



Everbridge Upgrades and Enhances the Performance of Its Critical Event Management Platform's Communication Engine

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New Engine Delivers 300% Performance Increase and Dynamic Mobile Alerting Based on Proximity to Critical Events

BURLINGTON, Mass.--(BUSINESS WIRE)--Mar. 14, 2017-- [Everbridge](#), Inc. (NASDAQ: EVBG), a global software company that provides critical event management and enterprise safety applications to help keep people safe and businesses running, today announced the release of a major new version of its Communication Engine that delivers a 300% performance increase. The new release also introduces the ability to create "Incident Zones™," which provide instant alerts to people who enter an area located near a currently occurring critical event.

Everbridge's Communication Engine takes advantage of a new, innovative back-end architecture which enhances the efficiency of initiating and broadcasting a message. The new engine also continues the company's focus on making its applications more dynamically location aware.

Traditionally, mass notification systems have sent messages at a given time based on a specified, static location – typically, a person's home or work address. Incident Zones make this process much more dynamic: notifications can be broadcast continuously for a specified duration of time to the mobile phones of people who come within a prescribed distance of a critical event. For example, if a beach area was experiencing dangerous rip tides, alerts could be sent to people who come to that beach for the next several days. Alternatively, if there was a hazardous discharge, instructions could be sent directly to people who come near it until the situation was fully resolved.

Everbridge's [Safety Connection](#)® enhances the concept of dynamic locations even further. The solution enables organizations to locate and share two-way communications and instructions with traveling or remote workers, with workers located in a campus office environment, and with first responders. This feature helps to ensure people's safety and the business continuity of organizations during severe weather, workplace violence, terrorism, disrupted local conditions or other critical events.

Everbridge's continued investment in the core technology powering its [Critical Event Management](#) platform has resulted in several improvements to its Communication Engine, including:

- **300% Performance Increase** – enables organizations to deliver critical messages faster through an enhanced architecture that increases both speed of delivery and throughput.
- **Incident Zones** – makes it possible to dynamically send alerts and information based on a specified geographical region around a critical event, notifying people who enter the area.
- **Improved Scalability, Redundancy and Capacity** – increases the elasticity of the Communication Engine and the rapidity and ease with which new deployments can be scaled up. This helps assure that the solution can expand globally as demand requires and as volume surges during wide-scale critical events.
- **Redundant Global SMS Providers** – leverages Everbridge's ongoing commitment to utilize redundant, multiple SMS aggregators to deliver notifications around the globe, enabling the company to move traffic for improved performance and to failover to additional aggregators when one provider has an outage. The uptime performance and reliability of using multiple providers far exceeds that of reliance on a single option.

"Speed and reliability are essential for managing critical events – and we are continually enhancing our platform to be out in front of the performance and scalability our enterprise customers require," said Claudia Dent, SVP of Product Management, Everbridge. "At the same time, we continue to innovate in making our system more dynamic in locating people and sending notifications to match the needs of an increasingly mobile world."

About Everbridge:

[Everbridge](#), Inc. (NASDAQ: EVBG) is a global software company that provides critical event management and enterprise safety applications that enable customers to automate and accelerate the process of keeping people safe and businesses running during critical events. During public safety threats such as active shooter situations, terrorist attacks or severe weather conditions, as well as critical business events such as IT outages or cyber incidents, over 3,000 global customers rely on the company's SaaS-based platform to quickly and reliably construct and deliver contextual notifications to millions of people at one time. The company's platform sent over 1.5 billion messages in 2016, and offers the ability to reach more than 200 countries and territories with secure delivery to over 100 different communication devices. The company's critical communications and enterprise safety applications, which include Mass Notification, Incident Management, IT Alerting, Safety Connection™, Community Engagement™, Secure Messaging and Internet of Things, are easy-to-use and deploy, secure, highly scalable and reliable. Everbridge serves 8 of the 10 largest U.S. cities, 8 of the 10 largest U.S.-based investment banks, all four of the largest global accounting firms, 24 of the 25 busiest North American airports and 6 of the 10 largest global automakers. Everbridge is based in Boston and Los Angeles with additional offices in San Francisco, Lansing, Beijing, London and Stockholm. 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, and our goal to

maintain market leadership and extend the markets in which we compete for customers. 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 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 successfully integrate businesses and assets that we may acquire; 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 Quarterly Report on Form 10-Q for the quarter ended September 30, 2016 filed with the SEC on November 14, 2016. 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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