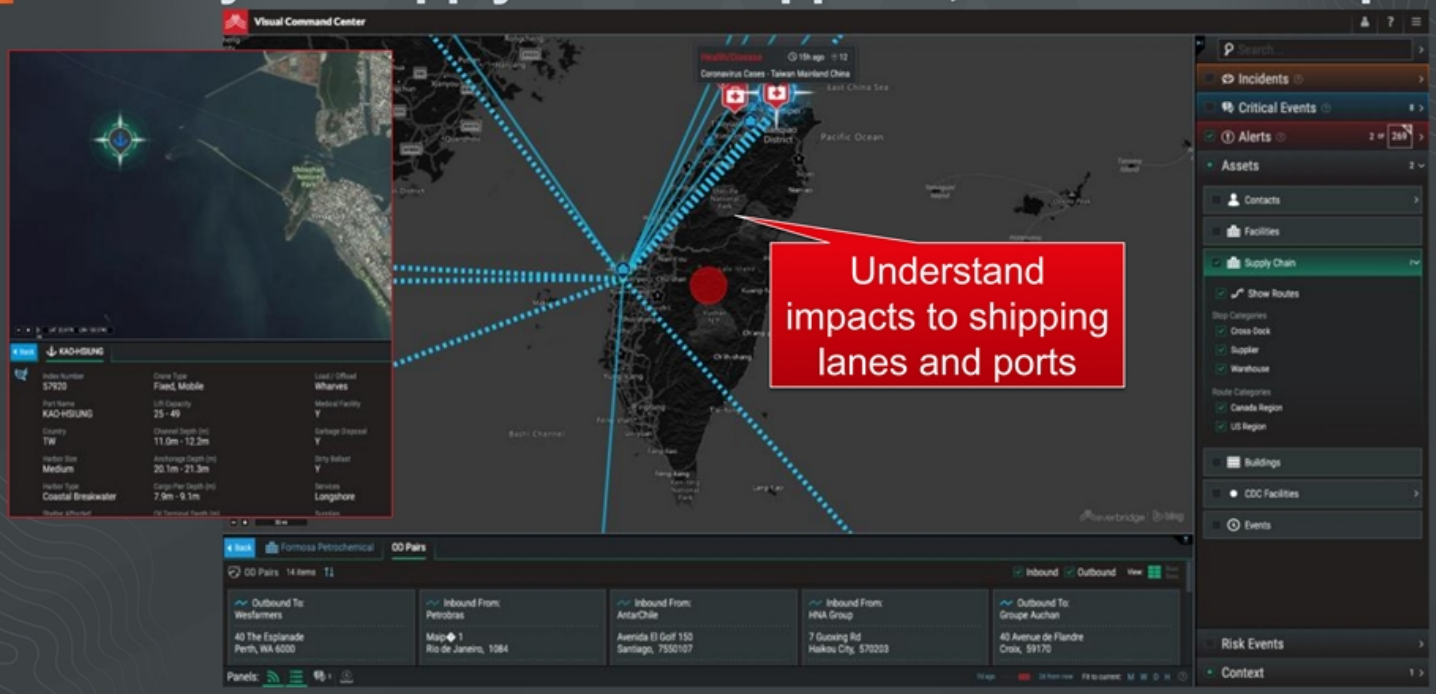
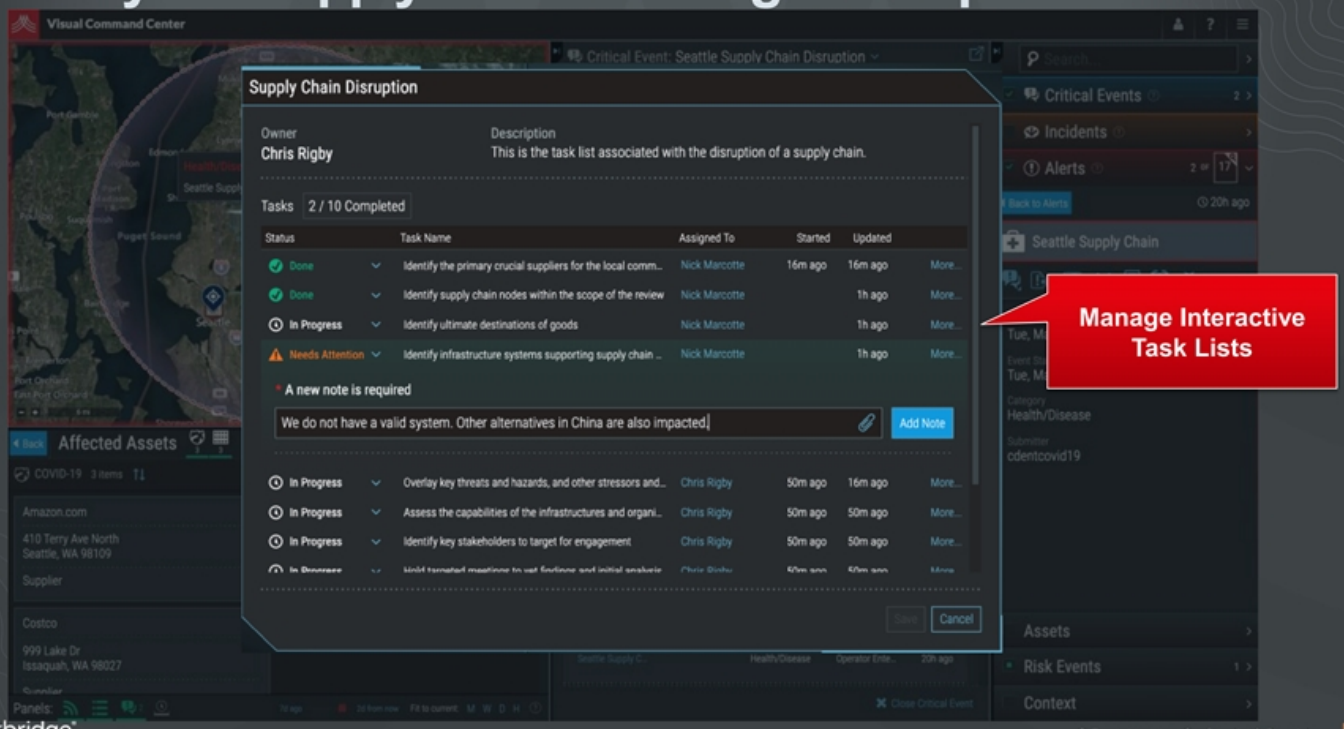
Protect your Supply Chain: Suppliers, Routes and Stops



Protect your Supply Chain: Manage Disruption Plan



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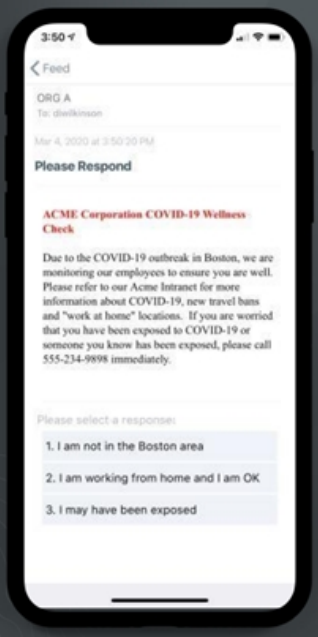
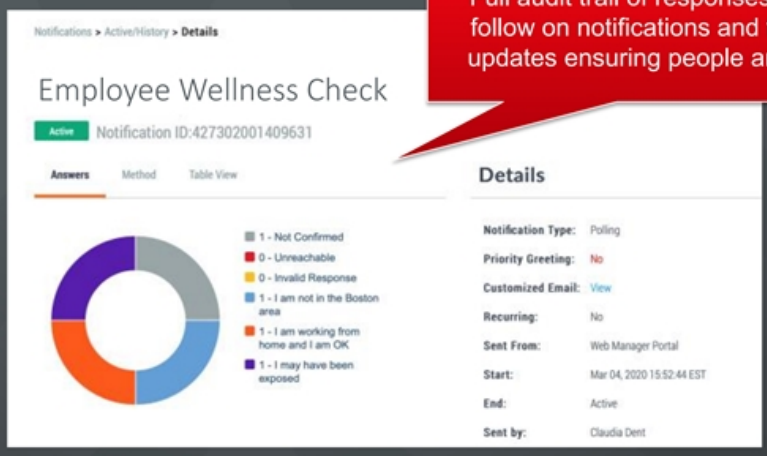
Reduce liability: Manage and audit all responses





Full audit trail of responses, send follow on notifications and further updates ensuring people are safe

Reduce liability with audit trails and reporting

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Reduce liability: Automated audit trails and reporting

