



Dentsu International Launches Everbridge Critical Event Management (CEM) System to Protect its People and Global Operations

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Leading Global Advertising and Digital Marketing Organization Deploys Everbridge to Protect its 46,000 Employees from Impacts of COVID-19, Leveraging Risk Intelligence and Internal Collaboration Tools to Automate and Streamline Incident Response

BURLINGTON, Mass.--(BUSINESS WIRE)--Apr. 19, 2021-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in critical event management (CEM), today announced [dentsu international](#), a leading global advertising and digital marketing organization and a member of the RE100, with over 46,000 dedicated specialists delivering services across 145 countries, launched Everbridge to help keep its people safe and organization running amid an increasingly volatile and uncertain global threat landscape.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210419005260/en/>



In the face of numerous critical events worldwide, [dentsu deployed Everbridge](#) to provide effective communication capabilities, robust visibility, operational efficiency, and real-time intelligence to better prepare for, and mitigate, incident response during extreme weather, natural disasters, a global pandemic, terrorist attacks, cyber and IT incidents, and more. Everbridge helps dentsu identify and assess the severity of local incidents and potential business disruptions; determine the relevance to their organization's people, assets, and supply chains; automate action to mitigate threats and track progress; all while analyzing performance to improve future response.

In March 2020, when COVID-19 infections spiked and relatively little was known about the potential impacts of the coronavirus, the dentsu team moved quickly as part of a global recovery strategy to monitor local cases, change office access arrangements,

(Source: Everbridge)

and to provide clear employee guidance on next steps and quarantine protocols.

"At dentsu, employee safety and organizational resilience remain vital to our long-term growth, and Everbridge offers the sophisticated critical event management solutions we need to respond more effectively and quickly to emergencies," said Adam Barrett, Global Resilience Manager, dentsu international. "Everbridge helped us respond to the coronavirus pandemic and reduce its impact on our business. For example, during the early stages of COVID-19 in the Republic of Korea, our local management team saw the potential for a spike in cases and swiftly created a daily pandemic check-in to continually monitor the health and work arrangements of its employees. The poll has occurred daily throughout the pandemic and maintained a 90%+ response rate throughout."

With Everbridge, dentsu leverages tools that provide effective communication capabilities, robust visibility, operational efficiency, and real-time intelligence, including:

- 20+ new incident templates to prepare for the most likely critical events
- Streamlined processes across email, voice messaging, SMS, and the Everbridge Mobile App to maximize employee response
- Internal collaboration tools and reporting for a proactive resilience practice – when incidents occur within a one-mile radius of each business location, automated alerts sent via the Everbridge platform inform the appropriate local responder to assess the danger, take action, and communicate back
- Wider security alerts and communications to the appropriate regional security team depending on the time of day, ultimately escalating right through to the leadership team as required. As a result, the Mean Time to Respond (MTTR) to these alerts has been reduced to minutes.

[Dentsu recently won a 2020 Everbridge CEM Impact Award](#) in the category of *Best Overall Response to COVID-19* category. This forward-thinking organization has a clear passion and purpose for achieving meaningful progress for its clients as a force for growth and good, and continues to gain a

reputation among its employees, partners, and peers as a global leader.

"Dentsu's adoption of Everbridge CEM represents a growing number of forward-thinking organizations opting for a more proactive and automated approach to protecting their people and assets," said Javier Colado, SVP of International at Everbridge. "We remain committed to delivering a secure, reliable and innovative Critical Event Management platform that enables enterprise security and resiliency leaders to deliver unmatched value and safety to their global teams."

To learn more about dentsu's use of Everbridge, [click here](#).

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 5,600 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 modalities, 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 20 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, 2020 filed with the SEC on February 26, 2021. 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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