



From Dubai to Oman: How Everbridge managed a high-stakes border crossing



Challenge

Amid escalating regional tensions linked to the evolving Iran crisis, organizations faced increasing uncertainty surrounding regional security conditions, border controls, and cross-border travel movements across the Gulf region.

In February 2026, Everbridge received a short-notice request to support a group of business travelers in Dubai operating under rapidly changing circumstances and compressed timelines.

The initial requirement focused on protective security and secure ground transportation within the UAE. However, the scope quickly expanded from one hotel location to two separate sites, significantly increasing operational complexity and requiring the rapid scaling of personnel, vehicles, and coordination efforts.

As conditions evolved overnight, newly introduced border restrictions disrupted the original travel plan and transformed the mission into a more complex cross-border movement operation involving onward travel into Oman.

The client required a partner capable of rapidly adapting movement strategies, coordination across multiple jurisdictions, and maintaining operational continuity despite changing restrictions and limited operational certainty.



Solution

Everbridge activated its regional response framework mobilizing Close Protection Officers (CPOs), security drivers, and transportation assets within approximately 2–4 hours of the request. Simultaneously, operational teams initiated movement planning, stakeholder coordination, and continuous monitoring of border conditions and regional developments.

As the operation expanded, Everbridge rapidly adjusted support arrangements to maintain coverage across both Dubai locations while reassessing movement options in response to changing border regulations and operational constraints.

When the original onward travel plan became unviable, Everbridge developed and executed an alternative transfer strategy involving the rapid deployment of an Oman-based security and transportation team to facilitate a controlled handover at the UAE–Oman border.

The operation required:

- Real-time coordination across UAE and Oman jurisdictions
- Continuous route and border monitoring
- Rapid resource allocation and deployment
- Flexible movement planning and contingency management
- Stakeholder communication and operational oversight
- Precise timing coordination to maintain continuity of support

Throughout the mission, Everbridge maintained centralized operational oversight and continuous communication with stakeholders while adapting movement plans in real time as external conditions evolved.

Key Everbridge capabilities

Everbridge supported the operation with:

- Rapid deployment of regional security and transportation resources
- Protective security and secure ground transportation coordination
- Cross-border movement planning and execution
- Real-time monitoring of border restrictions and regional developments
- Flexible contingency routing and operational adaptation
- Coordination with trusted local partners and in-country teams
- Centralized stakeholder communication and operational reporting
- Structured crisis management and movement oversight under compressed timelines

Outcome

Despite rapidly changing operational requirements and evolving border restrictions, the operation was completed successfully, with all travelers safely transferred into Oman and supported through their onward regional departure arrangements.

The mission demonstrated the ability of the Everbridge team to rapidly mobilize regional resources, adapt movement strategies in real time, and coordinate complex cross-border operations under highly dynamic conditions.

By leveraging regional expertise, trusted local partnerships, and disciplined crisis management processes, Everbridge maintained operational continuity while prioritizing traveler safety throughout the operation.

Clients benefited from responsive operational coordination, flexible support models, and continuous visibility during a period of heightened uncertainty and disruption.

Strategic takeaway

Cross-border operations during periods of regional instability require speed, adaptability, and strong operational coordination.

This operation reinforced the importance of maintaining flexible response capabilities, trusted regional partnerships, and real-time situational awareness when managing short-notice international movements in rapidly evolving environments.

Organizations that invest in scalable crisis response frameworks, regional expertise, and adaptable movement planning are better positioned to protect personnel and maintain continuity when travel conditions deteriorate unexpectedly.

With Everbridge Travel Risk Management Services, organizations gain access to the operational agility, regional coordination capabilities, and experienced support teams needed to manage complex international movements with confidence.



Discover how Everbridge Travel Risk Management Services can help organizations navigate risk, support travelers, and maintain operational continuity at:

everbridge.com/speak-to-an-expert-trm-services/

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