



Everbridge and Telarus Expand Critical Event Management (CEM) Partnership Internationally to Help More Organizations Mitigate Impact of COVID-19 and Other Crises

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Global CEM Leader and World's Largest Technology Services Master Agent Add The United Kingdom, Australia, and New Zealand to Scope of Partnership Amid Coronavirus Pandemic

BURLINGTON, Mass.--(BUSINESS WIRE)--Jul. 21, 2020-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in [critical event management \(CEM\)](#), today announced the global expansion of its first-to-market partnership with [Telarus](#), LLC., the largest technology services distributor (master agent) of business cloud services. The partnership, which [originally focused](#) on accelerating adoption of Everbridge's CEM Platform in North America, will now also include the UK, Australia and New Zealand. Everbridge has over 25 offices around the world including four sites that span these countries. [Australia](#) and New Zealand selected Everbridge's Public Warning platform to power their nationwide population alerting capability, and Everbridge now serves [countries in every major region of the world](#).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200721005355/en/>



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(Graphic: Business Wire)

approach to mitigating the impact of the pandemic on their business, and facilitating a safer return to work and other public places.”

Over 5,000 [businesses](#), [governments](#), and [healthcare organizations](#) currently rely on Everbridge's CEM Platform to assess threats, monitor the wellbeing of their workforces, rapidly communicate warnings, [protect supply chains](#), and accelerate the analysis of their operational response. The expanded partnership with Telarus enables organizations to overcome the struggle of managing employee safety and operational resilience on their own, often by cobbling together disparate technology. With Everbridge, organizations can seamlessly mitigate various critical events—from pandemics and terrorism, to cyberattacks and IT outages, to wildfires and extreme weather events—with one reliable unified platform.

“The expansion of our Telarus master agent partnership helps accelerate the adoption of Everbridge’s solution at this crucial time when a growing number of organizations realize the value of an integrated, end-to-end approach to critical event management,” said Jasmina Muller, Everbridge Vice President of Channel Partnerships. “As the global leader in CEM, we uniquely offer Telarus’ partners the solutions their end users need to protect people and keep their operations running faster. We built Everbridge for times like these.”

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](#), including [Australia](#) and New Zealand. In Europe, Everbridge represents the first population alerting provider to support five European Union (EU) countries (Greece, [Iceland](#), the Netherlands, [Norway](#), [Sweden](#)) in conjunction with the EU mandate requiring member countries to have a population-wide alerting system in place by June 2022.

The Everbridge platform delivered over 675 million communications specific to coronavirus, and Everbridge’s [COVID-19 Shield](#) rapid deployment templates help customers protect people and maintain operations amid the pandemic.

Everbridge recently launched its [award-winning software platform in Europe](#), demonstrating the power and breadth of CEM during a [virtual executive summit](#). The summit featured C-level speakers from Siemens, Accenture, Syniverse, Finastra and Control Risks. To watch a replay webcast of the summit [click here](#).

As part of the agreement, Telarus – with its network of over 4,000 technology brokers – will assist businesses in these additional global markets manage critical events, such as coronavirus, with the full suite of Everbridge capabilities, including its [COVID-19 Shield](#) and [Return to Work](#) software solutions and more. [The Everbridge CEM platform](#) automates and accelerates operational response to critical events like [the coronavirus pandemic](#) to keep people safe and businesses running efficiently.

“As the coronavirus pandemic and other crises continue to impact businesses globally, we see opportunities for Everbridge’s solution to support our partners’ clients in more markets worldwide,” said Amy Bailey, Vice President of Marketing, Telarus. “We believe Everbridge can play a vital role in protecting their people, supply chains, operations, and brands – especially for those companies seeking an automated

To learn more about how Telarus can help an organization integrate the Everbridge Platform, please visit www.telarus.com, or call its partner hotline at 877-346-3232.

About Telarus

Built for You, Telarus is the largest privately-held technology services distributor (master agent) in the United States. Our dynamic agent-partner community sources data, voice, cloud, and managed services through our robust portfolio of 250 leading service providers. We are best known for our home-grown software pricing tools and mobile apps that are unique in the industry. To help our partners grow their businesses even more, we've assembled the best support organization in the business, which includes SD-WAN, Cloud, mobility, contact center, and ILEC specialty practices whose primary goal is to help our partners identify and design the right technology solutions for their customers. To learn more about the Telarus opportunity, please visit www.telarus.com.

About Everbridge

[Everbridge](http://www.everbridge.com), 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.

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