Everbridge Announces Integration Platform-as-a-Service (iPaaS) for IT Alerting

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Self-Service Platform Enables IT Professionals to Build Technology Integrations that Improve Response Automation

BURLINGTON, Mass.--(BUSINESS WIRE)--Mar. 12, 2018-- Everbridge, Inc. (NASDAQ:EVBG), the global leader in critical event management and incident response solutions, today announced the launch of its Integration Platform-as-a-Service (iPaaS™) offering for IT Alerting. The new self-service integration platform enables enterprise IT organizations to easily build their own integrations with the tools and solutions they already use, such as Application Performance Monitoring (APM), Network Performance Monitoring (NPM), IT Operations Monitoring (ITOM), Security Information and Event Management (SIEM), DevOps, IT Service Management (ITSM) and more. This new capability also allows IT professionals to bring together the key pieces of their end-to-end IT response processes to improve incident response automation and orchestration.

In fast-paced and agile development environments, application, DevOps and other IT teams need to be able to design their own integrated cross-application and cross-tool workflows as quickly as possible. Most organizations, however, currently rely on vendor-built and vendor-supported integrations. These traditional, one-size-fits-all integrations often require heavy customizations, both on the vendor side and in the IT environment, to meet a team's specific requirements. This approach amplifies integration costs and can cause frustration and delays which can impact response time and time to market. With its self-service integration platform, Everbridge offers a new, innovative method of delivering integrations that directly empowers IT teams to design and construct custom integrations through point and click actions, enabling them to meet their needs faster.

"As IT organizations increasingly rely on integrated management systems, this mandates lesser reliance on vendors and a greater ability for enterprises to handle integrations using a self-service model. Using this approach, enterprise IT organizations can expedite their time to integrate their management tools with the Everbridge IT Alerting platform to develop a closed loop response automation process to critical IT incidents, changes and requests," said Vick Vaishnavi, General Manager, IT Alerting Business at Everbridge. "By leveraging a "no-code" to "low-code" approach, the iPaaS system enables global enterprises to quickly take ownership of integrations for their response process while retaining their choice of management tools that participate in the process."

Additional benefits of the platform include:

- **Automated workflow integration**: The self-service platform removes the burden of custom development and automatically maps technology integrations to meet existing workflows.
- **No software to install or business rule definition on the end point**: Everbridge's intelligent parsing and mapping engine ingests the incoming alerts, performs the assessment and triggers the appropriate actions.
- **Ability to replace and switch end points as tools become interchangeable**: The architecture allows IT teams to easily replace their APM, NPM, ITOM, SIEM, Ticketing System management and DevOps tools without breaking down the end-to-end automated response process logic. To be fully operational, it provides real-time health status and activity monitoring.

While Everbridge will continue to offer a growing range of ready-to-use extensions, known as connectors, for major ITOM and ITSM applications, the self-service integration platform will help any team quickly fulfill their particular integration requirements.

Furthermore, when combined with the new Smart Orchestration™ technology, Everbridge IT Alerting enables full control over the IT task automation process by embedding human decision points within workflows. Using bidirectional communication steps, organizations can remotely control the advancement or execution of any step within a process, such as restarting a server or backing up a database. Remote initiated action can also be performed via SMS, IM, email or phone.

For more information on Everbridge iPaaS™ for IT Alerting, please visit 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 3,700 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 MessagingEverbridge 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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