

EVERBRIDGE

Solutions For Critical Communications

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EXAMPLES OF EVERBRIDGE IN ACTION

Hurricane Sandy: Massive Scale

- 25,686 broadcasts / 8.5M messages
- 5.9M people contacted
- 8 sec. median time to launch

Boston Marathon Attack: Dynamic & Tactical

Boston, Waltham, Watertown, the MBTA, Boston Public Library, business, universities & hospitals used Everbridge to:

- Coordinate emergency response
- Orchestrate the manhunt
- Announce service suspensions
- Staff nurses and doctors
- Check on employee safety
- Broadcast shelter in place

2,000+

CLIENTS

9

GLOBAL DATACENTERS

50M

CONTACTS MANAGED

(= 1/8 people in the US)

200M

MESSAGES SENT PER YEAR

250+

Employees

Trusted Platform: 2000+ Customers

Corporate	Finance	Healthcare/ Biotech	Higher Education	Government	Transportation	Energy
						
						

Market Leadership

EMNS Magic Quadrant Report Highlights

“Everbridge offers excellent functionality via native iPhone, iPad, Android and BlackBerry apps...”

“Everbridge has delivered situational awareness by enhancing its mobile app to support graphical displays and be a true recipient app supporting two-way communication...”

“Everbridge's administrative UI was one of the best among all product demos and it has excellent GIS capability among all vendors...”

“The product has excellent message status reporting and dashboards...”

“Everbridge has excellent data center geographic distribution...”

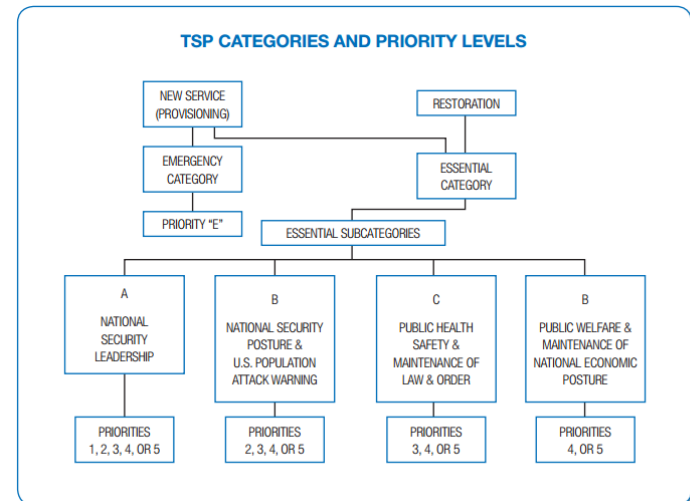
Gartner



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Resilient and Scalable: Better Than Traditional ENS

- **First and only** emergency notification provider approved for the DHS Telecommunication Service Priority (TSP) Level 3 Certification
- Everbridge **dedicated circuits** are registered with the National Security and Emergency Preparedness (NSEP)
- Everbridge circuits receive **priority service** via the Federal Communications Commission (FCC) mandate



