



## Everbridge Announces Breakthrough in IT Response Automation with the Launch of Smart Orchestration™

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*Enables Enterprises to Expedite Response to Critical IT Events Through Intelligent-Rules Based Workflow Automation*

BURLINGTON, Mass.--(BUSINESS WIRE)--Feb. 15, 2018-- [Everbridge, Inc.](#) (NASDAQ: EVBG), the global leader in critical event management and enterprise safety software applications to help keep people safe and businesses running faster, today announced the launch of Smart Orchestration for its [IT Alerting](#) solution. With this new capability, Everbridge takes IT Alerting beyond Targeted Notifications, and now offers true end-to-end IT Response Automation to restore services faster. The solution minimizes the impact on IT operations, improving critical IT event assessment, communications and collaboration through automated workflows for faster service restoration.

In today's world where major IT events occur every day and can have a major negative impact on business operations, IT organizations must expedite the IT incident resolution process. The newest capability for IT Alerting Smart Orchestration is powered by an intelligent workflow automation engine, and utilizes advanced cognitive analytics techniques driven by machine learning algorithms. Smart Orchestration integrates communication with collaboration and workflow automation and provides the ability to execute operational runbooks in a controlled and secured fashion directly from the targeted notification for faster service restoration. The Smart Workflows enable self-service configurability with built-in error handling, scenario handling and recovery enabled so that incident response processes can be continually optimized based on lessons learned and organizational best practices. The underlying Cognitive Response Correlation and Sequencing technology helps improve response team efficiency by reducing confusion and the alert fatigue which can occur when multiple teams respond to different critical events which are, in fact, interrelated.

"According to EMA research, digital transformation depends on IT transformation and, as such, it requires superior levels of dialog and teamwork across IT functional teams, and between IT and the business it serves," said Dennis Drogseth, Vice President, Enterprise Management Associates. "This is true across industry verticals, as well as company size, and it suggests the need for a new kind of digital war room for the enterprise—one with superior levels of team awareness, tools and team integration for improved collaboration, response management and decision making. With its new Smart Orchestration technology, Everbridge takes a leadership role in addressing these requirements for a more effective and efficient digital war room."

Driven primarily through rules-based configuration settings, the new application also enables flexible integrations that can be automated using a self-service integration model. Whereas most incident response solutions available today offer integrations that are hardwired or require expensive professional services in order to be tailored to an organization's unique needs, Smart Orchestration allows IT teams to connect services with minimal effort or man power. This self-service integration model enables IT teams to continually develop or adapt integrations to their tools ecosystem by taking on the ownership without vendor involvement.

"The world of IT has evolved and it is no longer enough to only notify the right people of a critical IT event. Organizations must transform their incident response from a simple notification process to executing a full, end-to-end response process. With enterprises embarking on digital services transformation initiatives, it becomes imperative for them to automate their response processes to maximize services' uptime and minimize impact to the business," said Vick Vaishnavi, General Manager, IT Alerting and IoT Business Unit at Everbridge. "Today's IT incident management infrastructure must feature communication, collaboration and orchestration as the key tenets of response process, and this is exactly what Everbridge delivers with this major new release for IT Alerting."

For more information on the new Smart Orchestration application, please visit [www.ITAlerting.com](http://www.ITAlerting.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 businesses running faster. 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, cyber-attacks or other incidents such as product recalls or supply-chain interruptions, over 3,500 global customers rely on the company's SaaS-based 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, and track progress on executing response plans. The company's platform sent over 2 billion messages in 2017, 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 include Mass Notification, Incident Management, Safety Connection™, IT Alerting, Visual Command Center®, Crisis Commander®, Community Engagement™ and Secure Messaging. Everbridge serves 9 of the 10 largest U.S. cities, 8 of the 10 largest U.S.-based investment banks, 25 of the 25 busiest North American airports, six of the 10 largest global consulting firms, six of the 10 largest global auto makers, all four of the largest global accounting firms, four of the 10 largest U.S.-based health care providers and four of the 10 largest U.S.-based health insurers. Everbridge is based in Boston and Los Angeles with additional offices in San Francisco, Lansing, Orlando, Beijing, London, and Stockholm. For more information, visit [www.everbridge.com](http://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 attract, integrate and retain qualified personnel; 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 Annual Report on Form 10-K for the year ended December 31, 2016 filed with the SEC on March 23, 2017. 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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