



## Everbridge Introduces New Capabilities for Enterprises to Manage, Control and Optimize IT Incident Response Through Automation, CMDB Group Lookup and Self-Service Alert Subscription

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- Enterprises can now map their IT incident process with their configuration management database (CMDB) to expedite the response to critical events impacting IT teams and business operations
- Everbridge to showcase new IT Alerting capabilities at next week's [Gartner IT Infrastructure, Operations and Cloud Strategies Conference 2018](#)

BURLINGTON, Mass.--(BUSINESS WIRE)--Nov. 28, 2018-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in critical event management and incident response automation to help keep businesses running, today announced the launch of new features within its [IT Alerting](#) solution including Smart CMDB Group Lookup and self-service IT alert subscription. With these new capabilities, Everbridge IT Alerting enables organizations to dynamically target the correct IT fulfiller/resolver resources based on the up and downstream relationships in their CMDB, eliminating the complexities of managing logic on communication templates. Without this feature, customers would need to deploy and maintain complex logic in the form of notification rules and conditions. Ensuring simplicity, changes made to the CMDB will be automatically refreshed in the mapping table.

The new IT Alerting features also include self-service IT alert subscription capabilities for business users to receive meaningful and context-based alerts, increasing awareness and reducing overall alert fatigue. Everbridge IT Alerting helps to align people, processes and tools to an organization's best practices, thus improving critical IT event assessment, communications and collaboration through automated workflows for faster service restoration.

In today's business environment where major IT events are a daily threat, with the potential of creating significant negative impact on a company's operations, IT teams must be prepared to expedite their incident resolution process. The newest capabilities for the IT Alerting solution allow for synchronization with an organization's CMDB to identify an affected product, service, location or any impacted IT infrastructure asset. Leveraging the IT Alerting product's closed-loop response automation, IT teams can create a holistic view of the impacted assets to consolidate and correlate the incident using Everbridge's platform-based Critical Event Management (CEM) system for faster response and resolution.

Everbridge IT Alerting's alert subscription services enable self-service configurability with built-in error handling so that administrators and business users can align the alerts and notifications with the specific assets they are responsible for, expediting responses based on qualified and context-rich alerts. These alerts and corresponding response processes can be continually optimized based on automation and integration with the CMDB to allow for subscriptions to respond to changing rules without onerous and manual modifications.

"IT organizations face the continual and noisy reality that only one out of every four alerts are legitimate from a 'take action' perspective," said Prashant Darisi, Vice President of Product Management for Enterprise Risk, IT Alerting and IoT at Everbridge. "And, even the one important alert may lack context on how that critical event impacts the organization. By integrating with an organization's CMDB, Everbridge helps our customers provide the necessary context to bring the right resources to resolve the issue quicker. False alerts often frustrate business users with overload. By allowing the business to define what they care for, not only are we reducing process overhead, but enabling the IT teams to focus on what really matters – fixing the problem."

For more information on Everbridge IT Alerting, please visit [www.ITAlerting.com](http://www.ITAlerting.com) or visit Everbridge at Booth #618 at the Gartner IT Infrastructure, Operations and Cloud Strategies Conference 2018. To learn more about Smart CMDB Group Lookup for faster IT incident resolution, [watch the on-demand Everbridge webinar](#).

### About the Gartner IT Infrastructure, Operations and Cloud Strategies Conference 2018

Taking place December 3-6, 2018 in Las Vegas, [the Gartner IT Infrastructure, Operations and Cloud Strategies Conference 2018](#) will help attendees reimagine significant elements of their IAM approach for digital age success. Gartner analysts will explain the latest tactics and best practices across IAM fundamentals to help craft and implement an IAM vision and strategy for the digital age.

### 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 4,200 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, 9 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, Bangalore, Kolkata, London, Munich, Oslo, Stockholm and Tilburg.

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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