Mass Notification
Keep Everyone Informed Before, During and After a Critical Event

Keep your people safe and business running – with the industry leader in Critical Event Management

Critical events happen every day: severe weather, workplace violence, active assailants, operational disruptions, IT and power outages.

Everbridge Mass Notification enables you to connect and inform your entire organization in an emergency – within seconds. Facilitate two-way communication and mobilize your response team. Know your people are safe and your operations, supply chains and brand reputation are protected.

Reach the right people, with the right message, at the right time

Broadcast to virtually any communication device and channel. Deliver spoken alerts with text-to-speech technology. Send notifications to individuals and groups using lists or geo-fencing. Virtually draw boundaries around a critical event and trigger automated alerts when a device enters the area. Send messages globally with multi-lingual support.

Send notifications and collect responses

- Text
- Email
- Mobile App Notification
- Voice Call
- Slack & MS Teams
- Desktop Alerts
- Social
- Digital Signage

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Mass Notification
Keep Everyone Informed Before, During and After a Critical Event

Manage everything in one simple, intuitive and automated platform

+ Send your message in seconds with one-page notification creation and one-click sending.

+ Eliminate errors with pre-configured templates and guided workflows.

+ Mobilize a coordinated response while securing all their communications.

+ Easily integrate with your business systems to access contact data.

+ Access full statistics for post-event analysis and regulatory reporting.

+ Run notification reporting and send follow-up notifications.

Secure, reliable, and market-leading

Communicate quickly and reliably during emergencies with a platform that is trusted by millions in 200+ territories and countries. Access secure collaboration and know your data is protected with 325+ security controls. Securely store your data in your country of preference.
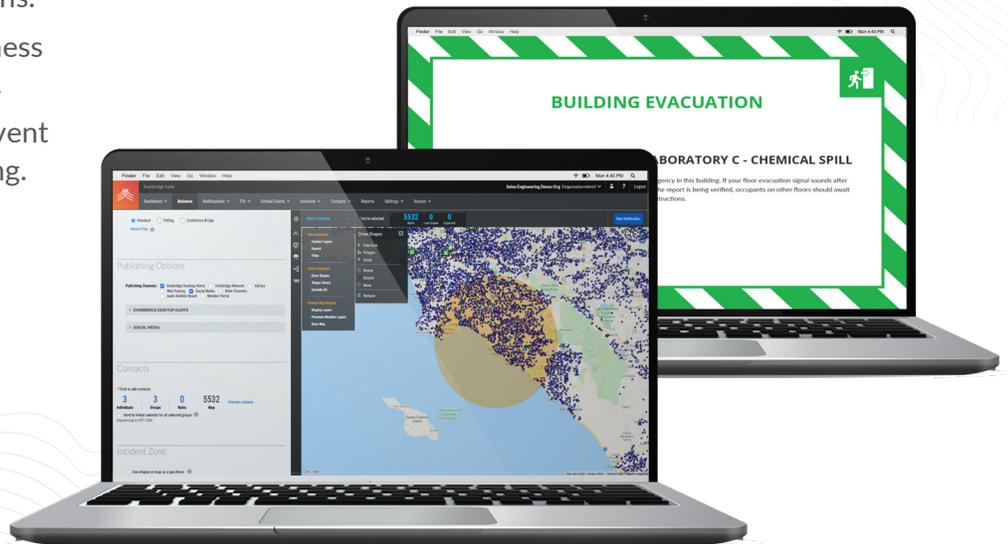
500+ MILLION CONTACTS MANAGED

5+ BILLION MESSAGES SENT PER YEAR

200+ SUPPORTED COUNTRIES AND TERRITORIES

99.99% UPTIME

200+ THOUSAND SMS SENT PER MINUTE

LVL 3 CERTIFIED DHS TELECOM SERVICE

100+ MODALITIES

Let's Chat

Do you have questions? Would you like to know more about Critical Event Management?

Get in touch or just call us at +1-818-230-9700 to learn more.

