Axel Springer SE

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> It is astonishing how quick and easy it is to send a notification and to create ad hoc groups and pre-defined alerts. The substantial time that we gain and the confidence that we have that all of our system users know in an instance how to use the solution is invaluable."

Axel Allerkamp
Head of Crisis Management

OVERVIEW

Axel Springer SE is the leading digital publisher in Europe and its flagship tabloid 'BILD' is the highest circulation newspaper in Europe, with a daily readership in excess of 6m in German speaking countries alone. As a result of consistent international expansion and a digitalisation of the industry, Axel Springer SE is the market leader in the German print business, and is active in more than 40 countries worldwide through its subsidiaries, joint ventures and licenses. Informative and entertaining journalism is a viable business model for Axel Springer SE. Marketing and classifieds are the other two business segments in which the company is traditionally strong in.

PROBLEM

Axel Springer used an emergency notification solution from a different provider for over 10 years, which could no longer satisfy their ever growing business needs and requirements. The creation of notifications was complicated and too time-consuming to send alerts quickly.

SOLUTION

The ease of use and flexibility of the Everbridge solution allows Axel Springer to communicate quickly and efficiently. The wide-ranging solution suite offers amongst many features, two mobile apps to send and receive alerts as push notifications, in order to assure a robust two-way communication.

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Q&A with Axel Allerkamp, Head of Crisis Management, Awareness & Security Evaluation (C.A.S.E)

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PLEASE TELL US WHY YOU WERE LOOKING FOR A NEW CRITICAL COMMUNICATION SOLUTION AND DESCRIBE YOUR EXPERIENCE DURING THE TENDER PROCESS WITH EVERBRIDGE.

One of my core duties is to ensure that the right people get the right information under all circumstances. Both the notification sender and the recipient need a solution that is easy to use and reliable. As the administration of, and training on our previous solution was very elaborate and felt like a "click-chaos", we started searching the market for a more intuitive and better critical communications solution. The fact that Everbridge complies with German Data Protection was a prerequisite for the tender process.

It became evident during the tender process and its pilot phase that the Everbridge solution could fully comply with our requirements. Another important aspect was security. Everbridge's coherent concept of physical security, information security and data security convinced us. Furthermore, the understanding of our requirements, the support and engagement of the Everbridge team was excellent and we have already fostered a very good partnership.

WHAT ARE THE KEY BENEFITS OF THIS EVERBRIDGE SOLUTION AND WHAT HAVE YOU GAINED BY CHOOSING EVERBRIDGE OVER OTHER PROVIDERS?

We have gained technical, financial, as well as psychological benefits by changing providers and choosing Everbridge.

From a technical perspective the solution is superior over our previous solution, thanks to its ease of use, simple data management, the mobile apps and its rich Incident Management feature. We can very quickly create groups and ad hoc alerts.

The financial benefits stem mainly from the gain in time. Due to the complicated user interface of our previous solution, we had to launch test alerts and provide training on a regular basis in order to remind staff of how to use the solution. This work is no longer required thanks to Everbridge's intuitive user interface and the Everbridge workshops held at our premises in Berlin.

Then there is the type of benefit which you cannot measure in numbers. The flexibility of the Everbridge solution also extends to its data management. The solution offers a private member portal which enables all staff to update and maintain their own contact data, qualifications and any other helpful information. This does not only facilitate the maintenance of data for our team, but also provides our entire staff with the option to decide what kind of data they want to provide us with. Our employees' right to determine which data they provide was not possible before and has a pyschological benefit which is of inestimable value.

WHAT ARE YOUR FUTURE PLANS FOR THE EVERBRIDGE SOLUTION?

We will use the solution primarily to inform staff quickly and effectively, or to bring key stakeholders together. The goal is to provide the same scope of information to everyone who is concerned.

The next step is to extend the internal use cases of the solution across the different business units to ensure we achieve even more ROI. The integration between Everbridge's IT Alerting Solution and other internal softwares such as Service Now plays also a big role in this context, in order to automate communication and to optimise response times during IT incidents.

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.

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