

Everbridge Launches Safety Connection™: Location-Based Alerting for Incident Response and Employee Safety

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New Solution Expands Reach to Employees, Travelling Executives, and Mobile Workforces

BURLINGTON, Mass., April 5, 2016 — [Everbridge](#), a global provider of enterprise SaaS critical communications applications, today announced [Safety Connection™](#), a new solution that enables organizations to locate and communicate with staff during critical events and help determine if they are safe or need assistance. Whether individuals are traveling, in a specific office building or operating in the field, the solution can aggregate near real-time location data from multiple sources, including building access controls, travel management systems and mobile app check-ins, to enable organizations to send and receive alerts based on the last known locations of employees, contractors, visitors or residents.

Everbridge will unveil Safety Connection at the annual [ISC West](#) event, taking place from April 6-8, 2016 at Sands Expo in Las Vegas, NV at [Booth 3040](#).

"Physical security has principally focused on securing buildings, but the real goal is to secure the people within the buildings," said Jaime Ellertson, CEO of Everbridge. "With so many employees traveling and working remotely, chief security officers have informed us they need a better way to know where their people are in order to help keep them safe and communicate with them anywhere in the world. That is what Safety Connection is designed to do."

Everbridge Safety Connection combines automated workflow processes with dynamically updated location data down to the airport, street, building, floor or conference room level which can be aggregated from multiple sources, including:

- Access control and badging systems, such as magnetic card readers or badges for building entry
- Wired and wireless network access points
- Travel information, including corporate travel management and office hoteling systems

Whether it's to notify traveling employees about a terrorist attack in an international location, deliver "shelter in place" instructions to employees in specific buildings during an active shooter event, or develop real-time employee rosters for building evacuations and mustering purposes, Everbridge Safety Connection enables automated location-based outreach via SMS text, voice, mobile app, digital signage or desktop alerts.

"Everbridge supports our global security team by integrating dynamic employee location information from our building access controls and travel systems with the Everbridge critical communications platform," said Brian Phillips, Global Security Manager, Alexion Pharmaceuticals. "This enhances our ability to take accountability for our employees' safety and enables us to reach them on their preferred device with the most relevant information during local or international emergencies."

Features of Safety Connection include:

- Identification of contacts and their last known location
- Integration with wireless access points, including a connector for Cisco Meraki
- Physical access control connectors to systems such as:
 - S2 (available today)
 - Lenel (expected in 2016)
 - Tyco (expected in 2016)
- Open SFTP access to include custom datasets with last known location information
- 3-in-1 Mobile Panic Button application available on iOS and Android that allows employees, residents, and other users to immediately send a panic message to their security team, sharing their current location. The

panic button features the ability to send audio and video content, check-in to capture and report geo-location data, and provide tracking information while traveling through an unsafe area that will trigger a panic message if something abnormal occurs.

Safety Connection works in concert with the Everbridge automated notification platform, which [reliably sent over one billion notifications in 2015](#) and was designed to comply with strict security standards, including NIST 800-53.

For more information on Safety Connection visit [here](#), or receive a product demonstration from company executives at ISC West in Booth 3040.

About Everbridge:

Everbridge is a global provider of enterprise SaaS applications to automate processes for information exchange to keep people safe and businesses running. During critical situations, over 2,700 enterprise customers rely on the Everbridge platform to quickly and reliably construct and deliver contextual notifications to millions of people at one time. The company's next generation platform sent over 1 billion messages in 2015, and offers the ability to reach more than 200 countries and territories with secure confirmed delivery to over 100 different communication devices. A broad set of applications enable companies, hospitals, agencies, states, cities and towns to address issues related to severe weather and man-made incidents, IT outages and cyberattacks, safety of traveling staff and facilitate regulation-compliant messaging. Everbridge serves 8 of the 10 largest U.S. cities, 7 of the 10 largest U.S.-based investment banks, 24 of the 25 busiest North American airports and 6 of the 10 largest automakers. Everbridge is based in Boston with additional offices in Los Angeles, San Francisco, Beijing and London. For more information, visit www.everbridge.com, read the company blog, <http://www.everbridge.com/blog>, and follow on [Twitter](#) and [Facebook](#).

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