



How Greece set the bar high to protect the public at critical times

The winning public-private partnership between Greece and Everbridge to keep people safe





Background

The Greek Mobile Operators Association (EECT) is a non-profit organization, founded in 2008. EECT represents its members (Cosmote, Vodafone, and WIND) on non-commercial issues relating to the Greek Mobile Industry and plays an advisory role with the regulatory authorities. It also participates in the decision-making process of technical or standing committees at local, European, and international levels, cooperating with various authorities and organizations of the mobile telecommunications industry in different countries regarding bilateral and multilateral agreements.

By working together with the three Greek Mobile Network Operators (MNOs), EECT is instrumental in identifying and implementing solutions that benefit its members and the Greek public. For instance, licensing agreements, promoting the broadband agenda, and ensuring the MNOs meet their civil protection obligations for nationwide public warning.

The need for a public warning system

Greek authorities decided to optimize the management of emergency incidents and situations by implementing a nationwide public warning solution. The government wanted to move from reactive to a preventative approach when it came to managing ongoing emergencies. At the same time, they also incorporated Article 110 of the European Electronics Commission Code (EECC) into Greek law, per the updated European Union (EU) legislation. The EECC passed Article 110 in December 2018. Referred to as 'Reverse 112' in Europe, the EU legislative initiative required all EU member states to implement a public warning system, which used mobile phone technology by June 2022.

The Greek government proceeded to upgrade and harmonize the operations and capabilities of the European Emergency Service 112 in Greece. They incorporated the preventative approach, new technology solutions and ensured the project was consistent with the European standards and specifications. The new 112 includes any emergency service (Police, Fire Brigade, Emergency Medical Services, Coast Guard, the European hotline for missing children 116000, and the National Helpline for children SOS 1056).

This project focused on the rollout of one of the outbound components for mass alert 112 - the Cell Broadcast Service (CBS). In addition to following the requirements of Article 110, this project involved implementing the updated Greek Telecommunications Law that required national

MNOs to deploy and operate the CBS through their networks— at their own cost. Under the leadership of EEKT, the three MNOs decided it was better to approach this as an industry project and not as an individual project for each MNO. The outcome was to deploy a centralized Cell Broadcast platform, independent of MNOs.

The successful execution in 2019 and the multiple missions throughout 2020 confirms the interoperability of the system and the MNOs networks, as well as the continuous readiness of CB service. The service is available and fully operational throughout Greece.

Objectives

Given the importance of the EEKT project, its objectives encompassed the whole public warning chain, including:

- Shift from a reactive to a proactive approach for managing ongoing emergencies.
- Define and agree on the technical specifications for a public warning system.
- Adopt effective, modern, and future proof public warning tools and solutions.
- Work with the Ministry of Digital Governance and Civil Protection to develop the crisis management operating procedures.
- Deploy a stable platform to broadcast messages designed for particular crises.
- Develop a roadmap for new and extended public warning services.

Selecting the right partner

From the start, there was a sense of urgency to make this project a success. Selecting the right partner that could support the project's momentum by deploying a robust, proven solution as a single implementation serving all MNOs, with tens of thousands of cells, was essential.

Working in conjunction with the three MNO procurement departments, EEEKT issued the tender. EEEKT only included vendors with extensive telecommunications experience in the selection process.

The preferred partner to implement the Cell Broadcast Service of the public warning project was Ericsson (contractor) and Everbridge one2many (subcontractor).

Besides the Cell Broadcast Center's quality, three elements set Everbridge one2many apart from the other vendors.

- 01** The experience Everbridge had in deploying their one2many public warning solution, both within Europe and internationally, was highly advantageous.
- 02** The active involvement Everbridge has in the industry standards bodies ensured the solution would be in compliance. Standards compliance is essential when interfacing with three MNO's different Radio Access Network (RAN) equipment.
- 03** Everbridge was unfazed by the project's tight timeframes and, as a RAN agnostic vendor, even proposed ways to speed up the migration and integration of all the RANs based on their previous experiences.