Full audit logs of all response activities: what, when, who

COVID-19 Outbreak Italy March 2020

Category	Name	Date	Updated By
CRISISEVENT	Rome, Italy COVID-19 Outbreak	Mar 06, 2020 09:52:16 EST	Claudia Dent
CRISISTASKLIST	Pandemic work from home	Mar 06, 2020 09:52:31 EST	Chris Rigby
CRISISTASKLIST	Employee Wellness Check	Mar 06, 2020 09:54:22 EST	Chris Rigby
CRISISTASK	Educate employees about personal hygiene, such as hand washing	Mar 06, 2020 09:54:22 EST	Ben Potter
CRISISTASK	Provide employees with ways to keep the company updated about their health	Mar 06, 2020 09:54:22 EST	Ben Potter
CRISISTASK	Provide hand sanitizers and other personal protective equipment	Mar 06, 2020 09:54:22 EST	Ben Potter
CRISISTASK	Shut down non-essential functions and facilities	Mar 06, 2020 09:54:22 EST	Claudia Dent
CRISISTASK	Shut down non-essential functions and facilities	Mar 06, 2020 09:56:07 EST	Chris Rigby
CRISISTASKLIST	Seattle Supply Chain Disruption	Mar 06, 2020 16:19:42 EST	Claudia Dent
CRISISTASK	Identify the primary crucial suppliers for the local community	Mar 06, 2020 16:19:42 EST	Franco Nari
CRISISTASK	Identify supply chain nodes within the scope of the review	Mar 06, 2020 16:19:42 EST	Franco Nari
CRISISTASK	Identify ultimate destinations of goods	Mar 06, 2020 16:19:42 EST	Franco Nari
CRISISTASK	Identify infrastructure systems supporting supply chain operations	Mar 06, 2020 16:19:42 EST	Franco Nari
CRISISTASK	Identify and prioritize issues to address, in coordination with the key stakeholders	Mar 06, 2020 16:19:42 EST	Franco Nari
CRISISTASKLIST	Pandemic Work from Home Readiness	Mar 14, 2020 20:09:43 EDT	Claudia Dent
CRISISTASKLIST	Pandemic Work from Home Readiness	Mar 14, 2020 20:09:54 EDT	Claudia Dent
CRISISTASK	Identify essential functions and employees required for on site essential operations	Mar 14, 2020 20:10:10 EDT	Mike Garcia
CRISISTASK	Identify employees able to conduct work functions remotely	Mar 14, 2020 20:10:20 EDT	Mike Garcia
CRISISTASK	Identify employees requiring secure VPN access	Mar 14, 2020 20:10:26 EDT	Les Marcus
CRISISTASK	Ensure required employees have secure VPN access	Mar 14, 2020 20:10:32 EDT	Les Marcus
CRISISTASK	Ensure required employees have secure VPN access	Mar 14, 2020 20:10:40 EDT	Les Marcus
CRISISTASK	Review catalog of business applications and verify remote access	Mar 14, 2020 20:10:47 EDT	Les Marcus
CRISISTASK	Test network load to ensure remote capacity and acceptable response times	Mar 14, 2020 20:10:56 EDT	Jason Zhang

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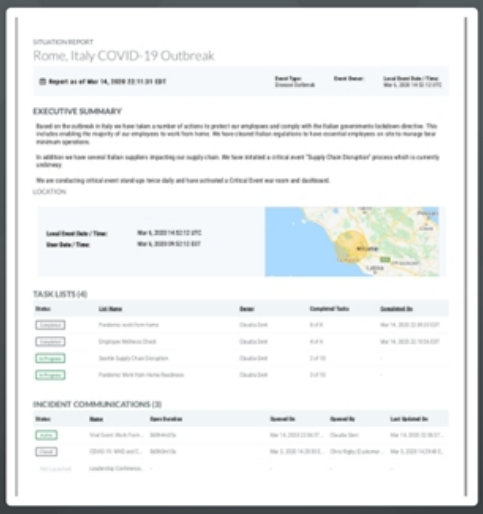
Automated Situation and After-Action Reports


SITUATION REPORT

Rome, Italy COVID-19 Outbreak

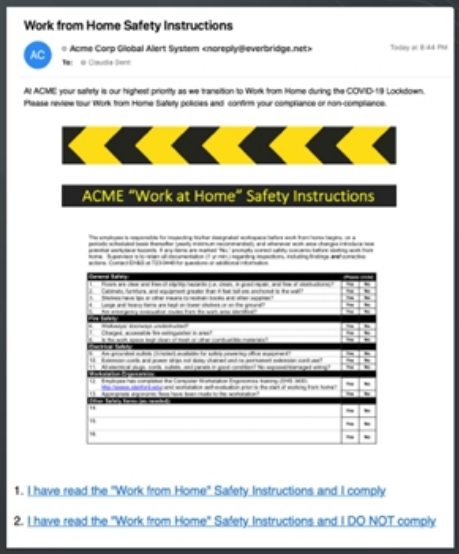
EXECUTIVE SUMMARY

LOCATION

TASK LISTS (4)

INCIDENT COMMUNICATIONS (3)

Track confirmations for compliance purposes


Work from Home Safety Instructions

AC

Acme Corp Global Alert System <noreply@everbridge.net>

To:

At ACME your safety is our highest priority as we transition to Work from Home during the COVID-19 Lockdown. Please review tour Work from Home Safety policies and confirm your compliance or non-compliance.

ACME "Work at Home" Safety Instructions

1. I have read the "Work from Home" Safety Instructions and I comply
2. I have read the "Work from Home" Safety Instructions and I DO NOT comply

Protect your operations: Accelerate resolution

Real Time Updates
Protect your employees
Resolve operations disruptions faster
Minimize shortages & business impacts

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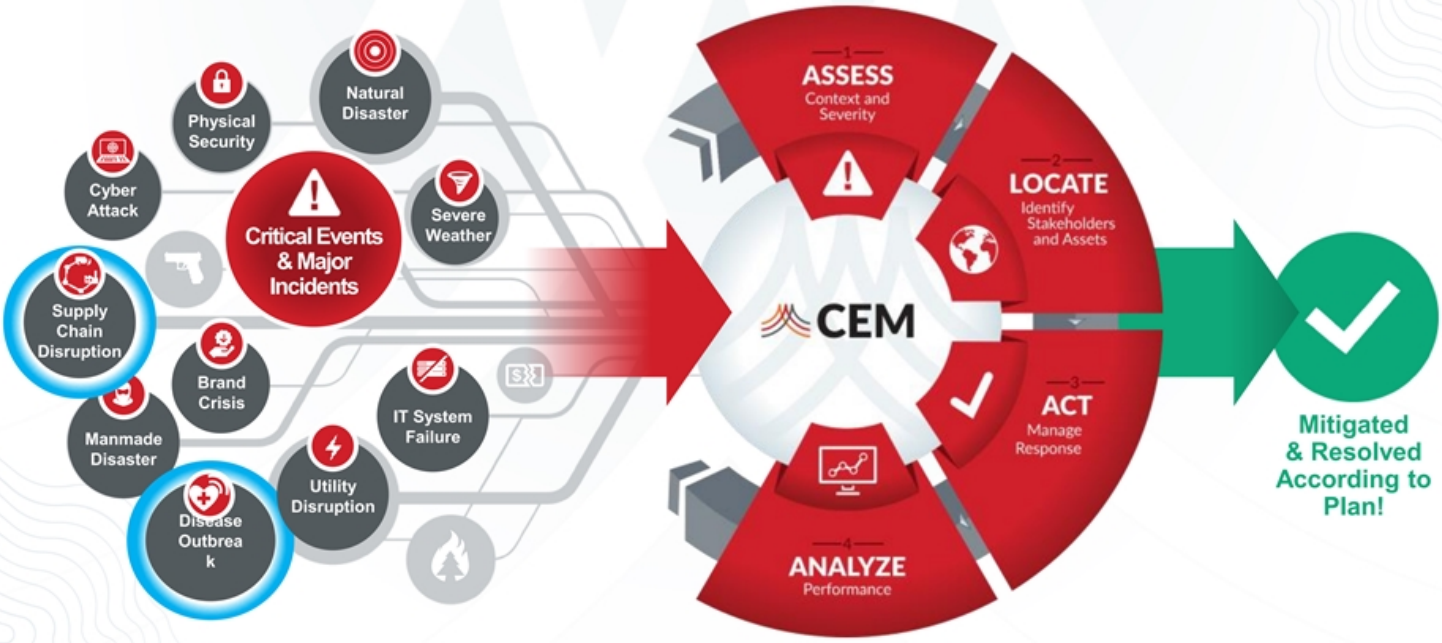
Regardless of the event, **Everbridge CEM is always ON**



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Ajay Nigam – SVP Chief Product Officer

- Leads Everbridge product management
- More than two decades of experience building product management organizations
- GM Cloud Security, Symantec
- SVP Products, BrightPoint Security (acquired by ServiceNOW)
- An expert in security, identity protection, privacy, mobile commerce and payments, and cloud services strategies
- Strategic advisor to several security startup companies in the San Francisco Bay area

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Everbridge CEM Platform Today

