



## Everbridge Launches Crisis Management Solution to Coordinate and Accelerate Critical Event Response and Recovery

March 13, 2019

*Enterprise Software Application Orchestrates Vital Tasks and Activities;*

*Fully Integrated with Everbridge Critical Event Management (CEM) Platform*

BURLINGTON, Mass.--(BUSINESS WIRE)--Mar. 13, 2019-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in critical event management and enterprise safety software applications to help keep people safe and businesses running, today announced the launch of its [Crisis Management solution](#), a new software application designed to help organizations dynamically manage the lifecycle of a critical event and accelerate response and recovery times. Crisis Management, which is fully integrated with the [Everbridge Critical Event Management \(CEM\) suite](#), centralizes incident response tasks, activities and resources through a common operating picture and accompanying mobile application. Crisis, business continuity, security and resiliency teams can utilize the solution to create and launch response plans, add tasks on the fly, and collaborate with all stakeholders, no matter their location, to quickly restore operations, mitigate brand and financial impacts, and help ensure employee safety.

In today's mobile and often frenetic business climate, crisis management teams are frequently dispersed and face many distractions and other challenges in the midst of an incident or business disruption. This can result in delays, missed tasks and assignments, and decreased crisis response times. Moreover, many critical events have an unpredictable and cascading impact on broader business considerations, such as customer satisfaction, employee morale, brand reputation and the supply chain, that were not previously accounted for in existing response and continuity plans.

Crisis Management addresses these challenges by providing a common operating picture for all stakeholders – from responders in the field to executives in the board room – to operate, and analyze response activities, as well as update and assign new tasks on the fly. This unified view and flexibility helps to mitigate damage and downtime by ensuring normal operations can be restored as quickly as possible.

"Crisis Management extends our CEM capabilities from automating the management of the communications around an incident to the management of the incident itself," said Jennifer Sand, Vice President, CEM Product Management, Everbridge. "By providing real-time, situational awareness to all stakeholders, as well as the ability to collaborate on response plans from anywhere, at any time, this new application will enable customers to improve their response processes as part of their business resiliency and optimization objectives."

Features of the Crisis Management application include:

**Unified Response and Communication:** Powered by the Everbridge Platform, Crisis Management orchestrates all crisis response activities, teams, resources and communications from a single event page. The application includes operator dashboards, integrated chat, incident log and smart conferencing, and leverages response plans from existing business continuity and enterprise risk management solutions.

**Dynamic Task Management:** The Crisis Management Task Manager helps turn static standing operating procedures (SOPs) into actionable tasks that can be assigned to either a function or an individual. Tasks can be added 'on-the-fly' in the middle of a crisis for unanticipated situations and scenarios.

**Executive View and Reporting:** Dedicated event dashboards and reporting allows senior management to monitor response and recovery progress in real-time without having to disrupt the crisis team.

**Mobile Response Plans:** Crisis Management provides users with a single interface to notify people, mobilize response teams, utilize and execute their existing emergency, disaster recovery and business continuity plans, and collaborate with team members no matter where they are located.

In January 2019, Southern Glazer's Wine & Spirits launched its new state-of-the-art Crisis Management Center in Miramar, Florida which serves as the centralized location responsible for all aspects of incident management for the entire enterprise. "Everbridge is an important tool in our overarching crisis response program, used throughout our organization to help ensure the safety of our 21,000-plus employees and the operational resiliency of our facilities and supply chain across 250 locations nationwide," said John Liuzzi, the National Director of Business Continuity at Southern Glazer's, the world's preeminent distributor of beverage alcohol. "Crisis Management provides us with a proactive and centralized tool to launch, dynamically track and update all tasks, activities, and communications, enabling us with even greater control to mobilize response teams and execute our business continuity plans in the face of a critical event. Everyone on our response team, as well as executive stakeholders, have access to the event dashboard and can watch progress, and add new tasks, in real time. Everbridge is continuing to help us mature our management of a crisis or business disruption like no other solution."

