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Everbridge Receives Perfect Marks from University

A university has relied on Everbridge for over ten years to send notifications to over 30,000 recipients, campus TVs, and their website during critical events.

Marketing and Channel Data Manager,
at a University

"Everbridge developed great knowledge and insight over the years, and its representatives bring that to the table during emergencies."

Customer Spotlight:
A Conversation with Marketing and Data Channel Data Manager

What is your primary use case?

We use Everbridge primarily for emergency communication. It could be used for smaller alerts, but we mostly use it for life-threatening events, like extreme weather or an active shooter. Only a couple of employees use and maintain the solution.

I took over Everbridge and re-engineered it for our university. I updated all the templates and trained various users. In the past, their use was simple and limited. I re-architected it to work with multiple systems. Everbridge was already in place when I joined, but I overhauled how we utilized the tool and connected it to more systems. We have optimized the platform over the last two and a half years.

The administration is cloud-based, so we log in and manage that. Nothing is on-prem except our contact list, which we upload via the API. Everbridge is deployed in two locations: our communications office and our public safety/emergency office. Those are the administrators. We have about 30,000 end-users who receive notifications, including faculty, staff, students, and online students.

How has Everbridge helped your organization?

Everbridge enabled us to minimize the number of people and amount of labor involved in sending out notifications during a crisis. Then maintenance has been minimal, so we don't have to maintain it as much when it's not in use. These systems have been consistent once we connected them and set them up. There are lots of ways to access the tool and send mass notifications during a crisis. Everbridge is reliable and effortless to use.

We can immediately get messages out through various channels from one platform during a crisis. Everbridge allows us to send messages in minutes. In an emergency, that can save lives. We reduced the number of people managing those individual channels to around five. Instead of crafting multiple messages for various applications and logging into different platforms like TV, website, email, etc., we can send alerts from one place. We have saved a lot of time by creating templates with messages that have been pre-authorized.

We only need to change a few fields, which saves us some headaches. It publishes messages to different channels automatically. That saves a huge amount of time compared to sending notifications from each tool one at a time. It also reduces the risk of error. For example, someone might fail to copy and paste the information correctly or mistype something in one channel. There's a lot less risk because it's in one area now.

What is most valuable about Everbridge?

Everbridge is a dynamic tool that integrates well with our other systems. We can trigger messages from one platform to multiple places. The messages are sent to campus TVs and our website. We've been able to connect it through a lot of different options.

How long have you used the solution?

I have used Everbridge for two and a half years. I don't know how long the university has used it, but it was here when I joined. The tool has been in place at the university for more than 10 years.

What do you think about the stability of the solution?

Everbridge has been perfectly stable so far. I've never had login issues or downtime.

What do you think about the scalability of the solution?

Everbridge is highly scalable. You can use it for multiple departments. For example, you can use the tool to notify people about IT outages. It has multiple potential use cases. And we could utilize a lot more additional functionality.

How would you rate customer service and support?

I rate Everbridge support a ten out of ten. They've always been responsive to tickets or feature requests. I have monthly meetings with my account representative. When we submit information to them, they've been phenomenal about getting back to us with answers and suggestions. They do a wonderful job providing customer service and training. Their engineers are always available to help you with troubleshooting or figuring out new ways to utilize their tools.

What was your ROI?

We see an ROI from the ease of use and reliability. Other systems can't manage a crisis as well as Everbridge. Unlike other SMS platforms or other tools, Everbridge is designed for emergencies, so the reliability is there. We haven't compared it with other tools because we've been with them for so long. This is the tool we trust for our emergencies and utilize instead of other ones we use for general communication.

I can't speak about other emergency platforms. I'm talking about commercial text applications that send students academic notices and grades versus Everbridge, which is what we use for a life-threatening emergency.

What's your experience with pricing, setup cost, and licensing?

The pricing seems fair.

What other feedback do you have?

I rate Everbridge Mass Notification a ten out of ten. Everbridge developed great knowledge and insight over the years, and its representatives bring that to the table during emergencies. They provide useful suggestions, training, guides, emergency planning programs, and other options to help you benefit from the tool and the professional knowledge that they bring. They've been involved in many emergencies over the years. I find that beneficial, especially if you have several new employees or people that haven't had to face some of these mass emergencies before. They prepare you with tons of information. I recommend looking beyond the technical aspects of the tool. As a whole organization, Everbridge provides many benefits, including workshops, training, speakers, guidance, various scenarios, and great customer service.

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™.

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

This case study originated from PeerSpot. You can find the original review here.