Everbridge is certified as a level 3 provider in subcategory C

Protect & Inform Citizens, Businesses, and Employees

- **Police Department:** Used for missing persons, shift calls, crime updates, safety reminders, SWAT, bomb squad, and other special teams.
- **Fire Department:** Used for emergency call in of extended personnel, fire safety issues, communication with volunteers, situation escalation, Search and Rescue, evacuation notices.
- **Department of Health:** Pandemic updates, immunization reminders or information to seniors, Point of Distribution (POD) information.
- **Municipal Services/Public Works:** Road closures, power outages, service disruptions.
- **Water/Power Departments:** Boil water alerts, loss of service, bill payment.
- **Senior Services:** Daily wellness calls, senior activity programs, medical updates.
- **Access and Functional Needs Management:** Locate and identify various access and functional needs (AFN) groups for specific communication during disaster (send specific information to homes where people are in wheelchairs or confined to a hospital bed).
- **Licensing:** Registration renewal reminders, dog licenses, gun licenses, business licenses.
- **Department of Transportation:** Internal staff recalls, road closures, construction.
- **Department of Environmental Health:** Communication with public access points (restaurants, public pools etc) about recalls, breakouts, shut downs, warnings, regulations.
- **Department of Human Services:** Benefit updates, disruptions, changes.
- **Department of Justice/Courts:** Court appointments, fines, tax relief, court closings, internal communications (between judges, lawyers, clerks, etc.).
- **Department of Agriculture:** Recalls, e-coli, food providers, processing plants.
- **Department of Parks & Recreation:** Office closures, event announcements and updates, facility availability, sports and youth programs.
- **Department of Information Technology:** System and server issues, service and maintenance updates.
- **Department of Mental Health:** Communication to clients during regional events about availability and location of pick up for medicine. Updates to clients about treatment options. Wellness check-in following any extended in-house treatment program.

Assured Response: Required Confirmation

+ Don't Overwhelm your Audience with Confirm and Quit



Alan



Sue



Dave



Phil



Janice

First Attempt



CONFIRMED

1/2/14 10:02:03 AM



work



text message



CONFIRMED

1/2/14 10:02:56 AM



BlackBerry

Second Attempt



work



cell



CONFIRMED

1/2/14 10:03:35 AM



cell



work

Third Attempt



text message



NO RESPONSE



instant message



PDA



NO RESPONSE

Re-send?

Re-send?

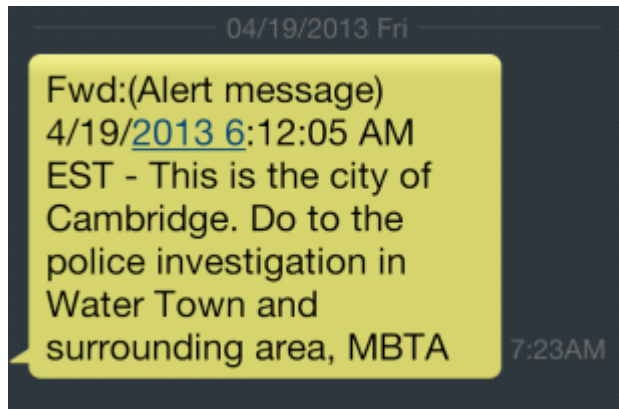
SMTP Text Messaging vs. True SMS Text

SMTP (Simple Mail Transfer Protocol) was developed primarily as a method to send email messages (123456890@vtext.com)

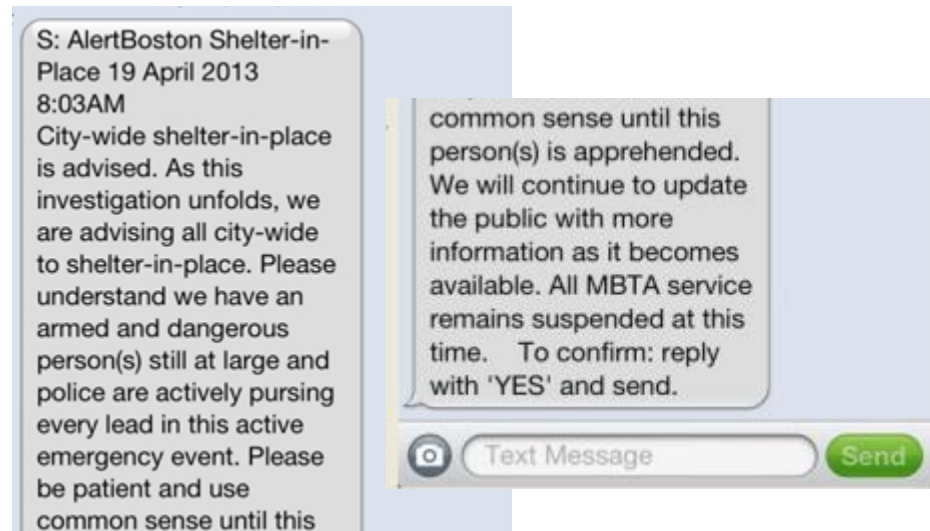
- Delivery Concerns – Routed through email networks, more likely not to be delivered.
- Carriers block or delay as SPAM
- Character Limitations
- No Confirmation of Receipt (Liability)
- Must update record if you change carriers

