



## Everbridge Recognized in the 2020 Gartner Report: Market Guide for Social Distancing Technology

September 21, 2020

*Everbridge Return to Work and Mobile App Solution for Mitigating the Impacts of Coronavirus Spotlighted by Leading Global Research and Advisory Firm*

BURLINGTON, Mass.--(BUSINESS WIRE)--Sep. 21, 2020-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in critical event management (CEM), today announced it was recognized in the Gartner Market Guide for Social Distancing Technology.\* The report states that, "Social distancing is a key tool in back-to-work strategies, but enterprise architecture and technology innovation leaders are faced with a bewildering range of technologies and suppliers. We summarize the domain and list some key vendors in the space." Everbridge unveiled its [COVID-19 Return to Work software solution](#) in May of this year to help businesses and governments navigate the unprecedented complexity of operating during the next phase of the COVID-19 pandemic – preparing to bring back the workforce and reopen society.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200921005452/en/>



According to Gartner, "Social distancing technology tracks the distance between individuals and (in some cases) tracks their locations to create a safer post pandemic working environment. Systems include real-time proximity warnings, logging proximity events, tracking the use of spaces, managing workplace capacity and providing analytics about staff behavior."

Gartner's Market Guide for Social Distancing Technology further outlines, "Social distancing is not limited to monitoring short-range proximity, such as the two-feet/two-meter limit. It's concerned with a wide range of issues related to the location and spatial relationships of staff. For example, managing the number of people in a zone or space is also a dimension of social distancing and, from a contact-tracing perspective, it may be as important to know someone was not in a space as knowing that he or she was."

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(Photo: Business Wire)

speeds up [contact tracing efforts](#) by providing an automated approach to tracking an individual's exposure to the virus at work, drawing upon 225 pre-existing, out-of-the-box integrations with such systems as calendaring applications, corporate travel itineraries, building access control, and visitor management. Everbridge enables over 100 communication modalities, including its mobile app, to communicate with and provide real-time feedback from employees, such as wellness checks, which can be used to determine who are candidates to return to work. Overall, Everbridge digitizes and automates the end-to-end return-to-work process while dramatically improving the response time to prevent unnecessary exposure to the virus when days and even hours matter.

Health organizations such as The Centers for Disease Control and Prevention (CDC) and the World Health Organization (WHO) recommend that return to work best practices should require employers to monitor employee health through testing, wellness checks and self-reporting (where employees identify how they are feeling through an app, such as the Everbridge mobile app, on an 'opt-in' basis). Contact tracing seeks to identify who else has been exposed to the virus and to coordinate isolation and communications.

"The world's recovery from the COVID-19 pandemic will continue to be complex, staggered and unpredictable," said Ajay Nigam, Chief Product Officer at Everbridge. "In the meantime, technology, tools and data are available now to protect people as they return to work, get operations going, and to help governments keep their citizens safe in a better and more efficient manner while protecting privacy. The better handle an organization has on all this complexity, the sooner businesses can return employees to work while governments safely reopen public spaces."

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**, Virgin Group Founder **Sir Richard Branson**, 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](#).

\*Gartner "Market Guide for Social Distancing Technology," by Nick Jones and Annette Zimmermann, September 9, 2020.

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## 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 5,300 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 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 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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