Connected

Comprehensive

End-To-End

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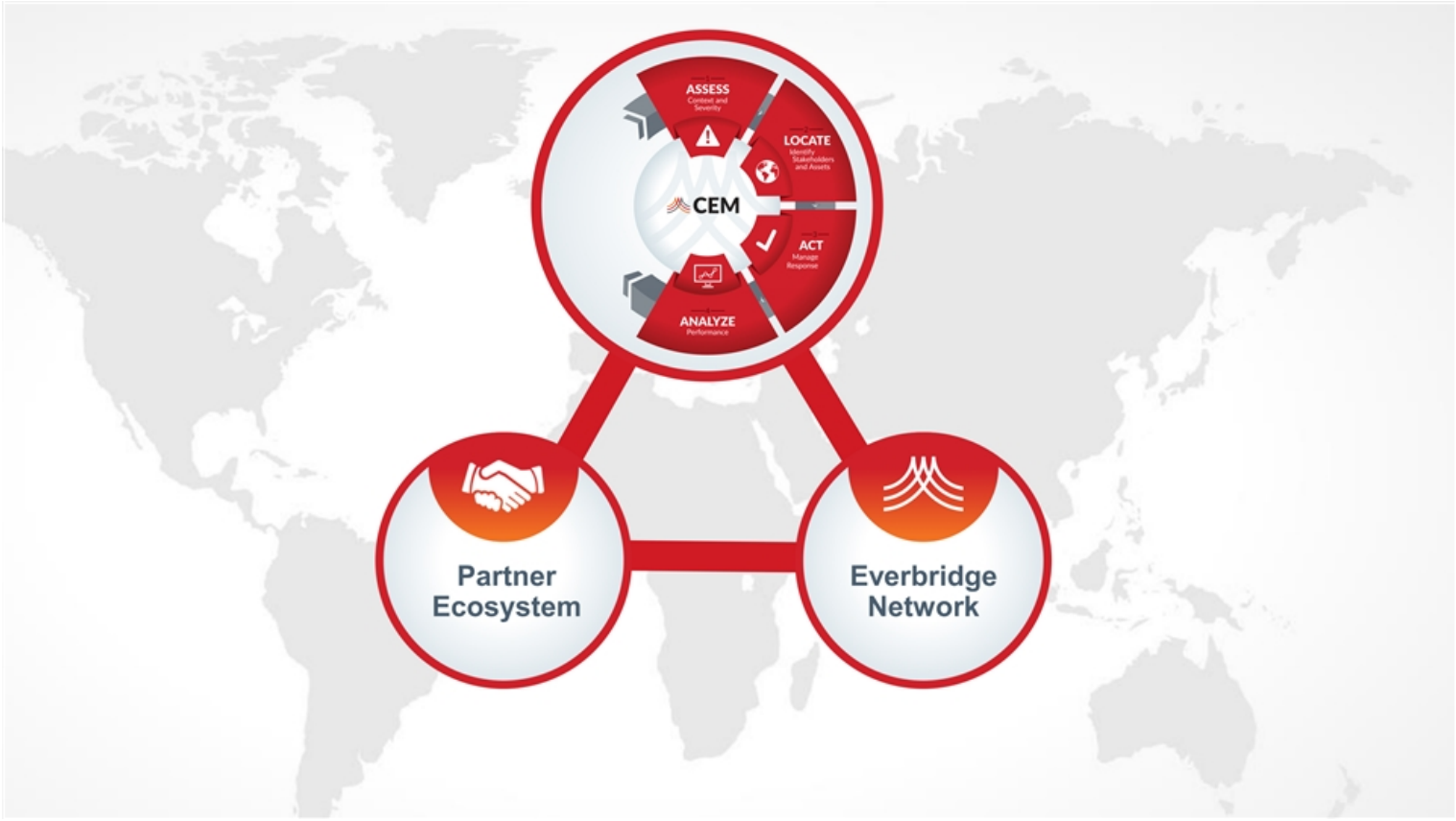
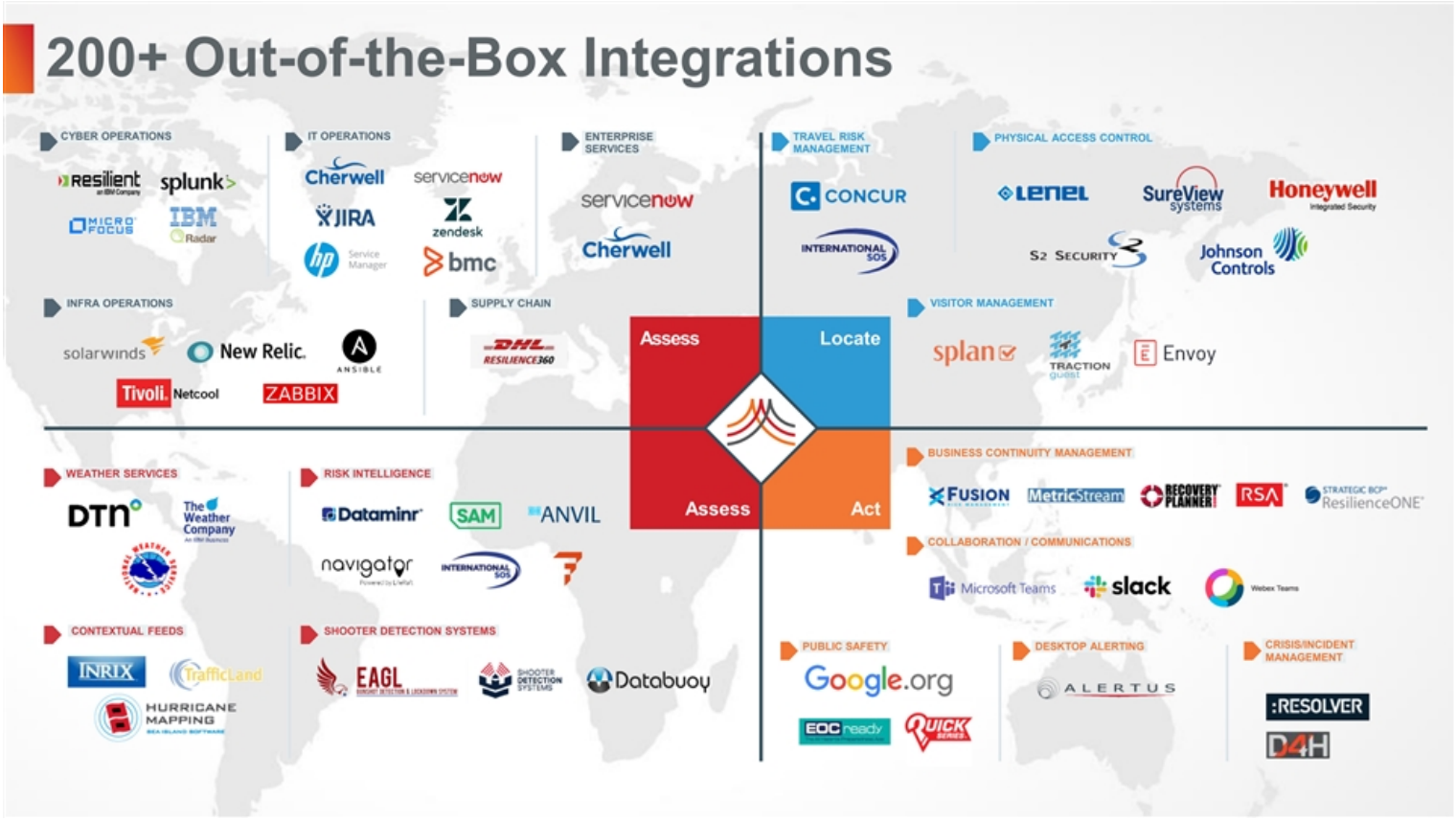

ASSESS
Context and Severity
LOCATE
Identify Stakeholders and Assets
CEM
ACT
Manage Response
ANALYZE
Performance
Partner Ecosystem
Everbridge Network

Partner
Ecosystem


200+ Out-of-the-Box Integrations
CYBER OPERATIONS
Resilient
splunk>
MICRO FOCUS
IBM Radar
IT OPERATIONS
Cherwell
servicenow
JIRA
zendesk
Service Manager
bmc
ENTERPRISE SERVICES
servicenow
Cherwell
TRAVEL RISK MANAGEMENT
CONCUR
INTERNATIONAL SOS
PHYSICAL ACCESS CONTROL
LENEL
SureView systems
Honeywell
Integrated Security
S2 SECURITY
Johnson Controls
INFRA OPERATIONS
solarwinds
New Relic.
ANSIBLE
Tivoli Netcool
ZABBIX
SUPPLY CHAIN
DHL RESILIENCE360
Assess
Locate
Assess
Act
VISITOR MANAGEMENT
splan
TRACTION guest
Envoy
WEATHER SERVICES
DTN
The Weather Company
RISK INTELLIGENCE
Dataminr
SAM
ANVIL
navigator
INTERNATIONAL SOS
BUSINESS CONTINUITY MANAGEMENT
FUSION
MetricStream
RECOVERY PLANNER
RSA
STRATEGIC BCP
ResilienceONE
COLLABORATION / COMMUNICATIONS
Microsoft Teams
slack
Webex Teams
CONTEXTUAL FEEDS
INRIX
TrafficLand
HURRICANE MAPPING
SHOOTER DETECTION SYSTEMS
EAGL
SHOOTER DETECTION SYSTEMS
Databuoy
PUBLIC SAFETY
Google.org
EOC ready
QUICK
DESKTOP ALERTING
ALERTUS
CRISIS/INCIDENT MANAGEMENT
:RESOLVER
D4H

Everbridge
Network

Situational Awareness and Risk Intelligence
Critical Events & Major Incidents
22,000+ SOURCES OF DATA
EVERBRIDGE NETWORK
ASSESS
Context and Severity
+ Data Curation
+ ML/ AI
+ Correlation
+ Human Analyst Contextual Enhancements
CEM ORCHESTRATION
+ Automation
+ Categorization
+ De-duplication
+ Translation
EVERBRIDGE RISK ALERT
·Sources
·Category
·Severity
·Title
·Description
·Location
·Image
·Video

Everbridge Platform Powering The Network

Cross-org collaboration and sharing for COVID19

Everbridge Risk Intel

+

Custom Feeds

Control, Amplify and Disseminate the "right" information

Everbridge Network & RIMC

3,600 Public Safety Agencies

1,000's Corporate Security Org.