True SMS - SMPP (Short Message Peer-to-Peer Protocol) to exchange SMS (Short Message Service) messages (5 Digit Shortcode Used)

- Fast/Reliable Delivery since routed through cell phone carriers
- No issues being blocked by SPAM
- No Character Limitations
- Confirmation of Receipt
- Only 10 digit phone number needed



Notice Time sent in SMS vs. Time Received – Over an Hour Delay



Readiness: Easy to Set Up, Maintain and Organize

Data Management



Administrative Management

- Create username and password and re-set password through email
- Update data without vendor dependencies

Group Management

- Import group structures from existing databases and avoid redundant, tedious work
- Create custom groups rules and custom attributes for more meaningful targeting
- Setup parent and child accounts and message across organizations from one single login

Fast and Smart: Ultra-simple Under Stress

Reduce time-to-message

Reduce Risk of error

(examples of usability during critical functions)

Send new message to select recipients

1 page, 3 clicks

Launch a pre-existing message

1 page, 4 clicks

Select contacts on a map

1 page, 3 clicks

“When we are in the middle of it all, I don’t have 10 minutes to sit down at the computer to send those messages.”

*Jamie Moore , Emergency Management Coordinator
Johnson County TX*

IQ can drop 10-15 points under stress

Source: Psychology Today - April, 2011



Smart Delivery: Automation and Speed

Be prepared for emergencies with broadcast templates

- + Eliminate errors
- + Ensure clarity
- + Leverage Best Practices

Each template defines

- What message is sent
- Who receives
- How you want the message delivered

Easily manage template library

The screenshot displays the Everbridge Notifications management interface. At the top, there is a navigation bar with options: Dashboard, Universe, Notifications (selected), Contacts, Report, and Settings. A user greeting 'Welcome Jim Carbery' and 'State and Local Beta' is visible, along with a 'Logout' button. Below the navigation bar, there are three status indicators: 'In Progress' (0), 'Last 7 days' (2), and 'Last 30 days' (2). The main content area is titled 'Notifications' and features a 'New Notification' button. Below this, there are tabs for 'Broadcast Template', 'Schedule / Recurring Broadcast', 'Active Broadcast / Broadcast History', and 'Message Template'. A 'Send' button is also present. The main part of the interface is a table listing various broadcast templates.

Title	Type	Category	Created On	Created By	Contacts?	Settings?
<input checked="" type="checkbox"/> Wildfire Warning - Prepare your vehicle	Standard	Wildfire Warning	2012-08-22 12:21:43 EDT	Jim Carbery	✓	✓
<input type="checkbox"/> Wildfire Warning - Prepare inside your h...	Standard	Wildfire Warning	2012-08-22 12:20:54 EDT	Jim Carbery	✓	✓
<input type="checkbox"/> Evacuation - Flood Warning	Standard	Evacuation	2012-08-22 12:04:50 EDT	Jim Carbery	✓	✓
<input type="checkbox"/> Staffing Shortage	Polling	Staffing	2012-08-22 12:01:17 EDT	Jim Carbery	✓	✓
<input type="checkbox"/> Chemical Event - Decon Team Activated	Standard	Chemical Event	2012-08-22 11:58:47 EDT	Jim Carbery	✓	✓
<input type="checkbox"/> Chemical Event - No Decon	Standard	Chemical Event	2012-08-22 11:58:05 EDT	Jim Carbery	✓	✓
<input type="checkbox"/> Amber Alert	Standard	Amber Alert	2012-08-22 11:56:55 EDT	Jim Carbery	✓	✓
<input type="checkbox"/> Emergency Operations Center Call In	Polling	EOC Call In	2012-08-22 09:50:12 EDT	Jim Carbery	--	✓
<input type="checkbox"/> Incident Management Team Conference ...	Conference	Incident Mgmt Conf Call	2012-08-22 09:48:31 EDT	Jim Carbery	--	✓
<input type="checkbox"/> Flood Warning	Standard	Flood	2012-08-22 09:44:27 EDT	Jim Carbery	--	✓