Crisis Management will be generally available as of April 2019. More information can be found [here](#). Everbridge will be demoing the solution at DRJ Spring 2019 in booth #801 March 24-27, and at ISC West 2019 in booth #4042 April 9-12.

### About Everbridge

[Everbridge, Inc.](#) (NASDAQ: EVBG) is a global software company that provides enterprise software applications that automate and accelerate organizations' operational response to critical events in order to keep people safe and businesses running. During public safety threats such as active shooter situations, terrorist attacks or severe weather conditions, as well as critical business events including IT outages, cyber-attacks or other incidents such as product recalls or supply-chain interruptions, over 4,400 global customers rely on the company's Critical Event Management Platform to quickly and reliably aggregate and assess threat data, locate people at risk and responders able to assist, automate the execution of pre-defined communications processes through the secure delivery to over 100 different communication devices, and track progress on executing

response plans. The company's platform sent over 2.8 billion messages in 2018 and offers the ability to reach over 500 million people in more than 200 countries and territories, including the entire mobile populations on a country-wide scale in Sweden, the Netherlands, the Bahamas, Singapore, Greece, Cambodia, and a number of the largest states in India. The company's critical communications and enterprise safety applications include Mass Notification, Incident Management, Safety Connection™, IT Alerting, Visual Command Center®, Crisis Commander®, Community Engagement™ and Secure Messaging. Everbridge serves 9 of the 10 largest U.S. cities, 9 of the 10 largest U.S.-based investment banks, all 25 of the 25 busiest North American airports, six of the 10 largest global consulting firms, six of the 10 largest global auto makers, all four of the largest global accounting firms, four of the 10 largest U.S.-based health care providers and four of the 10 largest U.S.-based health insurers. Everbridge is based in Boston and Los Angeles with additional offices in Lansing, San Francisco, Beijing, Bangalore, Kolkata, London, Munich, Oslo, Stockholm and Tilburg. For more information, visit [www.everbridge.com](http://www.everbridge.com), read the company [blog](#), and follow on [Twitter](#) and [Facebook](#).

#### **Cautionary Language Concerning Forward-Looking Statements**

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding the anticipated opportunity and trends for growth in our critical communications and enterprise safety applications and our overall business, our market opportunity, our expectations regarding sales of our products, and our goal to maintain market leadership and extend the markets in which we compete for customers. These forward-looking statements are made as of the date of this press release and were based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. Words such as "expect," "anticipate," "should," "believe," "target," "project," "goals," "estimate," "potential," "predict," "may," "will," "could," "intend," variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond our control. Our actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to: the ability of our products and services to perform as intended and meet our customers' expectations; our ability to attract new customers and retain and increase sales to existing customers; our ability to increase sales of our Mass Notification application and/or ability to increase sales of our other applications; developments in the market for targeted and contextually relevant critical communications or the associated regulatory environment; our estimates of market opportunity and forecasts of market growth may prove to be inaccurate; we have not been profitable on a consistent basis historically and may not achieve or maintain profitability in the future; the lengthy and unpredictable sales cycles for new customers; nature of our business exposes us to inherent liability risks; our ability to attract, integrate and retain qualified personnel; our ability to successfully integrate businesses and assets that we may acquire; our ability to maintain successful relationships with our channel partners and technology partners; our ability to manage our growth effectively; our ability to respond to competitive pressures; potential liability related to privacy and security of personally identifiable information; our ability to protect our intellectual property rights, and the other risks detailed in our risk factors discussed in filings with the U.S. Securities and Exchange Commission ("SEC"), including but not limited to our Annual Report on Form 10-K for the year ended December 31, 2017 filed with the SEC on March 12, 2018. The forward-looking statements included in this press release represent our views as of the date of this press release. We undertake no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing our views as of any date subsequent to the date of this press release.

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