Share & Collaborate via Private Networks of Trusted Members

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Everbridge Platform Powering The Network

Everbridge Customers Publish Notifications to Public and/or Private Groups

Everbridge Network
Private or Public Groups

Notifications or Incidents

Stakeholders
Notifications can be **automatically sent** to appropriate stakeholders based on **Rules and Thresholds**

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Jim Totton – EVP Chief Operations Officer

- 40+ years business & technology executive leadership
- Former VP & GM for Red Hat's $1B+ Platform Business Unit
- GM of Marketing at Microsoft OEM division leading product management and business development for $20B+ OEM channel
- Vice President of Software for Product Group at Dell Technologies
- 23-year veteran of Digital Equipment Corporation

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Everbridge Suite Platform Philosophy

MULTI-TENANT SAAS (NO CUSTOMIZATION)

EXTREME SELF-SERVICE

CREATE A STRATEGIC PLATFORM, NOT STAND ALONE PRODUCTS

DESIGN FOR RELIABILITY

DESIGN FOR SCALABILITY

DESIGN FOR DATA PRIVACY & SECURITY

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Everbridge's Key Competitive Strengths

ONE
Unified and Comprehensive, Enterprise-Scale Platform

TWO
Out-of-the-Box, No Developers Needed

THREE
Large, Dynamic and Rich Communications Data Asset

FOUR
Robust Security, Industry Certification and Compliance

FIVE
Globally Local

SIX
Next-Generation, Open Architecture

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Everbridge Platform: High Availability, Scale, Redundancy & Secure

Transactional Availability / "First Responder Grade"

HIGH AVAILABILITY AND SCALABILITY

Global Coverage: Resilient architecture, flexible capacity, and **full stack** redundancy

REDUNDANCY ACROSS MAJOR MODALITIES

Multiple SMS and voice providers optimized for local delivery

REDUNDANT NOC'S

Two geographically distributed NOC's staffed 24x7x365

MULTIPLE LIVE SUPPORT TEAMS

Global live support team with 24x7x365 tier 1 and tier 2 staffing

LEADING SECURITY & COMPLIANCE

Multiple certifications confirmed by accredited 3rd party auditors

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Global Operations & Support Centers:

Bangalore, London, Boston and Los Angeles

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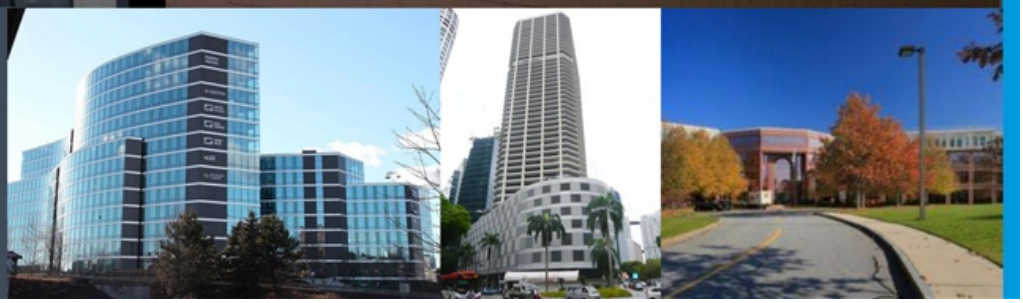
GLOBAL OPERATIONS CENTER

Global Operations Centers

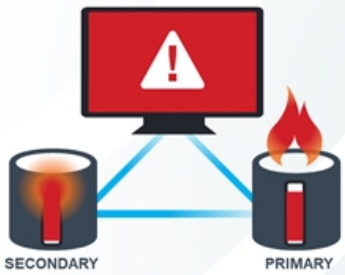
Proactive Platform Availability & Performance Management

24x7x365



Infrastructure Matters

Traditional Infrastructure



- Regional data centers
- Fixed capacity with 'passive' disaster recovery backup
- Vulnerable when exposed to a major regional event or multiple simultaneous incidents
- Limited delivery optimization

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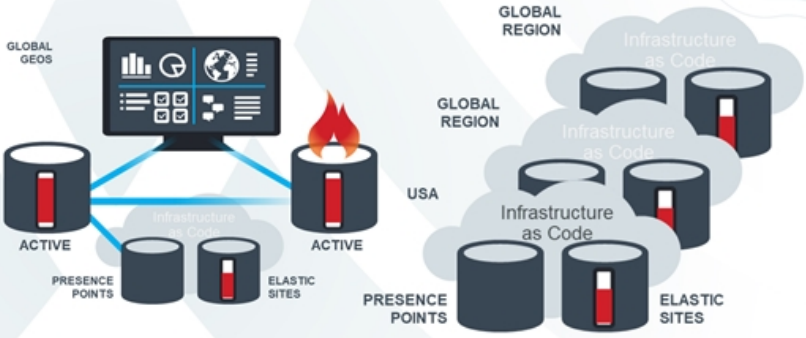
Next Gen Critical Events Platform



- Infrastructure as Code deployment
- 'Full stack' scaling across geographies and for simultaneous major events
- Geographic distribution for privacy and regulatory needs
- **On-demand Capacity**

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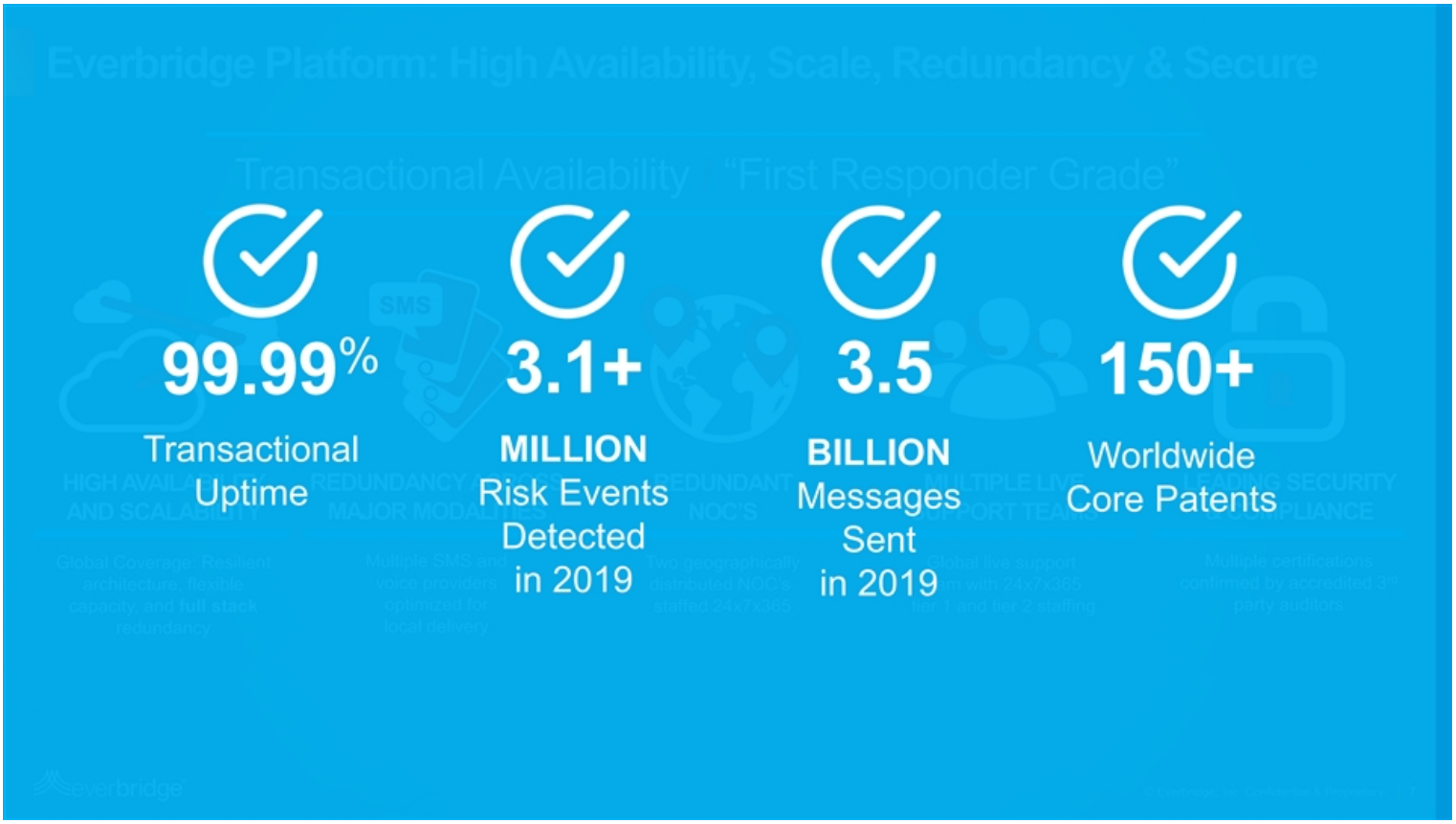
Everbridge Platform: High Availability, Scale, Redundancy & Secure
Transactional Availability "First Responder Grade"
99.99%
Transactional Uptime
3.1+
MILLION
Risk Events Detected in 2019
3.5
BILLION
Messages Sent in 2019
150+
Worldwide Core Patents

Privacy, a Serious Matter

- End-user Transparency
- Progressive Disclosure
- Mutual Opt-in
- RBAC
- Implicit vs. Explicit Location Sharing

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Market Leading Quality of Service

99.99% Transactional Service Availability

+ Consistent ability to complete tasks like sending a notification

Message Sending Performance Guarantee

+ Voice
+ SMS
+ Email
+ Smartphone Push Notifications

Measured 24x7x365

+ External 3rd party monitoring service
+ 20+ globally distributed and internal locations

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Global Coverage and Redundancy

200+

Countries & Territories Supported

Triple Redundant

Voice Providers

Double Redundant

Global SMS Network Providers

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State of the Art Security and Compliance

Markets

Reach

Reliability

acma

AICPA SOC 2 TYPE II SOC 3

ANATEL

arcep

BUSINESS ASSOCIATE AGREEMENT HIPAA COMPLIANCE

CSA cloud security alliance®

cwta acts

EU-US PRIVACY SHIELD

FEDERAL COMMUNICATIONS COMMISSION FCC USA

FedRAMP

FISMA COMPLIANCE

GDPR

Information Security Management ISO 27001 Certified

NIST

DESIGNATED SAFETY ACT

CERTIFIED SAFETY ACT

TRAI

U.S. DEPARTMENT OF HOMELAND SECURITY

CCPA

中华人民共和国工业和信息化部

HM Government G-Cloud Supplier

C5 CLOUD COMPUTING COMPLIANCE CONTROLS CATALOGUE

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Everbridge Customer Speaker

Phil Celestini
SVP and Chief Security & Risk Officer

syniverse.