Smart Delivery: Automation and Speed

- Focus on simplicity and ease of use
- “One Screen” notification workflow
- Leverages 10+ years notification experience
- Easy to manage what, who and how

The screenshot shows the Everbridge 'New Notification' interface. It includes a navigation bar with 'Dashboard', 'Universe', 'Notifications', 'Contacts', 'Reports', and 'Settings'. The main content area is divided into sections: 'Create Message', 'Select Contacts', 'Settings', and 'Send & Save'. Three red callout boxes highlight key features: 'WHAT Message content and type' points to the 'Create Message' section; 'WHO Message contacts' points to the 'Select Contacts' section; and 'HOW Message settings' points to the 'Settings' section. A 'SEND' button is highlighted at the bottom.

WHAT
Message content and type

WHO
Message contacts

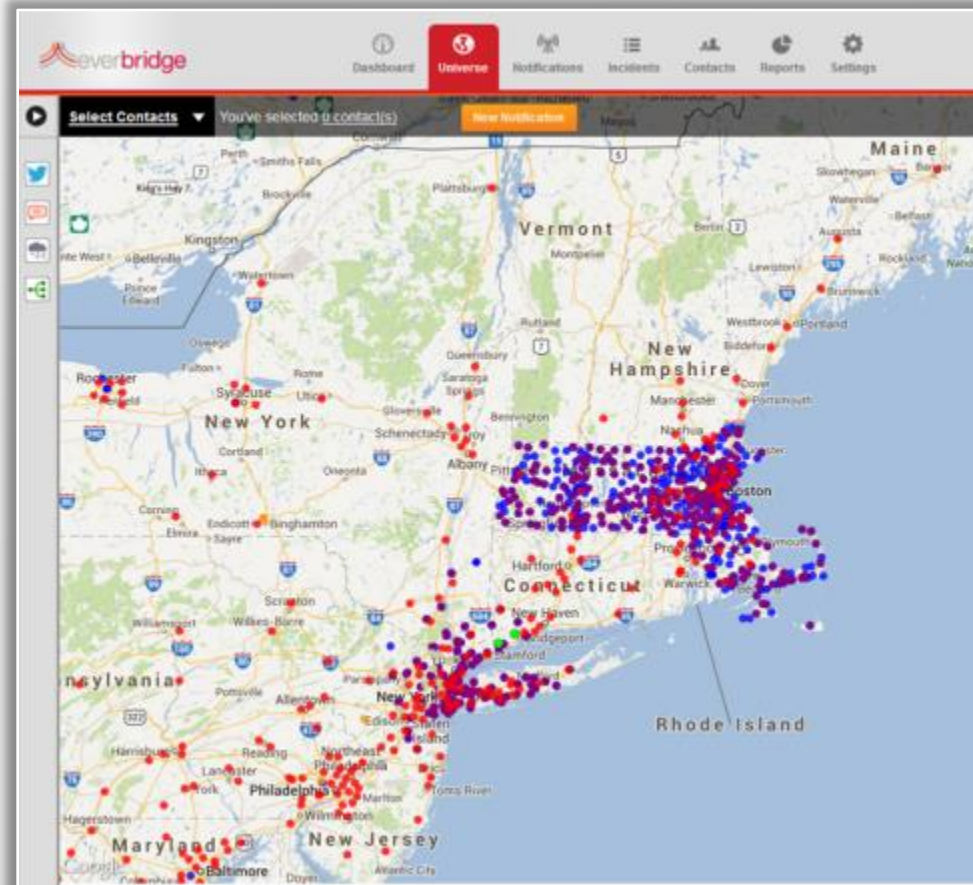
HOW
Message settings

SEND

Visual: Everything at Your Fingertips

Visual and Interactive

- Precise Geo-location
- Import infrastructure, landmarks, districts and more
- See and respond from one interface



