



FAQ: Mass Notification

What is Everbridge Mass Notification?

Everbridge Mass Notification enables users to send notifications to individuals or groups using lists, locations, and visual intelligence. This comprehensive notification system keeps everyone informed before, during and after all events whether emergency or non-emergency.

What geographic and mapping capabilities are included?

Everbridge Mass Notification allows users to save and organize critical and often-used shapes and boundaries to improve communication speed and accuracy.

In addition to standard mapping tools (zoom, pan, drawing, etc.) you are able to:

- + Search or filter contacts using any attribute or combination of attributes in the contact profile.
- + Exclude geographic areas and contacts based on profile attributes.
- + Search address, location or point of interest.
- + Create or import regions for one-time use or store to the Region Library for reuse later.

Does Everbridge Mass Notification include tools for profile management?

Mass Notification provides branded, customizable profile management portals to administer both publicly available and private (invitation only) opt-in. Both are accessed via a link on your website that directs them to the opt-in interface. Public and private portals are Section 508 compliant and include field-level view/read/write access controls. The intuitive interface enables recipients to quickly and easily manage their preferences including contact information, locations they care about, alert preferences and more.

How advanced are Everbridge Mass Notification's mobile capabilities?

Everbridge Mobile Manager brings the power and security of communications and incident management to mobile devices everywhere, even under adverse network conditions. Support for multi-platform smart phones and tablets including Apple® iOS and Android™ devices are provided. Simple and easy to use, Everbridge's Mobile Manager is designed to enable monitoring and

management of incidents from your portable device. Everbridge Mobile also provides the ability to record a message from their Mobile Manager application which can be used immediately or made available to others to initiate a notification from a central command.

Can Everbridge Mass Notification be used internationally?

Absolutely; you can broadcast messages globally, in any language. Mass Notification is packed with features to help you personalize your reach to a global audience, including:

- + Multilingual text-to-speech capability enables you truly to localize communications.
- + Globally local call routing increases the quality, delivery speed and volume of voice notifications; your global calls will be initiated using providers that are local to the call recipient.
- + Customized global caller ID enables you send a single notification anywhere in the world with a caller ID that is customized per country and local to the call recipient.
- + Easily notify contacts and/or manage contact data across multiple distributed data stores from a single access point. Store your data locally and securely in your country of preference and comply with the regulatory requirements of that locale.

Does Everbridge Mass Notification include any reporting tools?

Comprehensive reporting and analytics capabilities are included and provide you with powerful, accurate incident analyses in real-time. More than analytics, you benefit from actionable intelligence that you can use immediately to take further action, including rebroadcast and follow up notifications, as well as the ability to measure your communication program's effectiveness and to continually improve its efficiency.

What is call-throttling and how do I know if my organization needs it?

Call-throttling allows Everbridge clients to pre-determine the optimal call volume for their notifications. This enables customers to deliver notifications while avoiding congestion at any single location. Most emergency/mass notification solutions define call-throttling as a load-balancing mechanism or standard algorithm preset within their application, whereas, Everbridge exclusively empowers system administrators to configure their rules based on their infrastructure's capacity.

If your organization utilizes a PBX or has recipients in a localized physical area, such as a campus with limited Central Office (CO) infrastructure, there may be capacity limitations around simultaneous inbound calls. If there are capacity limitations, broadcast delivery throttling can be utilized to define the desired call delivery rate.

How many contact paths are supported?

Everbridge Mass Notification includes support for up to 13 contact paths, providing flexibility in broadcasting messages to virtually any communications device. Recipients can update their contact information and prioritize the device order in which they are contacted. Escalation follows the order of a customer's contact preference designated by the recipient and stops once the recipient confirms receipt.

The Everbridge Difference

With Everbridge providing the most accurate and up-to-the minute information at your fingertips you can make better decisions and manage the safety of your employees, key stakeholders and/or citizens, the tone and content of public sentiment, as well as the reputation of your organization with ease. A multi-tasking interface streamlines communication efforts and in turn increases the efficiency of incident management and critical communications. When you can communicate with anyone, anywhere in the world at any time via any communication device you are better equipped to enhance communications to save lives, manage critical activities, and improve the efficiency of daily operations.

Are clients required to use different interfaces/databases to access different products and features?

Mass Notification provides unified access with distributed contact data management and that means that there's one access point for all Everbridge products. In addition to the centralized access, this ensures our customers will always have the most current version of the product and platform.

You also have the option of storing your Personally Identifiable Information (PII) in the country of your preference in compliance with the regulatory requirements of that location. Since the access point is unified, location of the data is made transparent to the user. This means that a customer with multiple, distributed data stores doesn't need to do anything special in order to access or manage this contact data or notify contacts.

Do clients need to contact Customer Success to make changes to organization settings?

Comprehensive administration capabilities give clients the ability to manage all aspects of their organizational communications without having to contact Customer Success. An intuitive administrator interface enables clients to make changes and modify settings on-the-fly.

About Everbridge

Everbridge provides industry-leading interactive communication and mass notification solutions to organizations in all major industries and government sectors. Everbridge solutions increase connectivity to key audiences, automate communication processes, and integrate recipient feedback, data feeds, and social media in a single communications console. Ultimately, these solutions provide the insight and infrastructure that help clients save lives, manage critical activities and improve the efficiency of daily operations.

