



EVERBRIDGE MASS NOTIFICATION FOR IPAWS WEA

Send geographically targeted alerts to wireless devices



WHAT IS EVERBRIDGE MASS NOTIFICATION FOR IPAWS WEA?

Sending Wireless Emergency Alerts (WEA) is crucial for federal, state, and local governments. During a major storm, national emergency, or other critical situations, government officials want to deliver warnings quickly and efficiently to keep individuals safe.

The Integrated Public Alert & Warning System (IPAWS) for WEA allows authorized government alerting administrators to send geographically targeted notifications through a mobile carrier. WEA warnings can be sent to mobile devices when individuals may be in harm's way, without the need to download an app or subscribe to a service.

Everbridge Mass Notification for IPAWS WEA takes traditional notifications to the next level. This message origination module opens up a new communication channel in support of the IPAWS WEA program and includes an additional message form that is embedded in the Everbridge notification workflow, making it easier for authorized public safety officials to target and launch alerts integrated as part of their emergency communications workflow.

KEY BENEFITS

- + **SIMPLE INPUT FORM** – Simple FEMA compliant form focuses on only the most important information
- + **TARGETED NOTIFICATIONS** – Geographically target messages to individuals using county-based Specific Area Message Encoding (SAME)
- + **INTEGRATED WORKFLOW** – Embedded in the existing Everbridge notification workflow, there is no need for users to open another application
- + **ADVANCED TRAINING** – “Training Mode” enables organizations to teach users about the system without sending an actual message

ON-THE-GO-ALERTING

This new partner functionality enables users to create and transmit customized messages directly from an iPad application.

Quick, easy emergency notifications



THE ONLY END-TO-END PLATFORM

Planning: Everbridge is easy to set up, maintain, and organize, meaning that you're always ready for a quick, coordinated response. Everbridge ensures that the right messages get to the right people - with the most advanced opt-in portal on the market, streamlined integration with internal and external data sources, and simple group and contact management.

Assessment: When trouble strikes, you need rich insight, presented simply - so you can quickly assess potential impact and make an informed decision to avoid loss. Everbridge offers the only solution on the market that meets these demanding requirements, with the most advanced interactive dashboard in the industry.

For a full product description, along with best practices and product details please see the Everbridge User Guide and Everbridge University.

Response: In critical situations, ease-of-use can mean the difference between an effective response and a mistake that carries serious consequences. Everbridge is engineered to be simple to use under pressure, with a user interface that accelerates time-to-message and reduces the likelihood of errors.

Delivery: Even during large-scale disruptions, Everbridge stays on. The most advanced platform in the industry ensures that you reach your contacts - every time. And with worldwide coverage and capabilities, including globally local calling infrastructure and data storage, we're ready to support you wherever your people are in the world.

