

# 125 Old Broad Street

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Piero Ferrari  
**Operations Manager**

## OVERVIEW

125 Old Broad Street is a 26-storey multi-let office block, situated next to the Bank of England. Currently occupied by fifty-four different companies, across a diverse range of businesses including solicitors, finance companies and IT companies, approximately 2000 people work in the building.

## PROBLEM

Communicating with the occupiers of 125 Broad Street, to alert them to any issues of security, facility provision or external factors is crucial to the smooth running of the building.

## SOLUTION

Originally iModus customers, 125 Old Broad Street used the platform to receive communications from the City of London Police. Migration to the Everbridge platform has provided opportunities to optimise the potential of a mass notification solution.

### WHAT IS THE PRIMARY FUNCTION FOR YOUR EVERBRIDGE PLATFORM?

We used the iModus platform to be informed by the City of London Police of any potential disruption. This may have been transport issues, local incidents, accidents or security threats. We then filtered these messages to those managers on our distribution list. At the moment, as we are just starting to use Everbridge, we are continuing to use it for the same purposes, but we do recognise that it is more dynamic, interactive and intuitive than iModus and can be used to communicate problems in the building to our occupiers. We can add value to our service delivery. It's early days for us, we are a fairly static organisation and, I'm pleased to say, a well-run building, so we haven't needed to utilise the platform for any major incidents, but everyone will benefit from being able to send and receive messages.

### TELL US ABOUT THE MIGRATION TO EVERBRIDGE.

The migration was very slick, very easy. Everbridge had clearly done a lot of background work to facilitate this. I found the training and videos very helpful and the availability of Everbridge University enables me to clarify any issues as I use the platform. The conference calls and one-to-one support were well tailored and invaluable.

### HOW DO YOU ENVISAGE THE PLATFORM BEING USED IN THE FUTURE?

It will definitely enhance communication. We haven't used it for two-way communication yet, but the potential for visibility through communications is excellent. It is a very powerful tool. Imminently, I plan to add more administrators, for instance the security management and service desk. For them to be able to send out messages

independently will improve their productivity. I see the platform being used organically, it is currently a learning process, because it is so much more intuitive, but it offers us great opportunities as it embeds in the organisation.

### HOW WOULD YOU DESCRIBE EVERBRIDGE?

It's an excellent tool for communicating with your occupiers in the event of an incident or accident on site. It provides instant connectivity that needs to be read and acknowledged. I like that it has to be acknowledged, this is a great evolution from iModus.

Everbridge as a company has provided us with excellent service as we have migrated from iModus and I have appreciated the support we have been given.

### About Everbridge

Everbridge is a leading unified critical communications platform trusted by corporations and communities of all sizes that need to reach the right people for immediate action, collaboration, and decision-making. Connecting millions of people and internet-connected devices, the company provides reassurance that secure, compliant messages are delivered, locally and globally, received and responded to, no matter the recipient's location. Everbridge is based in Boston, Los Angeles, San Francisco, Beijing and London.

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