- Leads security and risk management across Syniverse
- 35 years executive leadership experience in security, risk, and compliance
- Served as Special Agent in the U.S. Federal Bureau of Investigation (FBI)
- Served on National Security Council Staff at the White House
- Career-long specialization in crisis response and incident management

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Mic OFF
THE WHITE HOUSE
SITUATION ROOM
Mic OFF

Syniverse at a glance

When you connect to the world, the opportunities are infinite.

Internet-isolated network linking billions of people and devices

Partnerships with the

Top 5

global card issuers and 8 out of 10 US banks

1,800

team members in over 30 countries

4 billion

billable transactions a day

60 billion

messages delivered every month

7 billion

devices reached

Relationships with

Thousands

of businesses and communications providers across the globe

syniverse.

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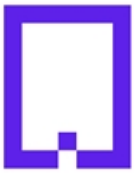
The world's most connected company™

We're driving the world of communications forward.

The largest private network ever built for connecting mobile ecosystems.

Our secure, global network connects you to billions of people and devices, protecting your critical assets—and creating a channel for you to harness the potential of emerging technologies.



Intelligent engagement solutions with immense reach.

Our engagement platform reaches a majority of the people and countries on Earth. Together with our customers, we power hundreds of billions of messages each year—messages that move people to act.

High-horsepower clearing and settlement.

Our clearing and settlement solutions help companies securely clear, validate, rate and reconcile over $35B every year. For organizations ready to go big, they provide the speed, clarity and intelligence to run more efficiently and make smarter decisions.

Note: Syniverse processes $35 billion in gross transactions. Subsequently, some transactions are rerated (discounted), rejected, discounted on invoice at a later stage, and/or settled later as a bulk payment. Most are netted through Syniverse's Multi Lateral Settlement Pool or bilaterally. This process leads to about $15 billion in settlement.

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Syniverse Situational Awareness & Response Needs

Information

used risk intelligence product that **couldn't correlate** risk events **to assets**

- other telecoms/operators
- power/service outages
- press reporting
- world events

Communications

around critical events are manual using **email and phone trees**

- notify employees and executives traveling
- visitor notifications
- customer notifications

Time value of information

Crisis response playbooks are in paper format, which was recently highlighted as a **potential risk** for the business

- SLA maintenance
- risks to workforce
- governance

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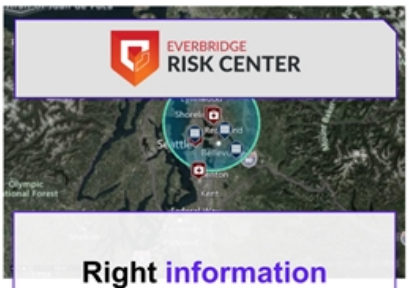
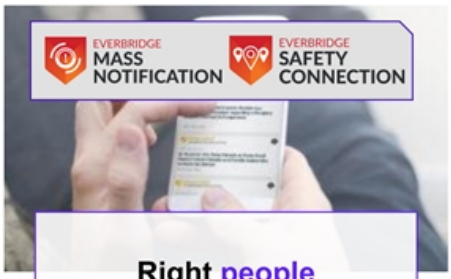
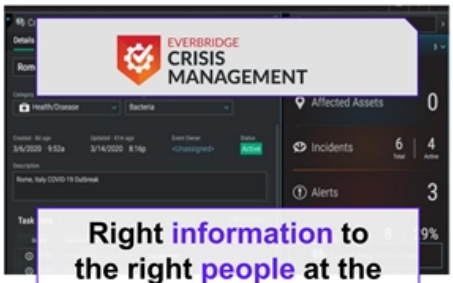
One system to operationalize response



Right **information**



Right **people**



Right **information** to the right **people** at the **right time**

EVERBRIDGE
VISUAL COMMAND
CENTER

Customer Experience Center

Show customers ability to maintain service delivery

- Global presence
- Resiliency
- 24x7 monitoring

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The world's most connected company™

Thank You

syniverse.

Vernon Irvin – EVP Chief Revenue Officer

- Over 30 years of enterprise and SaaS sales leadership experience
- Led enterprise sales organizations covering 60 countries, leveraging indirect channels, partners and alliances to grow deal flow and book orders
- Prior to Everbridge, served as EVP and President at CenturyLink, responsible for leading a $3.5 billion business operation
- Also held executive roles at VeriSign, SiriusXM Satellite Radio, and BT, where he served as President, Content Hosting and Media Services

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Multiple Vectors of Growth

10
Total Enterprise Applications

NEW PRODUCT INTRODUCTIONS

110%+
Net Revenue Retention Rate[1]

UPSELL / CROSS-SELL CUSTOMERS

700%+
ASP Growth with Enterprise CEM Accounts

CEM GROWTH

2x
Public Markets Opportunity[3]

FedRAMP Public Warning

SELLING INTO NEW MARKETS

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(1)Years ended December 31, 2016-2019
(2)As of September 30, 2018, compared to three months ended September 30, 2017
(3)Opportunity in U.S. and EU markets due to FEDRAMP certification and Public Warning product capabilities

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New improvements to our GTM Strategy

Accelerate Enterprise Transition and Enablement

Solution Selling

+ **Global Center of Excellence organization** helps drive CEM Bookings across GEOs, Products & Verticals
+ **World Class Sales Enablement**, Training and Collateral
+ More prescriptive approach in **Enterprise G2000 Lead Generation**

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Project Alert: Driving Rapid Response

Mobilizing our global teams to support and drive customer growth

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Rapid Response – Coronavirus Case Study

Mobilizing our cross-functional teams to support customers

Product | Launched COVID19 Data feed

Customer Success | Coronavirus Webinars with up to date and best practices

PR | Share best practices on national TV Broadcast, Digital Press

Communications | Campaigns to enable our customers to leverage the platform benefits of CEM

Demand Generation | SEO, Advanced Digital Marketing, Predictive Engagement

Account Based Management | Enable reps to reduce cycles by activating around mission critical events

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Services Partnerships: Value Proposition

Solving Customer Challenges with Consulting Expertise

everbridge®

+

Consulting Partner

Higher Value Proposition

1. A **lack of in-house expertise** and technology focused on critical event management or a capability that is not effectively integrated with the business.
2. Establishing a **common, comprehensive operating procedure** that draws on all data sources to correctly prioritize actions.
3. **Digitizing critical event management plans** from documents to dynamic methodologies that work in real time situations. Aligning processes, people, technology and training so that businesses are ready to reduce the impact of a crisis.

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Everbridge Partner Speaker

Eddie Everett

Chief Executive Officer, Products
Control Risks Client Management

Control Risks

- Over 20 years of security, crisis and Critical Event Management experience.
- Oversight of the company's business development and account management activities worldwide
- Leads Control Risks product innovation and partnerships strategy
- Oversight of Control Risks global intelligence (CORE) and compliance (VANTAGE) products
- Member of Control Risks Executive Committee since 2011

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About Control Risks

Unrivaled experience and reach

Control Risks

- More than **40 years of experience** in 178 countries
- **2500 people in 37 offices** around the world
- Unique **global reach** and expertise
- **Truly one firm**, across disciplines and geographies
- **Insights and strategies** led by intelligence
- **Technology in everything we do**

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Value Proposition for our Customers

everbridge® + Control Risks =

Most Comprehensive Critical Event Management **Platform**

Industry-Leading **Security, Risk & Crisis Mgmt. Consulting & Intelligence**

Premiere Solution for **Managing Critical Events**

Digitally Transforming how Businesses Achieve Organizational Resiliency

SCOTT WELCHEL, Chief Security Officer at Dow

The two companies will provide **strategic and operational expertise**, visualization and analysis for protecting employees and business assets amid unplanned critical events.

