



## Everbridge Launches Fully Integrated Critical Event Management (CEM) Solution in Europe That Helps Organizations Mitigate Crises and Manage the Safe Return to Work After COVID-19 Lockdowns

June 10, 2020

Global CEM Leader that Provides Software to Top Multinational Brands like Goldman Sachs, Tiffany & Co. and Nokia, Expands its Award-Winning Platform to Europe

CEM Platform Helps Employers and Governments Conduct Coronavirus Contact Tracing and Critical Communications for a Safer Return to Offices and Other Public Spaces

Registrations Now Open for Virtual Executive Panel Discussion and Product Demo on June 17<sup>th</sup>

LONDON--(BUSINESS WIRE)--Jun. 10, 2020-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in [critical event management](#) (CEM), today announced the expansion of its [award-winning software platform](#) in Europe, just as [businesses](#), [healthcare facilities](#) and [governments](#) focus on the [safer return of people](#) to offices and other public places following COVID-19 lockdowns, and navigate multiple crises at the same time—spanning the coronavirus pandemic, active shooter situations, terrorist attacks, severe weather, [supply chain disruptions](#), IT outages, cyber-attacks and other incidents.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200610005187/en/>



The Everbridge Critical Event Management Solution (Graphic: Business Wire)

Over 5,000 global firms rely on Everbridge to keep their people safe and organizations running in anticipation of or amid critical events, whether natural, digital, or manmade. The [Everbridge CEM solution](#) provides an integrated, end-to-end approach for managing all phases of a critical event, accelerating the time to identify and resolve threats, and providing a unified, organizational view to facilitate more coordinated action. CEM helps organizations, such as Goldman Sachs, Tiffany & Co., and Nokia identify and assess the severity of events; determine their relevance to an organization's people, assets, suppliers, and supply chains; automate taking action to mitigate threats and track progress; and analyze performance to improve future response. The Everbridge CEM solution leverages 225 out-of-the-box, pre-existing integrations, more than 100 communication modalities, and 22,000 risk data sources to provide a unified enterprise-wide,

end-to-end platform that digitally transforms the critical event management process. For customers currently using Everbridge software-as-a-service (SaaS) applications in Europe, the common architecture allows for seamless and rapid upgrades from the existing point solution to the full CEM suite.

Everbridge CEM also includes [COVID-19 Shield™: Return to Work](#) and [Contact Tracing](#), which help organizations manage the complex process of returning to the workplace and other public spaces during the pandemic. This turnkey solution incorporates a specialized coronavirus-[specific data feed](#) to alert on new outbreaks, changes to local policies, and transportation / production disruptions that could hinder [supply chains](#). It also offers quick-start templates and integrated modules to Know Your Risks, Protect Your People, and Protect Your Operations and Supply Chain. Organizations can get up and running in 48 hours or less. To date, customers have used the Everbridge platform to deliver over 400 million COVID-19-related communications.

"There has never been a more important time for organizations to manage risk, communicate with their employees and get people back to work safely," said Javier Colado, Head of International, Everbridge. "Adopted at enterprise scale by a growing number of organizations in the U.S. and now available in Europe, Everbridge's critical event management solution provides a comprehensive approach for leaders planning how to recover from the COVID-19 crisis and manage the many threats that continue to occur at the same time. This CEM launch will both benefit organizations headquartered in Europe and multinationals who operate there."

Everbridge's CEM expansion offers several new enhancements tailored to Europe: enriched risk data leveraging the world's largest vetted database of threat incidents, severe weather tracking and updates, transit disruption updates, and an expanded database of key points of interest including nearby hospitals and embassies. These new data sources benefit multinationals using CEM worldwide, as well as Europe-based organizations.

"At Accenture, the safety and well-being of our people is always our top priority. So it's important that we have the ability to reach our people quickly

wherever and whenever they face a potential threat to their security,” said Arlin Pedrick, Chief Security Officer, Accenture. “Our Emergency Management System has proven to be invaluable in supporting our people before, during, and after a significant event.”

In addition to more than 1,000 customers in Europe, Everbridge also provides Public Warning systems on a countrywide level and is the only company with five European countries deployed, including [Norway](#), [Sweden](#), the [Netherlands](#) and [Iceland](#).

The Everbridge CEM solution is available today and complies with major data regulations, including GDPR, ISO 27001 and C5 in Germany.

### [Siemens and Finastra to Speak at Launch Event on June 17](#)

Everbridge will demonstrate its newly expanded CEM solution on June 17, 2020, during a special virtual executive summit. Finastra CEO Simon Paris will deliver a keynote speech on how his global firm, the third-largest Fintech company in the world, uses the technology to keep staff safe. [Finastra](#) uses Everbridge to significantly reduce the time it takes to respond to IT incidents on its applications and to respond to external crises.

Other speakers at the summit include:

- Arlin Pedrick, Chief Security Officer of Accenture, who has responsibility for protecting hundreds of thousands of employees worldwide
- Marco Mille, Chief Security Officer of Siemens, #62 on the Fortune Global 2000 and a leading supplier of systems for power generation and transmission, as well as for medical diagnoses
- Andy Cox, Partner, Crisis & Security Consulting, Control Risks, a global risk consultancy firm with 36 offices that has established a CEM practice
- John T. McRae II, Group Vice President & General Manager, Syniverse, the world's most connected company™

Limited registrations for the special event are currently open. Please register for the event [here](#).

Everbridge also recently hosted its “[Coronavirus: the Road to Recovery](#)” virtual leadership summit, which brought together the best minds across public and private sectors, including C-level speakers from The Centers for Disease Control (CDC), Cleveland Clinic, U.S. Army, Accenture, Biogen, The NBA's Boston Celtics, a former Food and Drug Administration (FDA) commissioner and more. On-demand content from the event may be found [here](#).

### **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](http://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, 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.*

View source version on [businesswire.com](https://www.businesswire.com/news/home/20200610005187/en/): <https://www.businesswire.com/news/home/20200610005187/en/>

EU: Lucy Dargahi [everbridge@mercuryllc.com](mailto:everbridge@mercuryllc.com) 07792792750

US: Kevin Carter [Kevin.Carter@everbridge.com](mailto:Kevin.Carter@everbridge.com) 617-513-8250

Source: Everbridge, Inc.