



## Everbridge Announces Integration with Ayehu Software

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*Integration partnership enables enterprises to leverage smart analytics and AI concepts to expedite response to critical IT events*

BURLINGTON, Mass.--(BUSINESS WIRE)--Jun. 28, 2018-- [Everbridge, Inc.](#) (NASDAQ: EVBG), the global leader in critical event management and incident response automation, today announced the integration of its [IT Alerting](#) solution with [Ayehu](#), a leading provider of intelligent automation and orchestration powered by artificial intelligence (AI). The integration is designed to provide Everbridge's IT Alerting users with key analytical insights to drive continuous improvements in reducing response times to critical events.

"Everbridge is a global market leader of SaaS-based critical communications solutions, trusted by thousands of organizations worldwide. We are excited to partner with Ayehu to customize strategic and intelligent solutions that promote efficiency and agility in the marketplace," said Gabby Nizri, Co-Founder and CEO, Ayehu. "Our partnership will allow our mutual customers to automate up to 80% of L1 tickets and significantly accelerate critical event processes, freeing up human resources and increasing operational efficiency."

The combined solution of Everbridge IT Alerting with Ayehu's platform extends capabilities into IT Process and Runbook Automation (RBA) by leveraging Everbridge's Smart Orchestration™ technology. The solution bridges IT Alerting and RBA to allow organizations to quickly engage IT experts and on-call teams so they can respond to critical issues faster, reducing the mean time to fix and automate manual and repetitive tasks, and decreasing the overall time to resolution even further by eliminating the period between receiving an alert and executing the remediation action.

Everbridge IT Alerting enables operational teams to remain fully in control over IT task automation by embedding human decision points within workflows. Using bi-directional communications, one can remotely control the advancement or execution of any step within a process, such as re-starting a server. Remote communications can be performed via SMS, IM, email, or phone.

"By combining Everbridge's Smart Orchestration technology and self-service integration capabilities along with Ayehu's platform, we bring the power of AI and analytics to our customers to optimize information flow and to rapidly execute end-to-end incident response management processes," said Prashant Darisi, Vice President of Product Management, IT Alerting/IoT at Everbridge.

To learn more about Everbridge IT Incident Response Automation, visit [www.italerting.com](http://www.italerting.com).

### About Ayehu Software

Named by Gartner as a Cool Vendor, Ayehu's IT automation and orchestration platform is a force multiplier for IT and security operations, helping enterprises save time on manual and repetitive tasks, accelerate mean time to resolution, and maintain greater control over IT infrastructure. Trusted by major enterprises and leading technology solution and service partners, Ayehu supports thousands of automated processes across the globe. For more information, please visit [www.ayehu.com](http://www.ayehu.com) and the company [blog](#). Follow Ayehu on [Twitter](#) and [LinkedIn](#).

### 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. During public safety threats such as active shooter situations, terrorist attacks or severe weather conditions, as well as critical business events including IT outages, cyber-attacks or other incidents such as product recalls or supply-chain interruptions, over 3,800 global customers rely on the company's Critical Event Management 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 through the secure delivery to over 100 different communication devices, and track progress on executing response plans. The company's platform sent over 2 billion messages in 2017 and offers the ability to reach over 500 million people in more than 200 countries and territories, including the entire mobile populations on a country-wide scale in Sweden, the Netherlands, the Bahamas, Singapore, Greece, Cambodia, and a number of the largest states in India. 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, all 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 Lansing, San Francisco, Beijing, Kolkata, London, Oslo 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, 2017 filed with the SEC on March 12, 2018. 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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