



Everbridge Unveils New Contact Tracing Software to Contain and Mitigate COVID-19 While Facilitating the Safe Return to Work for Business, Government and Healthcare Organizations

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Next Generation, End-to-End Contact Tracing Solution Provides Faster, More Accurate Results for Less Cost to Organizations While Safeguarding Individual Privacy to De-Risk the Return-to-Work Phase of the Coronavirus Pandemic

BURLINGTON, Mass.--(BUSINESS WIRE)--May 19, 2020-- [Everbridge](#), Inc. (NASDAQ:EVBG), the global leader in [critical event management \(CEM\)](#), today announced a new comprehensive software-based solution enabled by the Everbridge CEM platform to help [businesses](#), [healthcare facilities](#) and [governments](#) automate contact tracing initiatives, keep their employees and citizens safe, and facilitate the return to work, all while safeguarding privacy.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200519005339/en/>



Everbridge Contact Tracing (Photo: Business Wire)

The Everbridge solution represents the digital transformation of contact tracing when compared to existing approaches which tend to fall into two more-limited categories: highly manual human calling supported by case management tools, or one of a variety of standalone opt-in-based mobile apps. The [Everbridge COVID-19 Shield: Contact Tracing](#) solution represents a fundamental paradigm shift for corporate, government and healthcare organizations to more safely [return people to work](#) with a faster, more accurate, less costly approach, that also safeguards individual privacy. Everbridge's intelligent software-based automation can supplement or complement existing manual contact tracing efforts to improve accuracy and speed while reducing cost. Unlike other contact tracing solutions, Everbridge's multi-faceted approach triangulates multiple sources of data to provide more comprehensive information in a timely manner.

As the Centers for Disease Control and Prevention [published recently](#): "Identifying contacts and ensuring they do not interact with others is critical to protect communities from further spread. If communities are unable to effectively isolate patients and ensure contacts can separate themselves from others, rapid community spread of COVID-19 is likely to increase to the point that strict mitigation strategies will again be needed to contain the virus... Technology partners are key in the modification of existing systems and the development of new user-friendly data interfaces to manage multiple data streams with seamless interoperability."

Leveraging its market-leading [CEM capabilities](#), Everbridge provides organizations with the industry's only end-to-end contact tracing solution that combines an existing mobile app for wellness checks and self-reporting combined with pre-existing integrations of company systems to compile a more complete set of actionable information. The mobile app enables individuals to track their symptoms and status with regular wellness checks. When necessary, the system can quickly identify other workers who have been exposed to the virus and communicate the appropriate isolation protocols in an automated manner. As a result, organizations will be able to: leverage a less expensive solution for shortening the cycle time of contact tracing and reducing the possibility of exposure; increase confidence among employees as they reintegrate into work; decrease compliance liability while providing a full audit trail; and maintain individual privacy.

"As the global leader in critical event management to help mitigate COVID-19, Everbridge offers the industry's most comprehensive path for organizations to help people return to work and other public spaces," said Imad Mouline, Chief Technology Officer at Everbridge. "With the benefit of thousands of trusted sources of data and our advanced IoT capabilities, we are in a unique position to help organizations automate the coronavirus exposure tracking process, bringing people back safely and helping to recover their operations."

Drawing on over [225 out-of-the-box integrations](#), the Everbridge contact tracing solution uses data from physical badge access control systems, Wi-Fi hot spots, calendaring systems, travel itineraries, visitor management, and thermal cameras to determine who may have been exposed to an individual with COVID-19. [Bluetooth Low Energy](#) proximity data compiled from digital wayfaring capabilities add information on who was within close proximity; special needs registries help protect the most vulnerable people by highlighting if they have been near an infection; real-time risk intelligence based on 22,000 data sources across 175 countries, tracks everything from virus hotspots (including a dedicated [coronavirus data feed](#)) and travel restrictions, to quarantines and states of emergency in order to determine if people are near areas of heightened risk. Crisis management

capabilities automate workflows to alert people potentially at risk, and the system as a whole leverages the world's largest and most scalable [mass notification](#) and [public warning](#) platform with the ability to reach over 550 million people in more than 200 countries and territories.

Additional Use Cases for Businesses, Government and Healthcare Organizations:

- Track risk of infection based on location, proximity to hot zones and/or recent potential exposure through travel
- Conduct indoor location-based tracing, room occupancy and employee density monitoring, physical distancing detection, and Personal Protective Equipment (PPE) compliance assessment
- Collect accurate data by combining always-on proximity reporting with opt-in polling from employees via their mobile devices
- Use Everbridge mobile app to help guide patients' indoor movement, including the Direct to Navigate feature for COVID-19 positive patients, and the Wayfinder feature for all other patients, thereby reducing the risk of contagion
- Help support resumption of surgeries that had been put on hold due to the pandemic

Everbridge Commitment to Security, Compliance and Privacy

The Everbridge software solution keeps track of multiple layers of compliance guidelines at the city, state and federal levels that are dynamically changing. Everbridge adheres to strict privacy policies and has achieved critical security certifications such as ISO 27001, SSAE18 SOC 2/SOC 3, [FedRAMP](#) (Federal Risk and Authorization Management Program), [Cloud Computing Compliance Controls Catalogue \(C5\)](#), all of which underlines the commitment of Everbridge to growing its presence around the world and ensuring that it always operates at [market-leading standards](#).

For interest in learning more about this global **Everbridge COVID-19 Shield: Contact Tracing** offering, please visit <https://www.everbridge.com/>.

As the global leader in critical event management and public warning, Everbridge and its platform reach over 550 million people across the world while serving [leading Fortune 500 companies](#) as well as [cities](#), [states](#), and entire [countries](#).

Everbridge will be hosting its "[Coronavirus: the Road to Recovery](#)" virtual leadership summit this week, taking place May 20-21. The conference will feature two marquee keynote speakers: General Colin L. Powell, USA (Ret.), who will speak about leadership in challenging times, and Scott Gottlieb, M.D., former FDA Commissioner, who will discuss a roadmap to recovery. The two-day summit will feature over 15 sessions including "Return to Work: Contact Tracing and Beyond," presented by Everbridge Chief Technology Officer Imad Mouline. To register and learn more, go to [Coronavirus: the Road to Recovery](#).

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 5,200 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 550 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, New Zealand, 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, 8 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 7 of the 10 largest technology companies in the world. Everbridge is based in Boston and Los Angeles with additional offices in Lansing, San Francisco, Abu Dhabi, Beijing, Bangalore, Kolkata, London, Munich, New York, 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 successfully integrate businesses and assets that we may acquire; 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 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, 2019 filed with the SEC on February 28, 2020. 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.

All Everbridge products are trademarks of Everbridge, Inc. in the USA and other countries. All other product or company names mentioned are the property of their respective owners.

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