



Everbridge Launches New Coronavirus Risk Data Enhancement for Critical Event Management (CEM)

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New Specialized Risk Intelligence Data Complements Everbridge Network, Briefings and Best Practices Information to Help Businesses and Governments Mitigate Virus Impact

BURLINGTON, Mass.--(BUSINESS WIRE)--Feb. 13, 2020-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in [critical event management \(CEM\)](#), today announced that the company has introduced a new specialized risk intelligence package to assist organizations with managing the impact of the coronavirus on their people, assets, customers, facilities, supply chains, and brand. The new data feed works directly with the company's CEM platform and complements a series of other actions to address the virus, such as deployment of Everbridge Data Sharing Networks which enable customers to share information; initiation of risk intelligence briefings; broadcast of webinars by emergency preparedness experts on best practices; provision of a Coronavirus Preparedness Kit. All of these resources leverage Everbridge's experience serving over 4,800 customers globally, as well as the company's [Risk Intelligence Service](#), which represents the industry's most comprehensive vetted source of threat data.

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(Photo: Business Wire)

The new, specialized threat data feed tracks developments related to the virus, including health-related incidents and bulletins, airport closures, transportation delays, movement restrictions, and manufacturing disruptions. The feed combines thousands of verified data sources with review by an experienced team of analysts to create a continually updated stream of validated information, and directly integrates into Everbridge's CEM platform so security, business continuity, emergency management, and supply chain teams can visually see on a "single pane of glass" how new developments may impact their employees, travelers, residents, facilities, suppliers, and distribution routes. Everbridge's Risk Intelligence Service, powered by its NC4 acquisition last year, also provides frequent flash updates and situational reports on the fast-changing situation.

Customers can also utilize the Everbridge Network to share intelligence with other organizations and to coordinate response through the CEM platform, either publicly or privately. Everbridge's support teams have

established a multitude of private networks among hospitals and clinics across the United States so they can share coronavirus-related updates and track the spread of the virus.

Everbridge has launched several other key initiatives around the coronavirus to share expert advice and best practices, which are publicly available, including:

- ["Novel Coronavirus: Crisis Management & Planning."](#) a webinar today, February 13 at 2 pm, featuring internationally recognized crisis management expert, Regina Phelps
- ["Coronavirus Response: Government Policy and Operational Considerations."](#) a webinar on February 28 at 2 pm, featuring Richard Serino, former Deputy Director of FEMA and currently a distinguished visiting fellow at Harvard University's National Preparedness Leadership Institute
- A [Coronavirus Briefing](#) webcast series, prepared by the Everbridge Risk Intelligence analyst team, that will provide updates on the spread of the coronavirus and related impacts, as well as best practices information

Webinars and briefings will be [archived](#).

Additionally, Everbridge has compiled a [Coronavirus Preparedness Kit](#), which includes:

- 10 Key Organizational Readiness Components
- Communication Best Practices White Paper
- Critical Event Management (CEM) Best Practices

"We have mobilized our resources to bring the best data and management practices to bear to help organizations mitigate the impact of the coronavirus," said Everbridge CTO Imad Mouline. "Having strong visibility on what is happening and anticipating the potential impact are crucial as the full nature of this situation continues to unfold."

Since the outbreak began, Everbridge's customers have used the CEM platform to send nearly three million virus-related communications and leveraged the platform for rapid response and team coordination. Among them two of the largest entertainment companies in the world use the new risk data feed to pinpoint which of their assets and people are threatened by the spread of the virus; a multi-billion dollar global auto parts manufacturer sends best practices instructions to its employees in the Asia Pacific region; one of the United States' largest port authorities coordinates emergency operations; a multi-billion dollar media conglomerate provides operational guidelines to employees in affected areas; and a United States state agency sends Centers for Disease Control and Prevention (CDC) guidance and talking points to emergency workers on coronavirus triage and risk mitigation.

A leading consulting firm with offices in over 50 countries is using the CEM platform to assist in locating travelers in areas potentially affected by the coronavirus. According to the company's Security Lead, the Everbridge risk intelligence reports provide specific and actionable information on the outbreak. "We rely on Everbridge for up-to-date risk data, travel restrictions and guidelines affecting the business world and the countries where we have employees. The most important benefit is timely, accurate information that is also actionable."

Pharmaceutical companies have been some of the most frequent users of the system related to the virus and a security leader from one of the leading global providers stated: "Everbridge's Risk Intelligence reports have been extremely valuable during the outbreak of the coronavirus. We rely heavily on their risk intelligence related to our supply chain and what suppliers could be impacted. The data allows us to make critical business decisions, taking a look at the stability of our own partners and what might impact production facilities around the world."

Everbridge leveraged its deep, global experience with managing critical events to assemble the coronavirus-related resources. The CEM platform reaches over 500 million people across the world and is used from a [city, state, or company](#) scale to serving entire countries. Everbridge has been selected by [seven countries](#), several states in India, and multiple states in the United States to protect populations.

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 4,800 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 3.5 billion messages in 2019 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 Australia, Greece, Iceland, the Netherlands, Peru, Singapore, Sweden, 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®, Public Warning, Crisis Management, Community Engagement™ and Secure Messaging. Everbridge serves 8 of the 10 largest U.S. cities, 9 of the 10 largest U.S.-based investment banks, 47 of the 50 busiest North American airports, 9 of the 10 largest global consulting firms, 7 of the 10 largest global auto makers, all 4 of the largest global accounting firms, 9 of the 10 largest U.S.-based health care providers, and 6 of the 10 largest technology companies in the world. Everbridge is based in Boston and Los Angeles with additional offices in Lansing, San Francisco, Beijing, Bangalore, Kolkata, London, Munich, Oslo, Singapore, Stockholm and Tilburg. For more information, visit www.everbridge.com, read the company [blog](#), and follow on [LinkedIn](#), [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, our goal to maintain market leadership and extend the markets in which we compete for customers, and anticipated impact on financial results. 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, 2018 filed with the SEC on March 1, 2019. 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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