



Everbridge Wins Innovation of the Year in Pink Elephant's IT Excellence Awards

February 22, 2018

IT Alerting™ Solution Recognized for its Automated Incident Response Capabilities

ORLANDO, Fla.--(BUSINESS WIRE)--Feb. 22, 2018-- [Everbridge, Inc.](#) (NASDAQ: EVBG), the global leader in critical event management and incident response solutions, today announced that its [IT Alerting™](#) solution was selected as the silver winner in [Pink Elephant's 2017 IT Excellence Awards](#) for Innovation of the Year. The IT Excellence Awards honor individual and corporate commitment to IT excellence and ITSM best practices.

In case of major IT incidents such as cyber-attacks, application or infrastructure failures, most organizations still rely on manual response processes. They use call trees and send emails to entire teams, struggling to quickly engage the right personnel and notify impacted business users. This leads to inefficiency and latency in their ability to respond to and resolve incidents in a timely manner. Everbridge's IT Alerting provides an enterprise closed-loop incident response automation solution backed up by multiple patented technologies, enabling service management professionals to efficiently and consistently alert and notify the right people, as well as communicate and collaborate with key stakeholders during an IT incident.

"It's an honor to be recognized for Pink Elephant's 2017 IT Excellence Award for Innovation of the Year," said Vincent Geffray, Senior Director of Product Marketing, Everbridge. "I'm very proud of the Everbridge product team, whose number one obsession has always been client satisfaction. All of the innovations we've released this past year are the result of the hard work and dedication of an entire team. This award demonstrates that we're listening to IT professionals, that we understand their challenges and that we deliver the very capabilities they really need to make their job easier."

The IT Alerting solution helps resolve incidents faster and minimize the business impacts of unplanned downtime, as well as the impact on IT teams themselves. With its [latest release](#), Everbridge's IT Alerting provides Smart Analytics and ChatOps integrations and additional capabilities which accelerate the recovery of failed services through improved communication, one-click collaboration and decision-analytics that result in more efficient workflow-based processes.

"The Everbridge team will continue leading the way and offering innovative solutions to help organizations minimize the impact of critical IT events on the IT teams and on the business," Geffray added.

Everbridge was presented with the award at the [22nd Annual International IT Service Management Conference & Exhibition](#) – "Pink18" – in Orlando, FL.

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 3,700 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, 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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