



Global Reputation and Crisis Communications Leader APCO Worldwide Selects Everbridge Critical Event Management (CEM) Solution to Mitigate Impact of COVID-19 and Other Critical Events on its Clients and Workforce

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Everbridge and APCO Also Announce First-of-its-Kind Partnership to Offer A Combined Crisis and Reputation Management Solution for Business and Government

BURLINGTON, Mass.--(BUSINESS WIRE)--Jul. 28, 2020-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in [critical event management \(CEM\)](#), today announced that [APCO Worldwide](#), one of the world's largest independent global reputation and crisis communications advisories, selected Everbridge's CEM solution to help anticipate and mitigate new and emerging global threats to its workforce and operations against critical events including the ongoing [COVID-19 pandemic](#). APCO Worldwide will deploy the Everbridge CEM solution throughout its global enterprise spanning [30 locations](#) across more than 20 countries, including major business, financial, political and media capitals throughout the Americas, Europe, the Middle East and Asia Pacific regions. APCO will use the Everbridge solution to help safeguard its employees and maintain operational resilience in an increasingly complex environment.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200728005582/en/>



APCO and Everbridge will also provide a combined crisis and reputation management offer which includes the Everbridge CEM software-as-a-service (SaaS) solution and APCO's deep expertise in crisis communications and reputation management. The joint offering will help businesses and governments accelerate their ability to diagnose threats and manage their reputations and communications to foster consumer safety and trust.

"In my experience providing government and Fortune 500 organizations with expert reputation and crisis communications services for over 30 years, Everbridge's CEM platform stands out as a game-changer that provides crucial risk intelligence, analytics and automation of crisis-mitigation protocols in real time that businesses and government organizations need to make informed decisions to protect their people, operations and brands from crises," said Margery Kraus, Founder and

Everbridge and APCO Announce First-of-its-Kind Partnership to Offer a Combined Crisis and Reputation Management Solution for Business and Government (Photo: Business Wire)

Executive Chairman at APCO Worldwide, and a recent recipient of [PRWeek's recognition on the "U.S. 2020 Power List"](#), ranking the most influential people in the communications industry. "We chose Everbridge to protect our own business and employees, and we encourage other organizations to do the same. Our first-of-its-kind partnership combines Everbridge's powerful technology platform with APCO's expertise to dramatically mitigate reputational risk before, during and after a crisis."

Everbridge and APCO Form New CEM Brand Reputation and Crisis Management Partnership

In addition to its CEM integration, APCO will enter into a first-of-its-kind CEM brand reputation and crisis management partnership with Everbridge to support businesses, governments and healthcare organizations globally with the combined resources of the advisory's reputation and crisis communications expertise and [Everbridge's award-winning SaaS technology capabilities](#). The partnership will help organizations manage reputational risk and other threats, such as helping them promote the safety measures they have implemented to engender the trust necessary to bring customers back amid the pandemic and drive top-line revenue growth.

"Considering APCO's global leadership in reputation management and crisis communication supporting many of the largest governments and companies in the world for over three decades, we feel honored that they, like many other [top global industry leaders](#), chose Everbridge's Critical Event Management solution to protect their people and operations across their global footprint with offices in more than 20 countries," said David Meredith, Chief Executive Officer, Everbridge. "Additionally, our partnership will take reputation and crisis management to new heights. Today, a favorable brand reputation as it relates to safety may mean the difference between surviving and thriving. The combination of Everbridge CEM and APCO expertise provides a differentiated solution to help governments, businesses and healthcare organizations successfully chart the path back to normal."

As the global leader in [critical event management](#) and [public warning](#), the Everbridge Platform reaches over 550 million people and currently supports the countrywide [public warning](#) system deployments in [all major regions of the world](#) including [Australia](#), [Iceland](#), the Netherlands, New Zealand, [Norway](#), [Peru](#), Singapore, and [Sweden](#); the statewide mass notification systems of some of the most populous states in the U.S. including [New York](#), [Florida](#) and [California](#); as well as [leading F500 companies](#) and over 3,700 other municipalities, counties and cities within 49 of the 50 United States, all of Canada's provinces, and throughout Europe and Asia, including many of the most populous states in [India](#).

Recognition for Everbridge and its CEM technology includes [Frost & Sullivan's Critical Event Management \(CEM\) Technology Leadership Award](#), expansion of its existing portfolio of over 160 patents with a [recent new award, certification as a 2020 Great Place to Work®](#) by the Global Authority on Workplace Culture, "Overall Best in Category" in the Emergency Mass Notification Software category for the [Spring 2020 Customer Success Report](#), and [Top Enterprise IT Alerting and Incident Management Solution by IT Central Station](#).

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 eight of the ten largest U.S. cities, nine of the ten largest U.S.-based investment banks, 47 of the 50 busiest North American airports, nine of the ten largest global consulting firms, seven of the ten largest global automakers, all four of the largest global accounting firms, nine of the ten largest U.S.-based health care providers, and six of the ten 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 <https://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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