



Takeda Becomes First Enterprise to Achieve Diamond Tier Status as a Best in Resilience™ Certified Organization

October 27, 2022

BURLINGTON, Mass.--(BUSINESS WIRE)--Oct. 27, 2022-- [Everbridge](#), the global leader in [critical event management](#) (CEM) solutions, today announced that Takeda Pharmaceutical Company Limited (“Takeda”) is the first enterprise to achieve Diamond Tier status as a [Best in Resilience™](#) certified organization. The recognition is based on Takeda’s performance among peer companies in meeting the rigorous [formalized standards](#) to employing “best in class” Critical Event Management (CEM) processes and technologies to power organizational resilience. Takeda earned Gold Tier status in 2021 and has since implemented many improvements to optimize their ability to detect and assess risks, coordinate with crisis response teams, communicate emergency information to employees, and account for employee safety.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20221027005620/en/>

Takeda Becomes First Enterprise to Achieve Diamond Tier Status as a Best in Resilience™ Certified Organization (Photo: Business Wire)

[Takeda](#) is a global, values-based, R&D-driven biopharmaceutical leader committed to discovering and delivering life-transforming treatments. Their employees are committed to improving the quality of life for patients and working with

Takeda Becomes First Enterprise to Achieve Diamond Tier Status as a Best in Resilience™ Certified Organization (Photo: Business Wire)

partners in health care in approximately 80 countries and regions.

“At Takeda, the security and safety of our employees is our top priority so they can focus on what they do best – improving patient lives around the globe,” said Whit Chaiyabhat, Head of Global Security & Crisis Management at Takeda. “This award recognizes the many years of progress we’ve undergone to continuously strengthen our global security and crisis management capabilities.”

Over 50 organizations have earned certification since the program was launched in 2021, including [numerous Fortune 500 companies and public safety agencies](#).

Takeda earned the Diamond Tier status after completing a thorough assessment process. The assessment team evaluated Takeda across four competency areas:

- **Data and Analytics:** Availability, maintenance, and accuracy of threat intelligence and asset data.
- **Digital Transformation:** Digitization of plans and processes to support efficient and effective operations.
- **Smart Process Automation:** Automation to orchestrate more effective and timely processes.
- **Communication and Collaboration:** Communicate the right information, to the right people, in the right ways, and facilitate coordination and information sharing.

Takeda earned high marks in each competency area. In the past year, a dedicated Technical Account Manager (TAM) from Everbridge worked with Takeda to advance their capabilities and support areas for improvement that were identified during their 2021 assessment. The TAM provides expert consultation and support to ensure organizations are maximizing the use of their tools and technologies.

“We applaud Takeda on this prestigious recognition,” said Tracy Reinhold, Chief Security Officer at Everbridge. “When crises and critical events occur, organizations need to act fast to keep their people safe. The difference between top-tier resilience programs and others is often how quickly they can identify risks and then take appropriate action.”

Takeda’s assessment revealed significant strengths in how quickly and effectively they can identify risks to employees, which was made possible by integrating their CEM platform with their badging and travel risk management systems. This assures Takeda can identify travelers and individuals in a building who may be impacted by a risk event, and quickly communicate with them. Facilities can also report issues easily, like a power outage, using the Everbridge App custom buttons, which launches an incident notification to their Global Security Operations Center (GSOC). Takeda also employs an open-source intelligence solution, Signal, for identifying risks to personnel and business operations as well as scouring social media and the dark web for potential hazards.

Takeda’s Global Security and Crisis Management program is leading an initiative to digitize Crisis Management Plans with the Crisis Management module of their CEM platform. These digitized plans will ensure they are prepared for all types of events and allow the Global Crisis Management Committee to manage tasks, communications, and dashboards more efficiently.

Takeda also excels with their communication and collaboration capabilities. They have created over 350 communication templates for various situations, which ensures they can quickly communicate the right information, to the right people, in the right way. Alerts are sent using multiple methods and include an “impact assessment” poll for life-threatening situations, and the GSOC persists to account for 100% of impacted employees.

To be eligible for certification, organizations must complete a rigorous assessment. The scope of the assessment and certification is determined by five pillars: Business Operations, People Resilience, Digital Operations, Smart Security, and Public Safety. To learn more about the Best in Resilience™ program visit bestinresilience.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 6,300 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 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.

All Everbridge products are trademarks of Everbridge, Inc. in the USA and other countries. All other product or company names mentioned are the property of their respective owners.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20221027005620/en/): <https://www.businesswire.com/news/home/20221027005620/en/>

Everbridge Contacts:

Jeff Young
Media Relations
jeff.young@everbridge.com
781-859-4116

Jim Gatta
Media Relations
jim.gatta@everbridge.com
215-290-3799

Source: Everbridge