



## Everbridge Expands its Partnership with Samdesk to Help Clients Drive Faster, Better Outcomes Before, During, and After a Crisis

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BURLINGTON, Mass. & EDMONTON, Alberta--(BUSINESS WIRE)--May 15, 2023-- [Everbridge](#), Inc. (Nasdaq: EVBG), the global leader in [critical event management](#) (CEM) and national [Public Warning](#) solutions, and [samdesk](#), the leader in AI-powered crisis detection, today announced an expansion of its partnership, building on the integration of samdesk's crisis detection feeds with Everbridge's CEM suite of products. As a preferred partner, samdesk now integrates directly with Everbridge [Visual Command Center \(VCC\)](#) through a samdesk connector providing corporate security teams with comprehensive situational intelligence before, during, and after critical events.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230515005505/en/>



Everbridge VCC aggregates thousands of risk intelligence feeds from weather and natural disaster data to law enforcement and crime data to traffic, maritime, and supply chain analysis, enabling enterprises to leverage a common operating picture to quickly identify critical events that may threaten life safety or cause business disruptions.

With the integration of samdesk's AI-powered crisis event detection capabilities, Everbridge provides customers with visibility into emerging events and potential threats, extremely early in the crisis lifecycle. As a result, the earlier a threat is detected, the more options are available to the corporate security teams charged with responding to them.

Everbridge Expands its Partnership with Samdesk to Help Clients Drive Faster, Better Outcomes Before, During, and After a Crisis (Graphic: Business Wire)

disasters, supply chain disruptions, and other threats that can impact life safety and business operations. Ultimately, as a result of the partnership, customers are able to take proactive action on life-saving and operational continuity workflows within the Everbridge platform.

"Partnering with samdesk enables Everbridge users to get the earliest possible insights into developing situations, inside a platform they know and trust," said Bryan Barney, Chief Product Officer at Everbridge. "Today, Everbridge empowers resilience for thousands of organizations through a unified, global platform that enables businesses and governments to effectively manage critical events from start to finish. With the integration of samdesk's advanced crisis event detection capabilities into our platform, our customers are driving even faster, and thus more effective outcomes."

The integration of samdesk's technology into the Everbridge platform also enables customers to trigger earlier incident triage and response, reduce organizational risk blind spots, and most crucially, reduce response times. With this partnership, corporate security teams are improving employee wellness, asset protection, and brand reputation during critical events.

"We are excited to expand our partnership with Everbridge, the undisputed leader in CEM software and organizational resilience," said James A. Neufeld, CEO and founder of samdesk. "Today, every organization must invest in resilience systems and continuity teams to get ahead of constant disruption. This partnership is an incredibly powerful combination. Now organizations can get the earliest possible indicators of disruption directly inside the leading CEM platform to drive the most effective response."

The expanded partnership stems from both companies having collaborated over the last several years – jointly helping some of the largest organizations in the world solve their real-time crisis detection and organizational resilience challenges. Today, every organization can start to take advantage of this deep integration to drive better outcomes from a single pane of glass.

### About Samdesk

Samdesk is a global disruption detection platform that uses AI to proactively scan the world for anomalies that impact you and helps your organization get ahead with blazing fast real-time alerts at the earliest signs of a crisis. Our AI sifts through billions of online data points every day to spot potential disruptive events, generate early warning alerts and provide insights that help organizations quickly mobilize an effective response – well ahead of the news. Proudly headquartered in Edmonton, Alberta, Canada, samdesk serves organizations across the globe from Fortune 500 companies to public sector organizations. Learn more at [samdesk.io](https://samdesk.io).

The Everbridge and samdesk partnership enables organizations to proactively identify and respond to critical events, such as active shooter situations, natural

## 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.

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