ABOUT EVERBRIDGE

Everbridge, Inc. (NASDAQ: EVBG) is the global leader in critical event management and enterprise safety software applications that automate and accelerate an organization's operational response to critical events in order to keep people safe and businesses running. Everbridge is based in Boston and Los Angeles with additional offices in Lansing, San Francisco, Beijing, Kolkata, London, Oslo, Singapore, and Stockholm.

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Resident Connection

Extend your Community Lifelines by maximizing the Whole Community approach to emergency communications. When life safety communications matter most, reach your residents and businesses across landline, VoIP, and mobile phone numbers.

Deliver a Whole Community approach to emergency communications

Public safety and emergency management agencies need ways to maximize their reach when delivering life safety messages to their communities.

What is the challenge?

+ Landline emergency telephone databases have lost over 50% of residents due to mobile phone adoption.

+ Jurisdictions may struggle to drive subscriptions to resident notifications or see low opt-in and adoption rates.

Everbridge's Resident Connection provides public authorities with direct access to the largest localized database of US residential and business phone numbers for official life safety communications. The solution provides additional contact to your current Everbridge opt-in subscriber database to ensure maximum reach.

Resident Connection utilizes Everbridge's National Life Safety Database, which contains over **265 million** landlines, VoIP, **AND mobile phones** in the United States.

Enhancing your emergency communications by adding Resident Connection to your current opt-in subscriber database creates a more informed and aware community during public safety emergencies.

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See How Resident Connection Increases Your Reach:

BEFORE RESIDENT CONNECTION
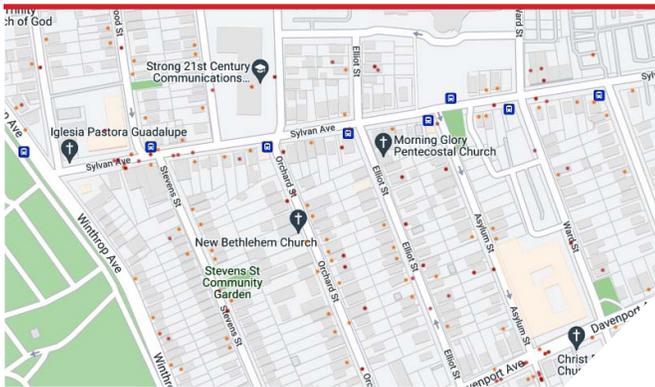
AFTER RESIDENT CONNECTION
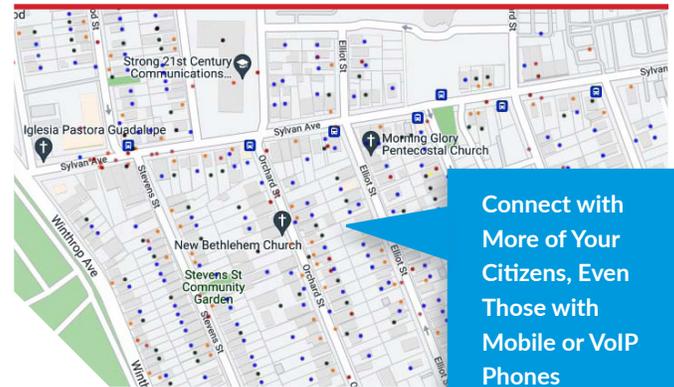
Connect with More of Your Citizens, Even Those with Mobile or VoIP Phones

FEATURES AND CAPABILITIES

Expand Your Reach to More Residents and Businesses Instantly:

+ Resident Connection is an automated data feed added to an existing Everbridge account.

+ Geo-target communities for distribution of emergency communications and instantly know who, and how many residents you can notify.

Reach More by Landline, VoIP and Mobile Phones:

+ Reach beyond your opt-in and 911 databases.

