



## Apple App Store Approves Everbridge's Next-Gen COVID-19 Contact Tracing Software Solution Amid Continued Global Adoption By Education, Retail, Hospital and Government Sectors

September 14, 2020

*Critical Event Management (CEM) Leader Provides Unique, End-to-End Digital Capabilities to Help Organizations Keep Operations Running and Reintegrate People into Public Places During Coronavirus Pandemic*

BURLINGTON, Mass.--(BUSINESS WIRE)--Sep. 14, 2020-- [Everbridge, Inc.](#) (NASDAQ: EVBG), the global leader in [critical event management](#) (CEM), today announced approval for the latest version of its next-gen [Everbridge COVID-19 Shield™: Contact Tracing](#) software solution for workplace and campus safety by both the [Apple App Store](#) and Google Play Store. The critical role of contact tracing to reopening businesses, campuses and municipalities will be a major theme of Everbridge's [Autumn 2020 "COVID-19 R2R: The Road to Recovery"](#) virtual leadership summit on October 14-15, 2020, featuring keynotes from Dr. Anthony Fauci and Dr. Sanjay Gupta.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200914005494/en/>



Everbridge's first-of-its-kind digital contact tracing solution automates opt-in-based mobile wellness checks and proximity tracing, while maximizing privacy protection. A growing number of organizations across industry verticals such as [education](#), retail, manufacturing, state & local government, and more, selected Everbridge COVID-19 Shield™: Contact Tracing to enable the re-opening of campuses, stores, and operations during the coronavirus pandemic. 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.

A team of university officials at the **University of Mississippi** worked with the [Everbridge contact tracing app](#) to identify ways to trace potential cases of COVID-19. The team decided to recommend the app

Apple App Store Approves Everbridge's Next-Gen COVID-19 Contact Tracing Software Solution.  
(Photo: Business Wire)

to assist with the necessary job of tracking the virus' spread after they "determined it was both the easiest to use and also secure and private for users," as stated in [Ole Miss: University of Mississippi News](#).

Peter W. Grandjean, dean of the School of Applied Sciences at University of Mississippi (UM) worked with school officials to find the best option for contact tracing. "The app will help our contact tracers to identify and serve those who may have been in close contact with someone who has COVID-19." Alex Langhart, director of UM Health Services stated, "It gives our contact tracing team a head start in their investigation so we can quickly identify and quarantine those exposed. The extensive protocols and procedures we've put in place are intended to help minimize the spread of the virus. It is incumbent on each and every one of us to take on shared responsibilities for the health and well-being of our campus community."

**Stetson University** in Florida [uses the Everbridge mobile app](#) to conduct daily Wellness Checks as students, faculty and staff return to campus. Based on their confidential answers, users will receive a notification that they are approved to move about campus or whether they should contact Stetson Health Service and report any symptoms of COVID-19 via the app.

"It is critical that our students, staff and faculty utilize this app, so that we can do our part in keeping the campus safe," said Christina Kulpa, associate director of Wellness and Recreation on the DeLand campus, in an [article](#) appearing in *Stetson Today*. "The daily Wellness Check will allow you to assess any sick symptoms you may have. It's important that we assess these possible symptoms daily, so that if you become ill with COVID-19, you are able to take the steps needed to manage your illness in collaboration with Stetson Health Service."

"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 Ajay Nigam, Chief Product 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, all while maintaining privacy. 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.

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 780 million coronavirus-related communications with vital information and instructions to safeguard their populations, employees, patients, and students.

Everbridge [recently announced its "COVID-19 R2R: The Road to Recovery" virtual leadership summit](#) to be held October 14-15, 2020. The conference will feature marquee keynote speakers including presidential advisor and Director of the National Institute of Allergy and Infectious Diseases (NIAID) at the U.S. National Institutes of Health (NIH) **Dr. Anthony Fauci** and renowned neurosurgeon and CNN Chief Medical Correspondent **Dr. Sanjay Gupta**. To register and learn more, go to [COVID-19 R2R: 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 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 600 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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## Everbridge Contacts:

Jeff Young  
Media Relations  
[jeff.young@everbridge.com](mailto:jeff.young@everbridge.com)  
781-859-4116

Joshua Young  
Investor Relations  
[joshua.young@everbridge.com](mailto:joshua.young@everbridge.com)

781-236-3695

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