



## Amid COVID-19, Everbridge's Next-Gen Contact Tracing Software Experiences Rapid Global Adoption Across Education, Corporate and Government Sectors By Providing Unique, End-to-End Digital Capabilities

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*Critical Event Management (CEM) Leader Helps Education, Retail, State & Local Government and Other Firms to Keep Operations Running and Reintegrate People into Public Places During Coronavirus Pandemic*

BURLINGTON, Mass.--(BUSINESS WIRE)--Aug. 19, 2020-- [Everbridge, Inc.](#) (NASDAQ: EVBG), the global leader in [critical event management](#) (CEM), today announced that a growing number of organizations across industry verticals, such as [education](#), retail, manufacturing, state & local government, and more, selected the [Everbridge COVID-19 Shield™: Contact Tracing](#) software solution to enable the re-opening of campuses, stores, and operations during the coronavirus pandemic, all while safeguarding privacy. Everbridge offers the broadest, purpose-built contact tracing solution for organizations to understand their COVID-19 risk posture, protect individuals from virus exposure, and mitigate operational risk while automating an end-to-end recovery process.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200819005374/en/>



Everbridge's Next-Gen Contact Tracing Software Experiences Rapid Global Adoption Across Education, Corporate and Government Sectors (Photo: Business Wire)

accurate, less costly approach, that also safeguards individual privacy. Providing a first-of-its-kind mobile app that digitally automates opt-in-based mobile wellness checks and proximity tracing in one solution, while also maximizing privacy protection, Everbridge offers the first contact tracing app of its kind to be approved by the Google Play Store.

To ensure safe in-person instruction and mitigate risks of COVID-19 spread, Mississippi State University (MSU) plans to utilize Everbridge to help safeguard faculty and students during the reintegration process.

"The [Everbridge] app will remind you each morning to complete a short Wellness Check before you start your day," according to an [article](#) published on Mississippi State University's site. "Simply tap on the notification and follow the instructions. Shortly after you submit your response, you will receive a green or red screen indicating if you can begin your day or if you should stay in your room until you speak to the Health Center. The app also has a symptom checker. This questionnaire asks about possible symptoms and notifies the Health Center if you are not feeling well. You can complete the symptom checker at any time."

"As the global leader in critical event management, Everbridge continues to support forward-thinking organizations in their efforts to mitigate the spread of COVID-19 and manage a safer return of students, staff and customers to public places," said Vernon Irvin, Chief Revenue Officer, Everbridge. "Creating a more secure environment not only protects people, but helps these organizations return to revenue-generating activities."

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](#))

According to the [Centers for Disease Control and Prevention](#) (CDC), contact tracing remains a fundamental activity that "prevents further transmission of disease by separating people who have (or may have) an infectious disease from people who do not." The [CDC also reports](#): "Technology can support case investigation and contact tracing. Proximity tracing/exposure notification [tools] identify more contacts than traditional contact tracing alone using Bluetooth or GPS technologies to estimate the proximity and duration of an individual's exposure to patients diagnosed with COVID-19."

Many organizations, such as [universities across the United States](#), leverage Everbridge's unique multi-pronged software-as-a-service (SaaS) approach to contact tracing. Everbridge provides a fundamental paradigm shift for university, corporate, government and healthcare organizations to more safely [return people to work](#) and [to campus](#) with a faster, more

and travel restrictions, to quarantines and states of emergency in order to determine if people are near areas of heightened risk.

Over 5,300 [global organizations](#) use Everbridge's CEM Platform to assess threats, monitor the wellbeing of their workforce, rapidly communicate warnings, and protect supply chains. Since the pandemic began, Everbridge customers have used its software to send more than 675 million coronavirus-related communications with vital information and instructions to safeguard their populations, employees, patients, and students.

### **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 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 5,300 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 automakers, 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, New York, San Francisco, Abu Dhabi, Beijing, Bangalore, Kolkata, London, Munich, Oslo, Singapore, Stockholm, and Tilburg.

### **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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