+ Notify the right people for both emergency and non-emergency public safety communications

+ Leverage pre-loaded jurisdiction boundaries and POI data

+ Enable inclusions and exclusions area for targeted communications

+ Visualize selected contacts on a map before sending out communications

Get Reliable, Accurate and Secure Information for your Internal Stakeholders:

+ System safeguards built in to prevent non-emergency messages to be sent through channels that are only for "Imminent Threat to Life"

+ Contact database is refreshed monthly, for the most up to date contact information

+ Data is secure, protected and complies with FCC guidelines for usage

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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 Organizations Running™. Everbridge serves 8 of the 10 largest U.S. cities, 9 of the 10 largest U.S.-based investment banks, 47 of the 50 busiest North American airports, and 9 of the 10 largest U.S.-based health care providers. Everbridge is based in Boston with additional offices in 25 cities around the globe.

For more information visit **www.everbridge.com**, read the company blog, and follow us on LinkedIn and Twitter.

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Everbridge Public Warning Center
Protects People Before, During and After Critical Events

Setting the standard for next generation population alerting systems with the only all-channel, intelligent critical communication platform to help public authorities protect people when it matters.
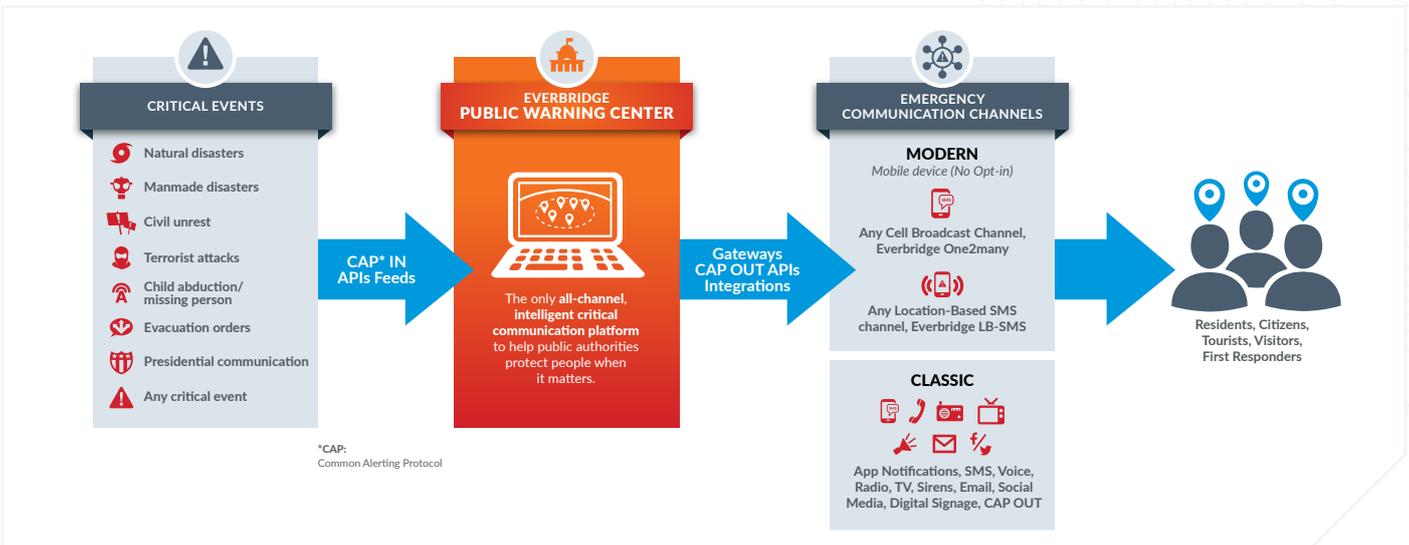
Governments and emergency agencies around the world have a responsibility to keep the public informed before, during, and after a critical event. Public Warning Systems are used to quickly communicate official important information to the public, alerting citizens, residents, and visitors of imminent and developing major emergencies and disasters.

## Increasing Risks and Changing Needs Requires 21st Century Population Alerting Technology

Populations, all over the world, are exposed to increasing natural and manmade disasters:

+ Natural disasters such as earthquake, tsunami, flash floods, city floods, sea level rise, marine pollution, tornado, severe storms, hurricanes, typhoon, cyclones, wildfires, volcano eruption

+ Complex crises and cascading events, large scale industrial accidents, water shortage/pollution

+ Terrorist attacks, civil unrest, special events, active Shooter

+ Child abduction/missing person

+ Evacuation orders, lockdowns and curfews

The Only Unified All-Channel, Intelligent Population Alerting Platform

+ For all countries, big or small.