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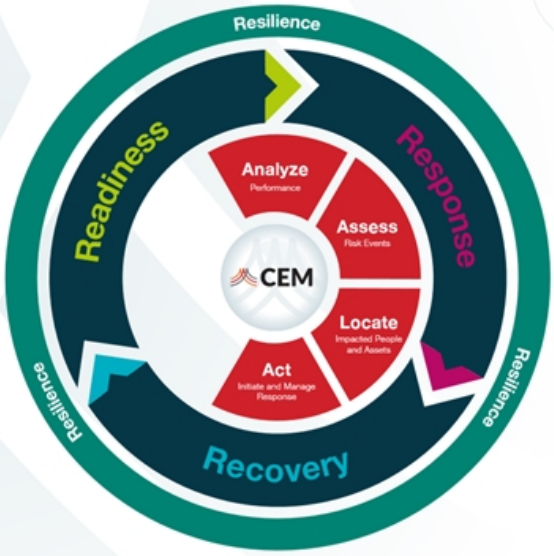
Launching a CEM Practice

Why Control Risks launched a global dedicated practice

Everbridge Critical Event Management solutions and Control Risks "3R" methodology are complimentary

> "Control Risks and Everbridge together ensure that thousands of clients are ready to respond and recover. faster"

> "All hazards readiness, response and recovery powered through critical event management technology"



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Control Risks CEM Practice Engagement

BEFORE
A CRITICAL EVENT

Control Risks + everbridge

- **Contextualize** and **operationalize** security and crisis management plans in CEM for clients
- **Full-scale risk assessments**

DURING
A CRITICAL EVENT

Control Risks + everbridge

- Design and staff **GSOCs** for clients
- Embed analysts who: **operate CEM** and can deploy resources to **respond, resolve and recover** from critical events

AFTER
A CRITICAL EVENT

Control Risks + everbridge

- Perform **health checks**
- **Review SOP's** for clients
- **Make refinements to CEM** as the delivery engine for evolving security and crisis management plans and procedures

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Customers

Video in Player

MJ McCarthy – Head of Global Account Management

- Responsible for the success, retention and growth of the Everbridge global client base
- Joined Everbridge in 2012 and built out the account management team, achieving 95%+ retention rates consistently
- Prior to Everbridge held Sales and Business Development Director roles at Thomson Financial
- Everbridge CEO Award recipient and Multi-year President's Club recipient for strong retention and growth results

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Core Tenets of EVBG Customer Success

Strong fundamentals drive best-in-class retention

ADOPTION	GROWTH	RETENTION	CUSTOMER SATISFACTION
2x	**110%+**	**95%+**	**2x**
Enterprise CEM customers vs. 2018	**Net revenue** retention	**Gross retention**	**NPS** vs. SaaS peers

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Hear from our Customers

The product offers a wide variety of features and support is outstanding.

Impeccable customer service, especially with the 24/7 Everbridge Customer Support line and our assigned representatives.

Everbridge technical support is excellent and available **24 hours a day**

Our account rep is outstanding and support is too.

Everbridge has been more than easy to use and the **support has been phenomenal.**

Ease of use, **quality of customer support**

Very friendly service and support.

"Customer support and service is 2nd to none."

Everbridge's customer support is phenomenal

COVID-19 Support

HEY NC4 ANALYSTS!

YOU GUYS ARE KICKING A.**

Keep it up. All of these Manila, India, and State updates are so vital to keeping our teams focused on the work …..

HEAD OF GLOBAL SECURITY, Global Healthcare Technology Provider

Support is excellent. I get live tech support who works with me to fix the issue, not just open a ticket. Majority of my service **issues are resolved in the first contact**. And, the tech support staff are very well trained.

It is used by county and every time I have had even a small issue tech **support always takes care of me.**

Very good product, **excellent customer support and service!**

Great product and customer support.

Customer support has been flawless with immediate response

Everbridge provides **a high level of customer support** and a product that is **consistently useful and user friendly.**

Product support, application functionality, great customer service.

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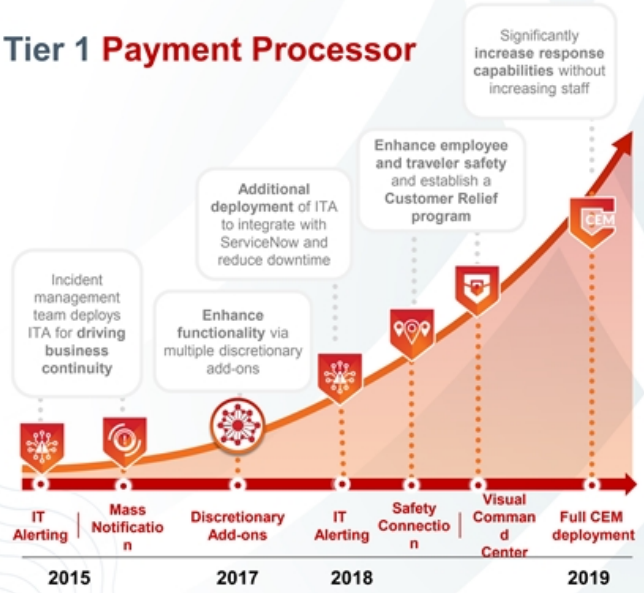
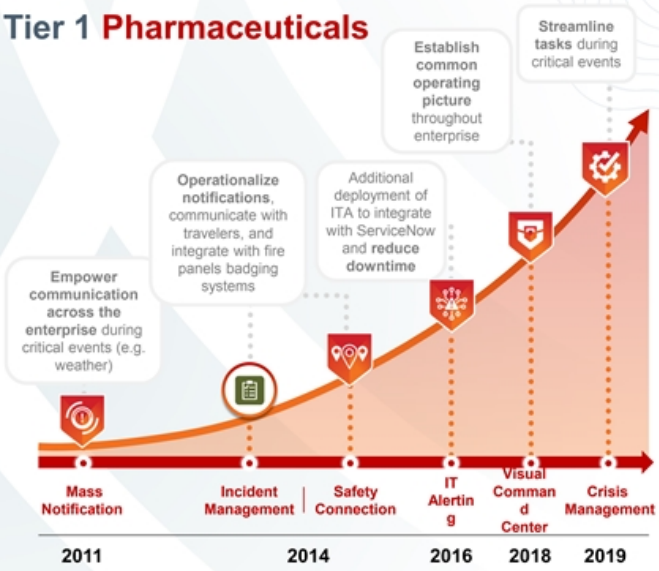
Land and Expand

Tier 1 Payment Processor



Tier 1 Pharmaceuticals



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Trusted Advisor to Customers for COVID-19 Response

Partnering with our customers to support real-time response

Our employees in Asia are auto-sharing their locations so we know where they are at all times. **Our CEO and CIO want everyone using the mobile app**, particularly employees who are now working from home away from their clients.

GLOBAL MANAGEMENT CONSULTING COMPANY

I want to begin by asking everyone to take out their phones and **text TAMPAREADY to 888777**. There are and will continue to be a lot of rumors going around and it's vitally important that all residents get their news from a viable source… Again, please text TAMPAREADY to 888777.

MAYOR JANE CASTOR, TAMPA BAY, FL

We are going **to accelerate a roll out** in Italy because of the Coronavirus outbreak there… Can you talk first thing tomorrow so we can talk about details and plan?

GLOBAL MANUFACTURER

With the ongoing CoVid-19 outbreak we having been **using the living heck out of Visual Command Center (VCC) and mass notification.**

GLOBAL TELECOM PROVIDER

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CEM Customer Use Cases: COVID-19

+ Employee Safety

Global telecom provider emergency messaged 15,000 employees in N. America concerning the decision to mandate all non-critical personnel work from home effective Monday 3/16. "Leadership realized something like this couldn't be done effectively via email and website alone."

+ Public Safety

State Department of Health has sent over 125 notifications in response to COVID-19 to **over 6,500 public health officials and health care providers** across the state about information to healthcare providers and clinics about viral testing and equipment, webinars for local school districts, media requests, and checklists with local long care term facilities.

+ Crisis Management

Global clinical lab network **uses VCC to monitor incidents** and the Crisis Management app to orchestrate crisis response teams around those incidents.

+ Visitor Management

Biopharmaceutical firm **integrating their VMS with Everbridge** to kickoff a workflow when a visitor indicates they recently traveled to a Tier 1 country. A response team greets visitor in lobby for further evaluation before they're allowed in the facility

+ Smart Conferences

Global Fintech used Everbridge to orchestrate security and **crisis team standup calls** – on average 4 or 5 per day.

+ Clinical Comms

Healthcare center using Everbridge mobile app for **nurses communicating** amongst themselves as they receive page re: a COVID-19 case, e.g. who is responding, if they need help, additional consults, etc.

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Defining Sales Success Criteria and Executing on Plan

Predictability drives Success in our GTM

- **Structured and prescriptive cadence** to increase deal volume and activity
- **Expand the Everbridge Ecosystem** to accelerate our GTM and create higher value propositions
- **Global Field Enablement Curriculum** to reduce ramp time to productivity & establish standard operating rhythm
- **Unify our Customer Success efforts** globally to address challenges for multinational customers

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Cara Antonacci – Head of People/ Human Resources

- Oversees the company's Human Resources and Recruiting operations worldwide
- Joined Everbridge in 2017; helped lead transitions, new geographic expansions, and acquisition integrations
- Over 20 years of HR and Recruiting leadership experience.
- Prior to Everbridge, held a number of roles at Jack Morton global marketing agency, including including HR Business Partner, Vice President, and SVP, Human Resources, leading the global HR team
- Completed Harvard Business School's Program for Leadership Development in 2009

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Strong Culture Drives Quantitative Performance

Top performing software stock in class of 2016 IPOs

HOW CAN WE DRIVE STRONG PERFORMANCE?

By building a best in class team and culture

STRONG PERFORMANCE ALLOWS US TO:

- + **Attract top talent**
- + **Retain and develop leadership**
- + **Invest in best in class workplace**

2016 Software IPOs	% Change since IPO
EVBG	**856%**
COUPA	649%
TWILIO	394%
BLACKLINE	159%
TALEND	11%
SECUREWORKS	(36%)
GRIDSUM	(97%)
APPTIO	NA

Source: FactSet and Company Filings. Market data as of March 18, 2020.

