Everbridge Unveils Service Intelligence to Accelerate IT Incident Response, Reduce Time-Consuming Unplanned Work, and Maximize Digital Service Value

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Service Intelligence, part of Everbridge's Digital Operations platform, provides IT responders with advanced analytics to enable instant insight into digital disruptions, service component dependency inspection and analysis, and dynamic runbook automation for faster recovery and reduced business impact

BURLINGTON, Mass.--(BUSINESS WIRE)--Jul. 13, 2022-- Everbridge, Inc. (NASDAQ: EVBG), the global leader in critical event management (CEM) and digital operations/incident response management, today introduced a new correlation and analytics module enabling IT organizations to streamline digital operations and reduce unplanned work while freeing more time for innovation. Available as part of Everbridge's Digital Operations solutions bundle, *Service Intelligence* minimizes digital disruptions and customer impact and ensures smooth-running IT services by combining unique visualizations for mapping service graphs with dependency mapping, root cause identification, service ownership, change intelligence and automation – all in one, purpose-built resolver console.

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Everbridge Unveils Service Intelligence to Accelerate IT Incident Response, Reduce Time-Consuming Unplanned Work, and Maximize Digital Service Value (Photo: Business Wire)

In the quest to achieve demanding digital transformation goals, too many organizations find themselves burdened by unplanned work or IT disruptions leading to overwhelmed teams, missed release dates, and lack of time to innovate. Everbridge's *Service Intelligence* provides Operations/IT , NOC/SOC, Service Desk, DevOps and Site Reliability Engineer (SRE) Teams with the unified resolver tools and console to streamline the response and minimize the business impacts to service interruptions, failed or emergency changes, and patch or security incidents.

"The adoption of cloud services, an increase in distributed and global teams, and remote work have all accelerated the pace of digital transformation for many organizations," said Prashant Darisi, Vice President of Global Solutions at Everbridge. "Our new Service Intelligence capabilities, part of Everbridge's market-leading Digital Operations platform, provides automated service component diagnosis, visual root cause identification, and runbook automation to streamline incident response and accelerate resolution."

Continued Darisi, "To be successful, our customers must have the time to innovate and deliver products and services that customers love, disruption free. We solve technology issues before they become business problems. This brand-new capability serves as validation for our continued efforts to ensure our Digital Operations Platform meets and exceeds the needs of the modern workplace."

Everbridge's *Service Intelligence* provides the following capabilities:

Rich two-way integrations with industry-leading AIOps and observability solutions to automate alert processing, drive resolution process and dark web response.

- The always-on Everbridge Digital Operations platform now receives direct, rich communication from leading AIOps and observability solutions such as Dynatrace or MoogSoft, Big Panda, DataDog.

- *Service Intelligence* receives anomaly alerts and incidents with all the necessary information (telemetry, dependency) needed by the teams to investigate and fix issues before they impact end users. Everbridge enriches signals over and above reducing signal noise and avoids distracting engineering teams by only relaying critical data to resolve issues faster.

- Automated diagnosis, actions, remediation, runbooks, and rich intelligent mobilization notifications save teams time and allows them to focus on the issues that matter. Two-way integration enables full system synchronization so users can track responses, comments, and actions. Further to observability, the platform connects to dark web management systems to

allow customers to prepare and respond better to Cyber threats.

Service component mapping and inspection for accelerated root cause identification.

- The Everbridge Digital Operations platform embeds services directly into its incident management capabilities to supercharge the response to digital service interruptions. By navigating through a built-in service dependency map, the intelligent service correlation engine identifies recent service changes (CI/CD cycles, code, infrastructure, feature toggles) and pinpoints the most likely root cause. The solution can then automatically identify, notify, and engage the team responsible for the quality of the service to minimize impact on users.

On-demand runbook automation for faster recovery.

- Award-winning workflow designer provides no-code low-code configuration with a library of hundreds of integrated actions with all IT and DevOps tools, making it easy to set the service operations on autopilot. On activation, dynamic workflows will execute actions across all the different tools used by an organization and improve the teams' efficiency by hiding complexity and gaining visibility across the end-end remediation scenario.

Automated resolver mobilization and escalation for faster collaboration.

- With the understanding each organization uses different tools to effectively collaborate and timely communicate during incident response, the new release of *Service Intelligence* brings two new communication channels, Slack and Microsoft Teams for users to initiate incidents, notify team members, and create online meetings.

"At Linaro, we are interested in the Everbridge *Service Intelligence* feature for the service dependencies map to visualize our internal relationships and resources," said Philip Colmer, Director, Information Services at Linaro. "Being mindful that monitoring tools integration and automation plays a main role, as does visualization of the overall possible impacted services, this will help us reduce diagnosis time which is critical to our business."

With its acquisition and integration of xMatters in 2021, Everbridge's Digital Operations Platform helps organizations to save time, maintain customer satisfaction, deliver continuous service uptime and innovate. The platform extends Everbridge's market-leading Critical Event Management (CEM) solutions to further support customers' digital transformation efforts, providing Everbridge's enterprise customers with the ability to automate and streamline digital service delivery and incident management across teams and toolsets, and enables organizations to innovate and accelerate digital transformation initiatives, while continuing to meet key uptime service-level agreements (SLAs) and deliver great customer experiences.

The platform includes many powerful capabilities to help organizations rapidly assess digital service interruptions, act quickly to mitigate these issues, and continuously improve processes and services. It addresses organizations' IT Ops, Security Ops & Cyber, DevOps, Infrastructure Ops, Customer Support and Major Incident Management (MIM) needs to keep operations running, safeguard revenue, and enhance enterprise operational resilience by managing digital and physical critical events through a single pane of glass.

To see a demo of the new Service Intelligence offering, click here. To learn more about the Everbridge Digital Operations Platform, click here.

The Everbridge Digital Operations platform was recently recognized as "an Outperformer due to its advanced feature set and its rate of feature growth," per GigaOm's research. Download a complimentary copy of the 2022 GigaOm Radar for Incident and Task Management Solutions.

IT Central Station, the leading peer review site for enterprise technology, ranked Everbridge's Digital Operations Platform the top IT Alerting and Incident Management solution.

About Everbridge, Inc.

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 6,200 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. For more information, visit 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 our ability to execute on our operational initiatives, drive sustainable growth and improved profitability, generate significant value for shareholders and increase optionality. 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. These risks and uncertainties include, but are not limited to, the implementation of our 2022 strategic realignment or simplification strategies may not be successful; 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; activist investor actions threatened or commenced against us could cause us to incur substantial costs, 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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