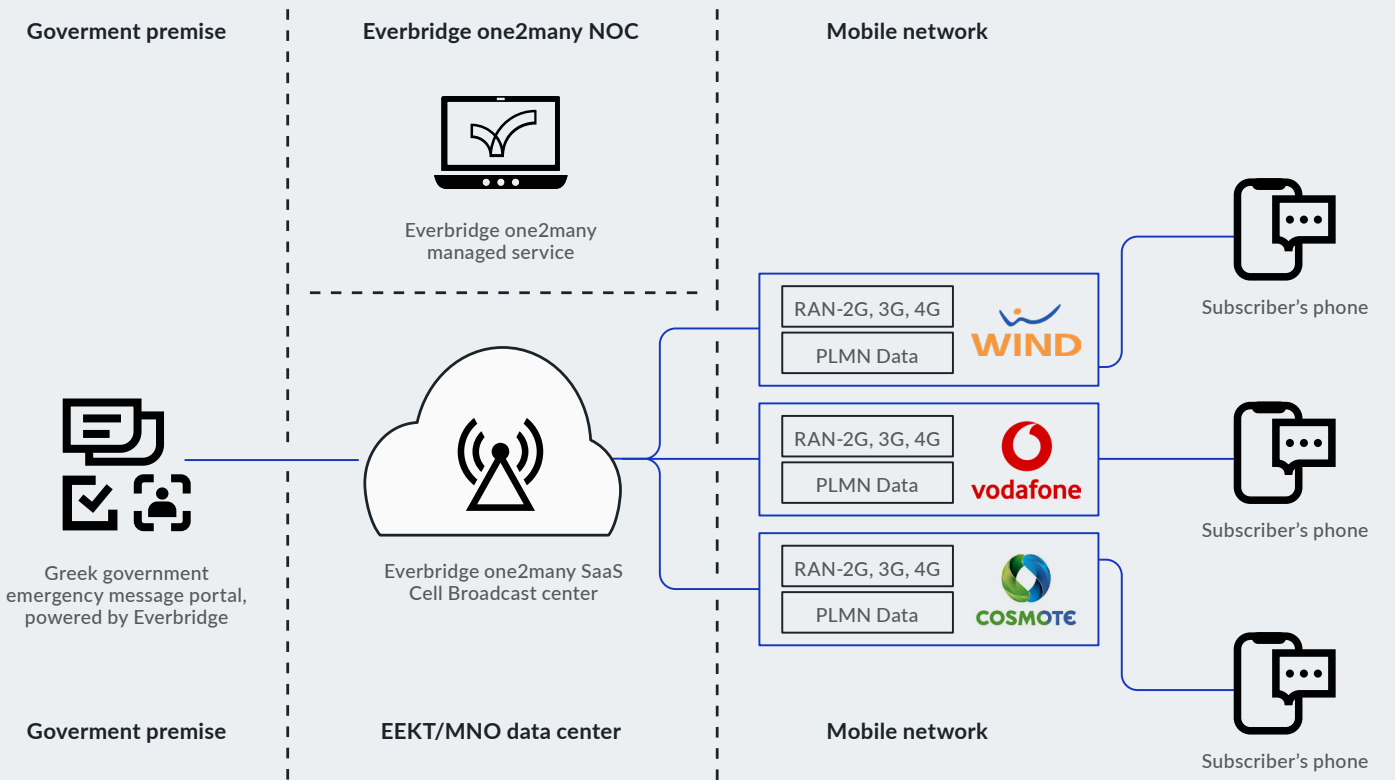


Solution

The Everbridge one-2-many centralized, managed Cell Broadcast service enables EEKT to establish a nationwide Cell Broadcast-based public warning solution, alerting the Greek population of risks, disasters, and/or emergency situations.

The solution consists of a SaaS based, centralized Cell Broadcast System integrated with all MNO networks and interfaces with the existing Cell Broadcast Entity (CBE) of Civil Protection Greece. It is deployed into the EEKT – MNOs agreed data center, with one2many providing 24/7 Network Operation Center (NOC) monitoring of the end-to-end Cell Broadcast Service.

High level overview of centralized Greek Public Warning Cell Broadcast solution



Stages of implementation

For a nationwide public warning solution to be effective, all aspects of the end-to-end process chain need to work together flawlessly. The Cell Broadcast solution is an essential tool in that chain.

There were three high-level implementation stages.

- 01** The initial stage focused on the data center. Working together, Everbridge and EEKT defined and agreed on the equipment specifications. Everbridge supplied the necessary equipment and set it up in the data center. From vendor selection to having the Cell Broadcast solution installed in the common infrastructure was achieved in just two months.
- 02** Once Everbridge installed the Cell Broadcast solution in the data center, the EEKT project team performed extensive testing. Upon successfully completing the rigorous UAT plan, the solution was declared ready for acceptance.
- 03** The final stage revolved around the integration of the solution to all the RANs of the three MNOs.

With time being of the essence, the commitment to roll out a successful solution was high across all parties. The project kicked off in July 2018, with Ericsson and EEKT leading all project management activities.

Offer, vendor selection, delivery, and commissioning took less than six months. EEKT, in cooperation with Civil Protection Greece, sent the first test broadcast message at the end of January 2019.

George Ntalas (Cosmote), Technical Project Manager for the MNOs, commented, “We didn’t imagine we could do it in such a short time. Whenever we needed Everbridge, they were there. It was reassuring to have a partner that demonstrated such commitment.”

The whole team worked long days, included late nights, weekends, and even over the Christmas period in 2018, to meet the project deadlines.



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Results

The speed at which the team completed this life-saving project is a testament to three interworking elements.

- EEKT's leadership liaising with the government secured clear direction and buy-in.
- The three Greek MNOs set aside individual commercial goals to work as one. This close collaboration is a showcase of what can be achieved in such a short period for the public's safety.
- The expertise Everbridge demonstrated in both the telecommunications domain and nationwide public warning, combined with the high customer service, ensured a successful deployment of a world-class solution.

From the first public emergency broadcast in May 2019, confidence levels in the nationwide public

warning solution continued to grow. Today, the solution is fully utilized across small localities and nationwide. Most recently, the Cell Broadcast solution sent emergency alerts to the inhabitants of Cephalonia, Zakynthos, and Ithaca islands regarding the hurricane-force winds.

George Stefanopoulos, EEKT General Manager, observed that life is about collaboration, and in times of crisis, working together can save lives and minimize catastrophes. "I'm proud of the results of everyone involved in the project. Everbridge played an important role in helping us achieve our goal."

The public warning solution in Greece has been recognized by EENA as one of Europe's first implementations to adhere to the EECC Article 110 for public warning - ahead of the 2022 deadline. Cell Broadcast technology ensures compliance with Article 110 for delivering public warning messages to the general public via mobile phones.



About Everbridge

Everbridge, Inc. (NASDAQ: EVBG) empowers enterprises and government organizations to anticipate, mitigate, respond to, and recover stronger from critical events. In today's unpredictable world, resilient organizations minimize impact to people and operations, absorb stress, and return to productivity faster when deploying critical event management (CEM) technology. Everbridge digitizes organizational resilience by combining intelligent automation with the industry's most comprehensive risk data to Keep People Safe and Organizations Running™.



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