



# Scaling crisis response across the Middle East:

How Everbridge supported 30 clients and 5,000+ evacuees



# Challenge

Following the rapid escalation of regional tensions across the Middle East, organizations faced significant operational disruption caused by airspace closures, flight cancellations, changing border restrictions, and heightened regional security concerns.

Clients required immediate support to protect personnel, maintain traveler visibility, coordinate cross-border movements, and manage evacuation planning across multiple countries under rapidly evolving conditions.

The operating environment was highly dynamic, with movement restrictions and security conditions changing frequently across the region. Organizations needed a trusted partner capable of delivering real-time operational coordination, regional expertise, and structured crisis management support at scale.

The response environment involved personnel movements originating from the United Arab Emirates (UAE), Bahrain, Iraq, Qatar, Kuwait, and Israel, while onward travel and transit coordination extended through the Kingdom of Saudi Arabia (KSA), Oman, Egypt, and Jordan.

In addition to safe movement coordination, clients required:

- Continuous monitoring of regional developments and operational risks
- Real-time traveler accountability and welfare oversight
- Flexible routing and contingency planning
- Coordinated communication across multiple stakeholders
- Centralized operational visibility during rapidly changing conditions

# Solution

Everbridge activated its regional crisis response framework through Everbridge, mobilizing dedicated operational coordination teams to support evacuation planning, traveler tracking, communication management, and cross-border movement coordination across the region.

As client demand increased, Everbridge scaled operations to support approximately 5,117 potential evacuees identified through client requests while providing operational assistance to 30 international clients, including Everbridge personnel.

Dedicated teams worked closely with regional transportation providers, aviation contacts, local partners, and on-the-ground networks to facilitate secure onward movement and maintain operational continuity under compressed timelines and uncertain conditions.

Throughout the response, Everbridge maintained continuous monitoring of:

- Regional security developments
- Airspace and airport disruptions
- Border accessibility and regulatory changes
- Flight availability and routing options
- Ground transportation and transit conditions

Operational plans were continuously reassessed and adapted in real time as conditions evolved across multiple jurisdictions.

To manage the complexity of the response, Everbridge implemented centralized coordination processes focused on:

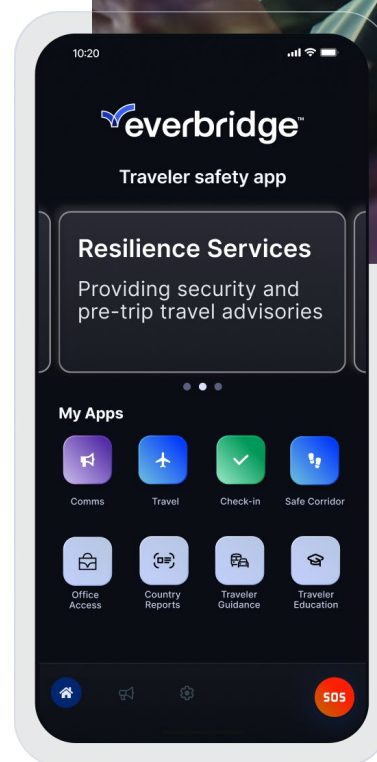
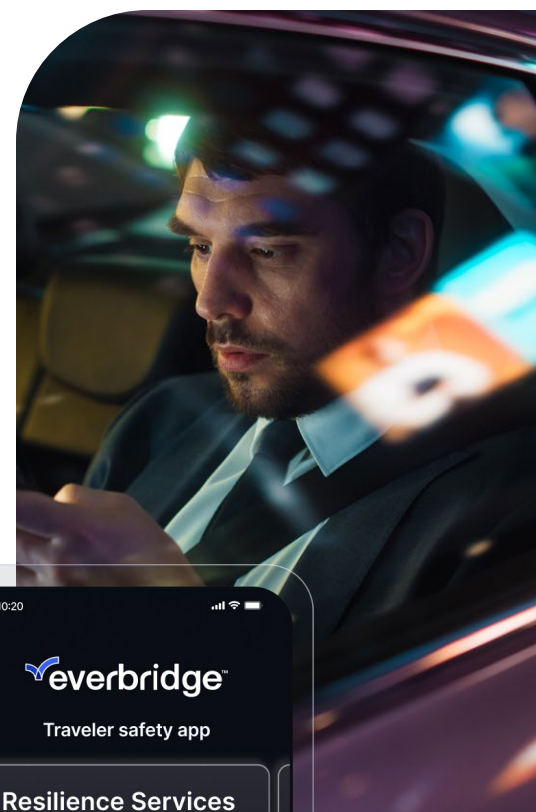
- Evacuation planning and traveler prioritization
- Cross-border movement coordination
- Ground transportation and transit support
- Airport facilitation and outbound flight management
- Traveler accountability and welfare monitoring
- Client communication and operational reporting

Clients received regular operational updates, route assessments, traveler status reporting, and recommended actions throughout the response, ensuring visibility and informed decision-making during a period of sustained disruption and uncertainty.

## Key Everbridge capabilities

Everbridge supported clients with:

- Regional crisis response coordination across multiple countries
- Evacuation planning and traveler movement management
- Real-time monitoring of geopolitical and operational developments
- Traveler tracking, accountability, and welfare oversight
- Cross-border routing and contingency planning
- Coordination with transportation providers and regional partners
- Centralized operational reporting and stakeholder communication
- Flexible response management under rapidly changing conditions
- Intelligence-led decision-making to support operational continuity



# Outcome

Despite the complexity of the regional environment and continuously evolving operational conditions, Everbridge successfully coordinated large-scale regional support operations while maintaining continuity of service and safe onward movement for affected personnel.

The response demonstrated the ability of Everbridge to rapidly scale operations, coordinate complex multi-country movements, and adapt evacuation strategies in real time during periods of geopolitical instability and transportation disruption.

By combining regional expertise, trusted local partnerships, intelligence-led operational planning, and structured crisis management processes, Everbridge maintained operational control and supported traveler safety throughout the response lifecycle.

Clients benefited from improved visibility, coordinated decision-making, and reliable operational support during a highly dynamic regional crisis.

# Strategic takeaway

Regional crisis events can escalate rapidly, creating immediate operational challenges for organizations with personnel distributed across multiple countries.

These operations reinforced the importance of preparedness, traveler visibility, flexible response planning, and strong regional coordination capabilities when managing evacuations and crisis response in uncertain environments.

Organizations that invest in structured crisis management processes, real-time intelligence, regional partnerships, and scalable operational support are significantly better positioned to protect personnel and maintain continuity during rapidly evolving situations.

With Everbridge Travel Risk Management Services, organizations gain access to the expertise, coordination capabilities, and operational agility needed to navigate complex regional disruptions 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/](https://everbridge.com/speak-to-an-expert-trm-services/)

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