



## Everbridge Partnership with Atalait Brings Critical Event Management (CEM) Solutions to Businesses Across Mexico

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*Bupa México International Medical Insurance and Vitamédica are among the organizations in Mexico that have selected Everbridge Critical Event Management solutions*

MEXICO CITY--(BUSINESS WIRE)--Apr. 6, 2022-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in [critical event management \(CEM\)](#) and national [public warning](#) solutions, today announced its first-to-market partnership with [Atalait](#), a leading managed technology services integrator, to deliver essential enterprise resilience capabilities to organizations across Mexico and Latin America. Atalait will assist businesses in managing digital and physical critical events such as IT disruptions, cyberattacks, extreme weather, flooding, and the global pandemic, with the full suite of Everbridge capabilities, to keep people safe and organizations running efficiently. Joint customers of the Everbridge and Atalait partnership include international healthcare provider [BUPA México Compañía de Seguros S.A. de C.V.](#) and leading health services administrator [Vitamédica S.A. de C.V. / Vitamédica Administradora S.A. de C.V.](#), among others.

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Both customers will leverage Everbridge's [Mass Notification](#) product for enabling enterprises and healthcare entities to connect and inform their entire organization in an emergency (within seconds), facilitate two-way communication, and mobilize response teams.

"Atalait partners with Everbridge because they pioneered the critical event management category globally and have extended their leadership in recent years across more of the Americas, from leading Fortune 500 customers to major cities around the world, and even entire countries," said Leonardo Rodríguez, CEO, at Atalait. In addition to serving as a partner, Atalait also deployed Everbridge solutions to protect and inform its own employees.

"Everbridge helps digitally transform how organizations manage, respond to, and mitigate a crisis, as well as protect revenue and improve cost efficiencies. Everbridge

Everbridge Partnership with Atalait Brings Critical Event Management (CEM) Solutions to Businesses Across Mexico (Graphic: Business Wire)

will serve as a valuable partner to our broader portfolio of clients," continued Leo Rodríguez.

Over 6,100 [businesses](#), [governments](#), and [healthcare organizations](#) currently rely on Everbridge's CEM Platform to assess threats, monitor the wellbeing of their workforce, rapidly communicate warnings, [protect supply chains](#), and accelerate the analysis of their operational response. The Everbridge CEM Platform leverages over 450 out-of-the-box, pre-existing technology integrations and over 25,000 risk data sources, for organizations to gain clarity, act faster, and improve business continuity and employee safety before, during and after a crisis.

"Every organization possesses unique operational characteristics—a combination of technologies, physical locations, supply chains, brand, and most importantly, people—all of which are constantly changing," said Vernon Irvin, Co-CEO & Chief Revenue Officer at Everbridge. "Atalait is a leader in Mexico and serves as an excellent partner for us to reach businesses looking at the rising challenges and opportunities associated with ensuring enterprise resilience and employee safety."

Today, [Critical Event Management \(CEM\)](#) represents a 'must have' set of standards and best practices that forward-looking CEOs and boards increasingly incorporate into how they govern operational risk from unplanned events.

Atalait connects strategic business needs with valuable technology solutions, allowing organizations to focus on what makes them relevant in the market. With more than 20 years serving enterprises in Mexico, Atalait became a 100% Mexican-owned company seven years ago. Atalait operates with the highest, world-class standards, with certifications including: ICREA Level IV, ISO 22301: 2012, ISO 20000-1: 2018, ISO 27001: 2013, ISO 9001: 2015, PCI-DSS, among many others. Atalait provides services in accordance with the National Development Plan, the Planning Law, the Federal Republican Austerity Law, as well as best global practices related to the management of information technology (IT). Atalait operates one of the most modern and best-equipped Data Centers in Mexico and across Latin America.

To learn more about how Atalait can help an organization integrate the Everbridge Platform, please visit [www.atalait.com](http://www.atalait.com).

## 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 Organizations 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, product recalls or supply-chain interruptions, over 6,100 customers in 76 countries 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. For more information, visit [www.everbridge.com](http://www.everbridge.com), read the company [blog](#), and follow on [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, 2021 filed with the SEC on February 25, 2022. 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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