



Empowering Resilience: Everbridge Unveils Evolution of Brand at Nasdaq Opening Bell Ceremony

March 20, 2023

- Everbridge CEO David Wagner to preside over the opening of the Nasdaq Stock Market, today, March 20th
- Critical Event Management (CEM) market-leader commemorates its 20th Anniversary of Keeping People Safe and Organizations Running™, *empowering resilience* for enterprises and government organizations around the world
- Independent study finds Everbridge CEM technology leads to significant business benefits and cost savings for organizations

BURLINGTON, Mass.--(BUSINESS WIRE)--Mar. 20, 2023-- [Everbridge](#), Inc. (Nasdaq: EVBG), the global leader in [critical event management](#) (CEM) and national [public warning](#) solutions, today announced the evolution of its corporate brand and the commemoration of its 20-year anniversary of *empowering resilience*. As part of announcing its brand evolution, Everbridge CEO David Wagner will preside over today's Opening of the Nasdaq Stock Market.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230320005281/en/>



A live webcast of the Nasdaq Opening Bell is available at: <https://livestream.com/accounts/27896496/events/10783939>.

"20 years ago, our founders helped pioneer the critical communications industry," stated Wagner. "Since that time, Everbridge has built a category-leading

platform for saving lives and optimizing business continuity. The evolution of our brand represents our commitment to the next 20 years, empowering enterprises and government organizations alike with the ability to anticipate, mitigate, respond to, and recover *stronger* from incidents of all kinds – physical and digital. In an increasingly unpredictable world, resilient organizations minimize impact to people and operations, absorb stress, and return to productivity faster when deploying critical event management technology. I am proud of our ongoing commitment to *empowering resilience* for organizations around the world."

Company findings in a February 2023 commissioned study conducted by Forrester Consulting highlight the importance of CEM for organizations today. The Forrester study titled [The Total Economic Impact™ of Everbridge Critical Event Management](#) reveals organizations that use [Everbridge's platform](#) were significantly better equipped with the capabilities and resources to effectively respond to and contain critical events, allowing them to better protect employees, company assets, and business processes.

The Forrester study states: "Organizations today continue to face major events that have the potential to disrupt business operations and threaten employee safety. From civil unrest to severe weather, organizations need a process to monitor, assess, and efficiently communicate and respond to all types of threats that could impact them. The Everbridge Critical Event Management platform helps teams efficiently identify, communicate, and respond to events affecting employees and company assets."

Demonstrating a 358% return on investment (ROI), resilient organizations highlighted that deploying Everbridge CEM allows "the composite organization to maintain business operations as it can react faster to unplanned business interruptions and get information to appropriate teams to resume operations and decrease the impact of critical events."

The study also highlighted decreased costs from IT downtime. With increasingly complex IT environments, the composite organization's IT teams "need intelligent alerting to react efficiently. Implementing CEM, the composite's IT teams improve workflow and ensure teams are aware of issues and can quickly and easily collaborate to remediate them."

Companies interviewed for the Forrester study confirmed the following quantifiable benefits:

- Reduced losses from business interruption
- Lowered costs from IT downtime
- Decreased losses from property damage
- Averted costs of lost employee productivity
- Increased security team productivity through freed up time for higher-value tasks

According to resiliency research by Boston Consulting Group ([BCG](#)), crises often widen the gap between top and bottom performers with about 30% of a company's long-run relative total shareholder return (TSR) driven by how it performs during crises.

"When a critical incident occurs, it is the ability of an organization to respond quickly and effectively that creates a sharper resiliency curve," said David Alexander, CMO at Everbridge. "The ability to anticipate and recover from critical events served as the inspiration for our evolved brand and is core to our mission of keeping people safe and organizations running."

Continued Alexander, "As we take this next step as a company, we want to use this as an opportunity to make sure that the message and value we provide to our customers is aligned to our commitment to provide world-class solutions for digitizing organizational resilience."

Helping organizations empower resilience was the catalyst of Everbridge's [Best in Resilience™ Certification Program](#) providing a unique standards framework for assessing an organization's overall resilience. Everbridge leverages its 20 years of professional services engagements in over 150 countries to offer businesses and government agencies an end-to-end methodology for evaluating resilience when confronted with critical events.

Organizations such as Takeda, Dow, Discover, Humana, Siemens, Alexion, dentsu, NBCUniversal, Exact Sciences, Johnson Controls, and Medtronic have become certified organizations. A 2022 survey of certified organizations found that 98% feel optimistic about building resilience against critical events in the future.

To access media assets related to the evolved Everbridge brand, go to: <https://brandfolder.com/everbridge/media-kit>

Incorporated in 2002, Everbridge has been listed on the Nasdaq since September of 2016.

About Everbridge

[Everbridge](#) (Nasdaq: EVBG) empowers enterprises and government organizations to anticipate, mitigate, respond to, and recover stronger from critical events. In today's unpredictable world, resilient organizations minimize impact to people and operations, absorb stress, and return to productivity faster when deploying critical event management (CEM) technology. Everbridge digitizes organizational resilience by combining intelligent automation with the industry's most comprehensive risk data to Keep People Safe and Organizations Running™. For more information, visit <https://www.everbridge.com/>, read the company [blog](#), and follow on [Twitter](#). Everbridge.. *Empowering Resilience*.

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, 2022 filed with the SEC on February 24, 2023 and other subsequent filings with the SEC. 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/20230320005281/en/): <https://www.businesswire.com/news/home/20230320005281/en/>

Everbridge:

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

Nandan Amladi
Investor Relations
nandan.amladi@everbridge.com
617-665-7197

Source: Everbridge, Inc.