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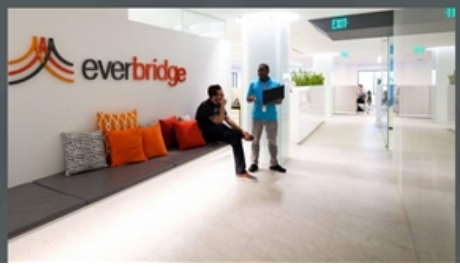
MISSION-DRIVEN CULTURE

People who join Everbridge are driven by saving lives, protecting the largest organizations, and want to make a positive impact on the world through their work.

Doing good, while doing well.



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Bridger Culture

Video in Player

Global Organization

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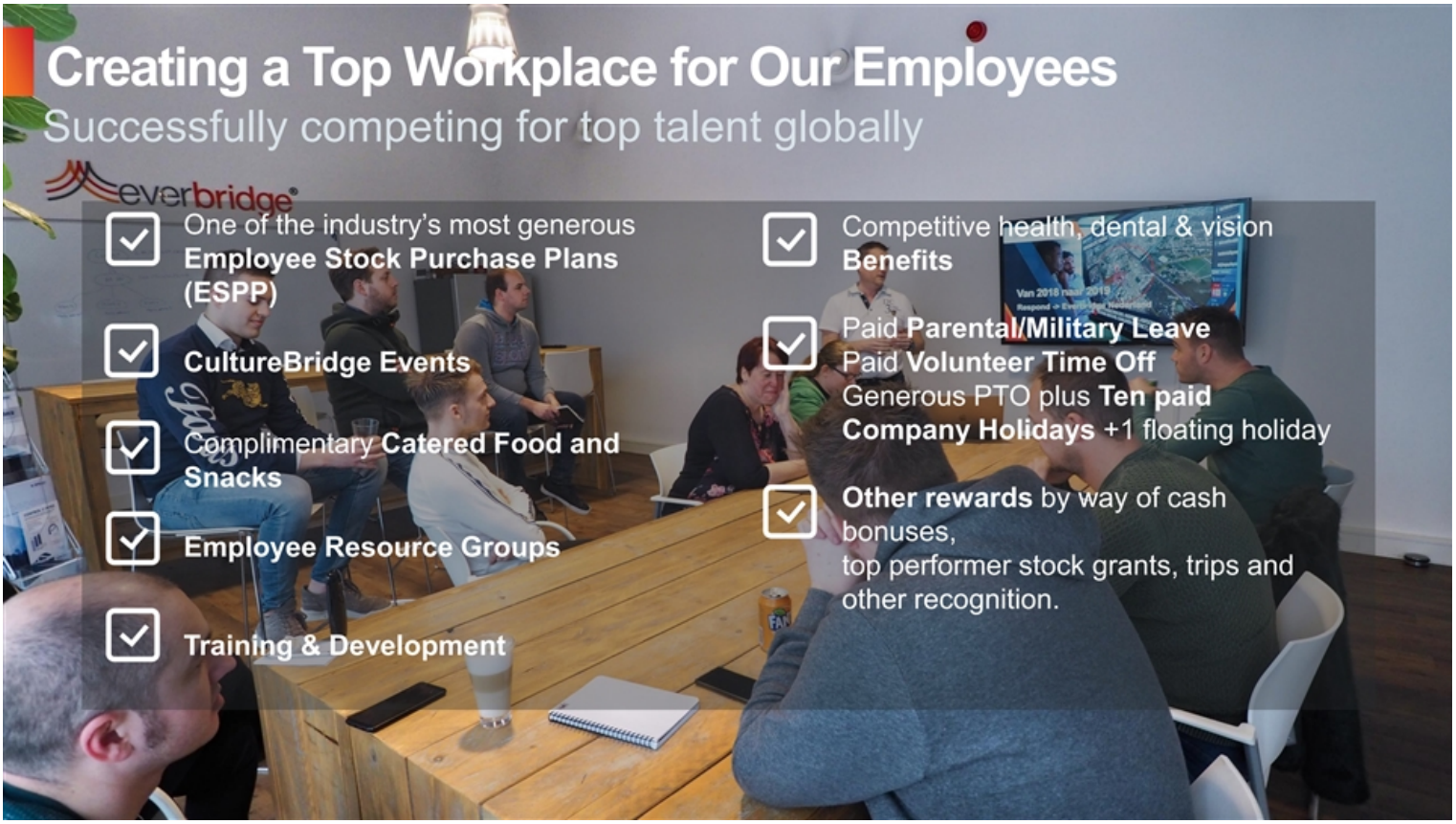
Creating a Top Workplace for Our Employees
Successfully competing for top talent globally
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One of the industry's most generous Employee Stock Purchase Plans (ESPP)
CultureBridge Events
Complimentary Catered Food and Snacks
Employee Resource Groups
Training & Development
Competitive health, dental & vision Benefits
Paid Parental/Military Leave
Paid Volunteer Time Off
Generous PTO plus Ten paid Company Holidays +1 floating holiday
Other rewards by way of cash bonuses,
top performer stock grants, trips and other recognition.

Recognition

Building a Best-in-Class Workplace

"Great culture! Great place to work!"

Current Employee - Sales in Burlington, MA

"Exciting Fast Paced Company That Makes a Difference"

Current Employee - NOC Manager in Burlington, MA

"Growing company - good culture"

Current Employee - Sales in Windsor, South East England, England

"Top place to work"

Current Employee - Account Manager in Burlington, MA

glassdoor

4.6

89% Recommend to a Friend

94% Approve of CEO

MASSTLC
MASS TECHNOLOGY LEADERSHIP COUNCIL

2019 GROWTH COMPANY OF THE YEAR

20% BY 2020 WOMEN ON BOARDS

20% WOMEN ON BOARDS

builtin
2020 BEST PLACES TO WORK BOSTON

ABOVE & BEYOND AWARD

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Patrick Brickley – SVP & Chief Financial Officer

- Responsible for all Global Finance Functions
- Joined Everbridge in 2015 as VP of Finance; helped lead IPO, Capital Transactions, M&A, Investor Relations
- 20+ years experience in Finance, Accounting, Sales, and Strategy
- Google – Finance Lead
- ITA Software – Revenue Operations / Financial Planning / Enterprise Sales
- CPA – PricewaterhouseCoopers
- MBA – University of Chicago Booth School of Business

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Financial Highlights

- Strong Revenue Growth
- Predictable SaaS Recurring Revenue Model
- Continued Strong Momentum in the Business
- Strong and Diversified Revenue Profile
- Attractive Customer Economics
- History of Positive Adjusted EBITDA[1]

(1) Adjusted EBITDA Positive in the years ended 2012-2014, 2016, 2017, 2019

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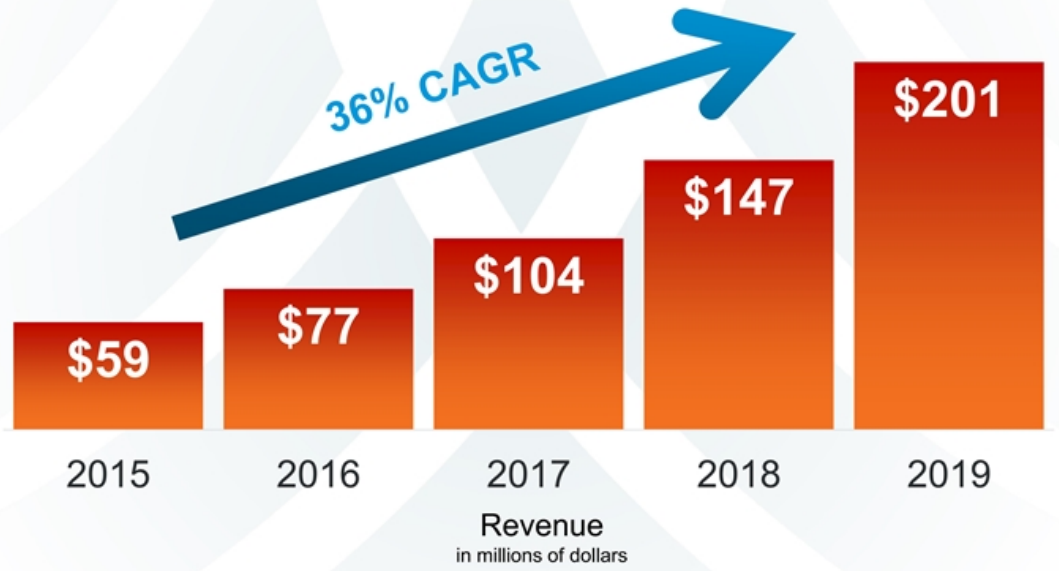
Strong and Consistent Revenue Growth



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Predictable SaaS Recurring Revenue Model

Revenue
in millions of dollars

93%
of revenue is recurring subscription[1]

90%+
of revenue contracted prior to quarter start[2]

110+%
net revenue retention rate[3]

2.0
years average length of customer contract[4]

(1) Year ended December 31, 2019.
(2) Over 90% of the revenue recognized in each of the eight most recently completed quarters was generated from contracts entered into in prior quarters or renewals of those contracts, exclusive of upsells.
(3) Each of the years ended December 31, 2016-2019.
(4) As of December 31, 2019.