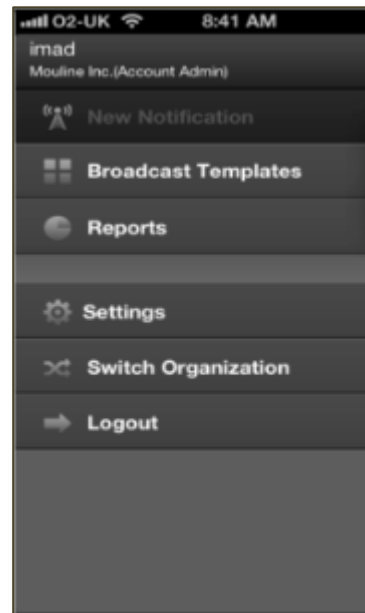
Everbridge Mobile Manager App

Robust

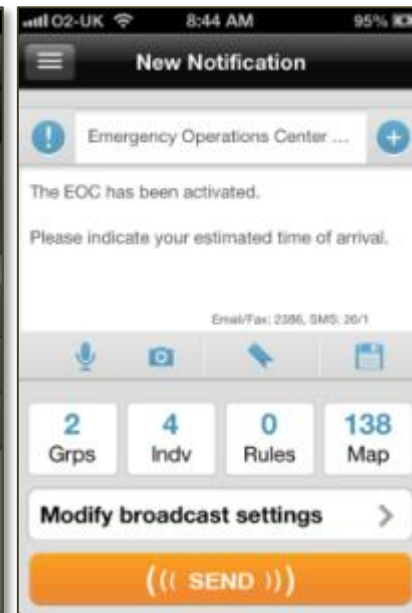
- Launch on-the-fly or from a template
- Monitor in real-time
- Record a voice message and send immediately or save as a template
- Attach an image from your device
- Draw on a map to select contacts.

Adaptive

- Work under low bandwidth/connectivity
- Use Apple® iOS and Android™ devices
- Website optimized for any mobile device



Notify & run reports



Build new messages



Select contacts on maps

Only mobile management app with integrated GIS-targeting.

4 out of 5 emergency managers required mobile management for critical communications

Source: Everbridge Survey

Ensuring Your Success: Support

Multiple Options for Message Initiation

- Web-based self service
- Mobile message initiation using the Mobile Manager
- IVR phone-based
- Live operator assisted
- Live person onsite

Customer Support

- Live Phone and Email Support 24 x 7 x 365
- Privileged Client Portal access for the latest service information,
- Documents, knowledgebase content, FAQs, and case reporting and management.

Network Operations Center

- 24x7x365 Support team assistance



Professional Services

Implementation Services

- Standard – remotely delivered service gets customers onto the service in less than 2 weeks
- Premium – on site consultants facilitate a full implementation of the service and conduct user training

Everbridge University On-Line

- 95 courses; 190 lessons
- Over 28 hours of web delivered training
- Includes a user certification program

Consulting Services

- Platinum Service program offerings
- Certified Emergency Management professionals on staff to support our clients anytime, anywhere.
- System integration and custom application hosting
- Advanced configuration and best practice consulting

Commitment to Customer Success

Everbridge University

- 20+ hours of free interactive online learning modules via Everbridge University

Professional Services & Implementation

- Vertically focused, consultants & implementation specialists to assist with best practices, training, integration, data upload, configuration and testing

Customer Support

- 24x7x365 support via phone and online portal

Dedicated Account Managers

- Dedicated Account Managers assigned to each customer and vertical to help with best practices