+ Expandable: from a basic public warning solution to the more sophisticated hybrid and multi-channel setup

+ Scalable: from notifications to a limited affected area to reaching millions across an entire country in seconds

+ Intelligent: ingest feeds from detection systems, correlate and provide instant situational awareness

Reach out to everyone via all modalities, including fixed and mobile phones, mobile apps, email, SMS, voice calls, social media posts, sirens, radio, TV, social media, digital signage, and opt-in address based systems.
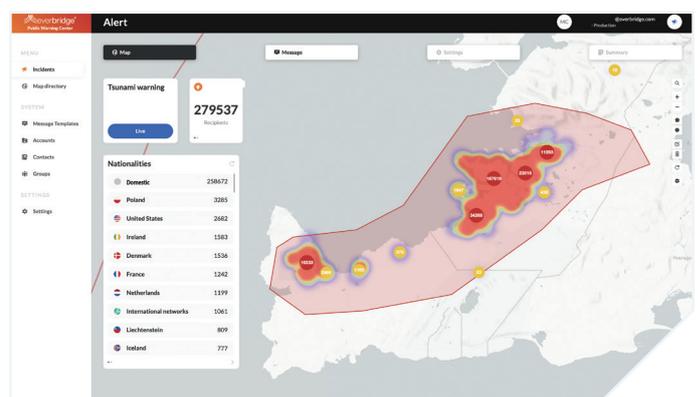
## Gain Visibility Into the Affected Area for Insights Into What's Happening

Real-time situational awareness brings intelligence about the numbers and locations of people to shape decision making when seconds matter, without collecting any personally identifiable data.

Smart Hybrid Combines the Best of Mobile Device Alerting

Combined alerting using Cell Broadcast and Location-based SMS ensures maximum population reach and allows for a more differentiated alerting approach depending on the critical event i.e., using Cell Broadcast for a first immediate warning, then Location-Based SMS for follow-up instructions using two-way communication.

Smart Send for Optimum Delivery

Avoid delays or network congestion. Using real-time monitoring of SMS delivery reports during sending, the solution adapts and can shift from SMS to CB to meet the operational alerting time targets, based on key indicators like population reach %, and maximum sending time.

Smart Location, the time machine from Everbridge

Makes it possible to reach people who:

+ have left the affected area already (post-evacuation follow-up)

+ have visited the area a few hours earlier (witness reach for missing child, biohazard, or chemical leak...)

+ visit the area on a regular basis

People's Privacy Protection

The use of Cell Broadcast and Location-Based SMS does not require any opt-in into the system and does not require the download of a mobile app. No PII data information is collected, stored or processed.

Automated Notification on Entering an Incident Zone

Alerts can be kept active for the duration of a critical event and will automatically notify everyone entering the pre-defined incident zone. Examples: evacuation orders, lockdowns, curfews, ...

Notify residents even when they are traveling abroad

Alert citizens when traveling outside of the country as incidents develop in the visited country, as well as events happening in their home country.
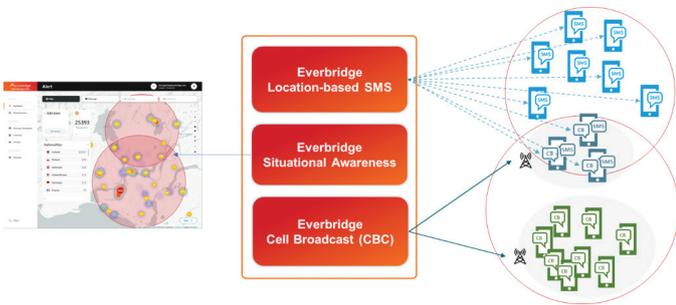
Let's Chat

Do you have questions? Would you like to know more about Public Warning? Get in touch at **publicwarning@everbridge.com** to learn more.

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