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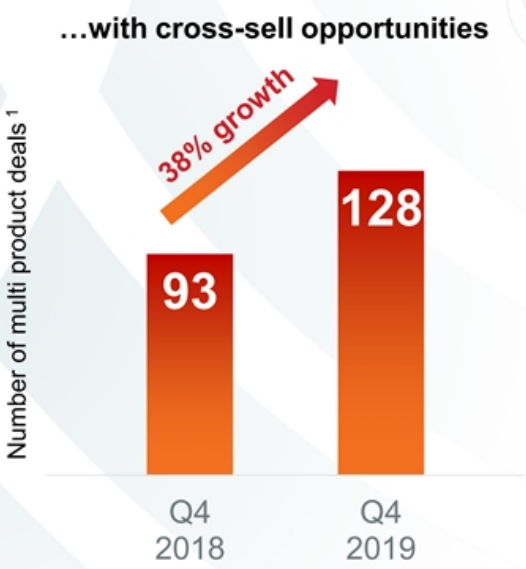
Continued Strong Momentum…



(1) On a Trailing Twelve month basis.

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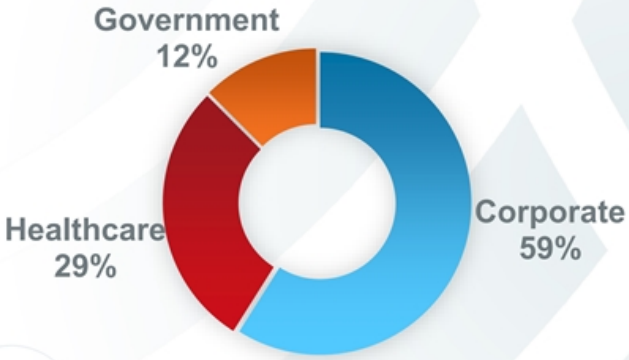
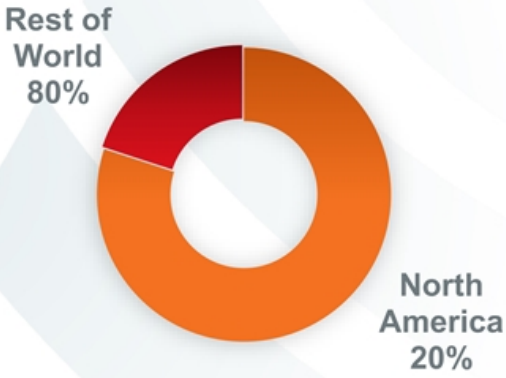
Strong and Diversified Revenue Profile

Revenue by Vertical[1]



Revenue by Geography[1]



(1) Year ended December 31, 2019

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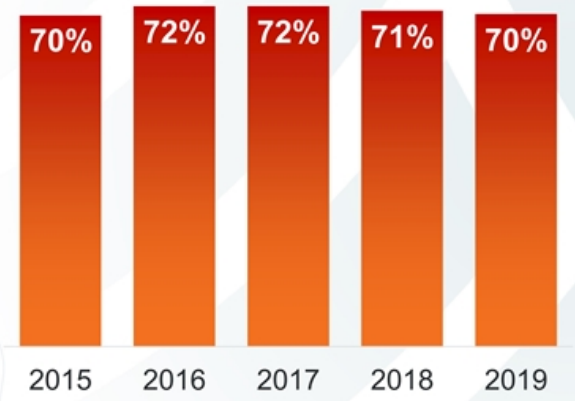
Attractive Customer Economics

Adjusted Gross Margin Percentage[1]



FIRST YEAR

$1.00

spent to acquire $1 of recurring revenue[2]

SUBSEQUENT YEARS

6¢

spent to retain $1 of recurring revenue[2]

(1) See slide 152 for a reconciliation of adjusted gross margin to gross profit, the most comparable metric calculated in accordance with U.S. GAAP.
(2) Reflects $1.00 spent to generate each $1.00 of new sales in 2018, compared to 12 months of contract value for contracts entered into in 2018, and $0.06 to renew each $1.00 of renewal sales in 2018, compared to 12 months of contract value for contracts renewed in 2018.

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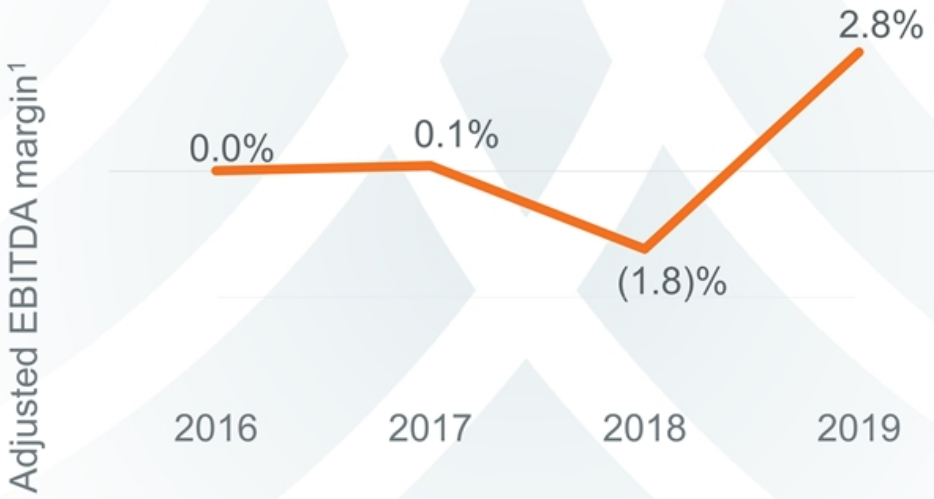
History of Positive Adjusted EBITDA



(1) See slide 152 for a reconciliation of adjusted EBITDA to net loss, the most comparable metric calculated in accordance with U.S. GAAP

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Investment Summary

Adjusted **EBITDA Positive**[1]

SaaS Subscription Model

Growing Enterprise Software Suite

$41+ Billion TAM in 2020[2]

36% Revenue CAGR[3]

110%+ net revenue retention rate[4]

(1) Year ended December 31, 2019
(2) Total Addressable Market is based on EVBG ASPs applied to 29,000+ named accounts, including (a) CEM target customers in G2000 and companies with greater than 1,000 employees; (b) IT & IoT alerting target customers as % of employees supporting IT; and (c) 180+ target Population Alerting countries priced according to population and GDP. TAM, which is based on management estimates, is inherently subject to uncertainties and actual events or circumstances may differ materially from management estimates reflected in this presentation.
(3) Compound annual growth rate for the years 2015-2019.
(4) Each of the years ended December 31, 2016-2019.

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Reconciliation non-GAAP/GAAP

$millions	For the 12 months ended December 31,				
	2015	2016	2017	2018	2019
Gross Profit	$ 38.9	$ 53.1	$ 72.8	$ 100.3	$ 137.3
Amortization of acquired intangibles	$ 2.0	$ 2.3	$ 1.6	$ 1.3	$ 2.1
Stock-based compensation	$ 0.2	$ 0.2	$ 0.6	$ 2.3	$ 2.0
Adjusted Gross Margin	**$ 41.1**	**$ 55.6**	**$ 75.0**	**$ 103.9**	**$ 141.4**
Sales & Marketing	$ 25.9	$ 34.8	$ 47.0	$ 69.6	$ 87.7
Stock-based compensation	$ (0.3)	$ (0.7)	$ (2.4)	$ (9.3)	$ (10.0)
non-GAAP Sales & Marketing	**$ 25.6**	**$ 34.1**	**$ 44.6**	**$ 60.3**	**$ 77.7**
Research & Development	$ 11.5	$ 14.8	$ 22.2	$ 41.3	$ 50.0
Stock-based compensation	$ (0.3)	$ (0.3)	$ (1.5)	$ (7.1)	$ (7.8)
non-GAAP Research & Development	**$ 11.2**	**$ 14.4**	**$ 20.7**	**$ 34.2**	**$ 42.2**
General & Administrative	$ 12.3	$ 14.3	$ 22.9	$ 31.5	$ 46.8
Amortization of acquired intangibles	$ (1.1)	$ (0.9)	$ (2.1)	$ (4.7)	$ (8.3)
Stock-based compensation	$ (0.8)	$ (1.8)	$ (4.8)	$ (7.1)	$ (13.7)
non-GAAP General & Administrative	**$ 10.4**	**$ 11.5**	**$ 16.0**	**$ 19.7**	**$ 24.8**
Net Income/(Loss)	$ (10.8)	$ (11.3)	$ (19.6)	$ (47.5)	$ (52.3)
Interest expense, net	$ 0.5	$ 0.5	$ 0.2	$ 4.5	$ 3.0
Tax expense, net	$ (0.6)	$ -	$ -	$ 0.8	$ 0.4
Depreciation & Amortization	$ 6.0	$ 7.7	$ 10.2	$ 13.7	$ 19.7
Loss on extinguishment of debt	$ -	$ -	$ -	$ -	$ 1.4
Stock-based compensation	$ 1.5	$ 3.1	$ 9.3	$ 25.8	$ 33.5
Adjusted EBITDA	**$ (3.4)**	**$ -**	**$ 0.1**	**$ (2.7)**	**$ 5.7**

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The Everbridge Mission has Never Been More Important

COVID-19 Shield

Meeting the Moment

Enterprise CEM

Becoming the Standard

Next Gen Public Warning

Maximum Reach and Effectiveness

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Questions

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Thank You

Everbridge Analyst Day 2020