



Everbridge Designates 2020 U.S. Elections as Critical Event: Partners with State and Local Governments, Businesses and Healthcare Organizations to Support Public Safety and Business Continuity

October 27, 2020

Everbridge launches new Elections data feed and [preparedness Webinar](#) as part of specialized, end-to-end critical event management (CEM) solution to aggregate real-time information from state and local governments, law enforcement and emergency responders in one common operating environment to support organizations in the weeks leading up to, during, and after the U.S. Elections

BURLINGTON, Mass.--(BUSINESS WIRE)--Oct. 27, 2020-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in [critical event management \(CEM\)](#), today announced that the company has introduced a new specialized CEM solution and risk intelligence package to assist organizations with managing the potential impact of the forthcoming U.S. Elections on people, businesses and communities. By aggregating risk data from multiple sources in near real time, the Everbridge CEM platform enables customers to rapidly and seamlessly determine the relevance of a potential disruption, track the execution of response plans and procedures, inform stakeholders, and analyze ongoing performance.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20201027005671/en/>



As the [U.S. National Institutes of Health \(NIH's\) Dr. Anthony Fauci](#) discussed at Everbridge's recent [COVID-19 R2R: The Road to Recovery Symposium](#), the month of November falls during a period of heightened concerns related to the [coronavirus pandemic](#). State and local governments, communities, retailers and other businesses require proactive preparation and planning to respond to long lines at polling centers, potential transportation disruptions, and COVID-19 social distancing requirements in order to help ensure that activities leading up to, during, and after the Elections run smoothly.

In addition to a new Elections risk data feed that works directly with the company's CEM platform, Everbridge aggregates real-time information from state and local governments, law enforcement and emergency responders in one common operating environment for organizations to

Everbridge Designates 2020 U.S. Elections as Critical Event (Photo: Business Wire)

share relevant data to proactively improve response and mitigation of any potential disruption. [The Everbridge Risk Intelligence Monitoring Center \(RIMC\)](#) also combines 22,000 data sources across 175 countries with an experienced team of analysts creating the leading source of verified data and hyper-local threat intelligence. This intelligence is being used to highlight the proximity of employees and corporate assets to potential locations that may be subject to elevated risk, allowing corporate security teams to easily determine if additional action is required.

"We are relying on Everbridge to prepare for and respond to any possible scenario impacting the upcoming Elections," said Jeff Fletcher, Deputy Coordinator of the [Loudoun County](#) Office of Emergency Management in Virginia. "This includes alerting residents about polling center emergencies due to weather or other situations, notifying voters of polling center traffic congestion due to high volumes, and coordinating the staffing of polling workers. We will also rely on Everbridge to report situational awareness throughout the day to our County leadership and all those personnel who are supporting the election. Everbridge provides an important tool to help ensure Election Day in our county runs smoothly."

Everbridge currently works with [state and local governments across the country](#). Counties across the state of Florida, for example, are leveraging the Everbridge platform to internally coordinate and communicate updates to poll workers and volunteers. [Durham and Pinal Counties](#) offer opt-in details using Everbridge for polling information. [The City of Santa Ana](#) provides warning alerts regarding fake ballot boxes using the Everbridge Platform.

In [Cabarrus County](#), the Everbridge Platform helps to improve voter experiences. "Everbridge enables us to quickly and easily get critical messages out to our population, with a means to confirm receipt," said Debbie Brannan, Area Manager of Technology and Innovation for Cabarrus County, NC. "This is even more important during special occasions such as the upcoming elections and amid a global pandemic. We are prepared to use the Everbridge platform before, during and post-Election to ensure our residents stay informed."

Leveraging the [market-leading](#) Everbridge CEM platform, organizations will be able to initiate and automate the execution of standard operating procedures (SOPs), crisis management playbooks and incident templates to mitigate the impacts of potential protests or transportation stoppages impacting the safety and/or productivity of residents and employees.

"As more than 230 million eligible American voters prepare for the November 3rd election amid an ongoing global pandemic, we have mobilized our resources to bring the best data and management practices to bear to help organizations with a coordinated and smooth response to election activities," said [Everbridge Chief Experience Officer John Maeda](#).

U.S. Elections Preparedness Webinar

Everbridge will host a webinar on Friday, October 30th at 2 p.m. ET on best practices leading up to Election Day for businesses, hospitals, and state and local governments to plan for and mitigate transportation, business operations, and infrastructure disruptions potentially stemming from the elections. [Register here for the Webinar](#).

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. At the onset of the coronavirus pandemic, Everbridge rapidly launched its [COVID-19 Shield™ Return to Work](#) and [Contact Tracing](#) software solutions followed by the introduction of [Everbridge Control Center](#), the industry's first off-the-shelf physical security information management software platform to help organizations return to work while complying with social distancing and Personal Protective Equipment (PPE) policies. Since the pandemic began, Everbridge customers have used its software to send more than 850 million coronavirus-related communications with vital information and instructions to safeguard their populations, employees, patients, and students.

The Everbridge Platform reaches over 600 million people and currently supports the countrywide [public warning](#) system deployments in [all major regions of the world](#). Everbridge supports population-wide alerting in 11 countries across Europe, Asia, Oceania, The Middle East, Africa, and South America including [Australia](#), [Iceland](#), the Netherlands, New Zealand, [Norway](#), [Peru](#), Singapore and [Sweden](#). Everbridge's population alerting capabilities also power the entire states of [California](#), [Massachusetts](#), [Vermont](#), [New York](#), [Connecticut](#), and [Florida](#), as well as municipalities, counties and cities within 49 of the 50 United States, within all of Canada's provinces, and throughout Europe and Asia, including deployments within multiple populous states in [India](#).

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. 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, 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 with additional offices in 14 cities around the globe. For more information visit www.everbridge.com

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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Source: Everbridge, Inc.