



“ I’ve called Everbridge tech support at two in the morning asking for help and needing it at that very second. There is always somebody there and they are always quick to return the call. They’ll talk you through whatever it is you need and they’ll help get you back up and running again.”

Dave Hinkley
Business Continuity Manager,
Border States Electric Supply

OVERVIEW

Founded in 1952, Border States Electric Supply serves the electric utility industry by providing products, materials management solutions and delivery and logistics expertise to tens of thousands of customers across numerous industries, such as oil and gas, government and healthcare. With 62 locations across 16 states, Border States Electric Supply has unique communication challenges when handling different types of incidents.

PROBLEM

Given Border States Electric Supply’s numerous locations, the Business Continuity Department needed to quickly and easily reach employees with up-to-date information on incidents and weather-related events, such as hurricanes and fires.

SOLUTION

Border States Electric Supply selected Everbridge’s Unified Critical Communication Suite to help them connect with employees and provide real-time information about incidents that could impact them in the office, on the way to work and beyond.

WHY IS COMMUNICATION WITH EMPLOYEES IMPORTANT FOR BORDER STATES ELECTRIC SUPPLY?

Communication is key to any type of emergency response. We need to be prepared to handle any incident no matter how big, small or anything in between. With the geographic spread we have, we see everything from hurricanes to floods to fires and more. A key portion of handling any incident is going to be communication. Everybody wants to know what's going on, and they want to know the answer immediately.

HOW HAVE YOU USED EVERBRIDGE DURING INCIDENTS?

We just had an episode at our branch location in Phoenix, Arizona, which was severely impacted by a flash flood. Nothing was wrong with the facility but that majority of our people couldn't get in to work because of the flooding. We had just been down there two weeks ago to train employees on the whole process for incident management. A key piece of this was communications training. As such, we introduced them to the Everbridge system and trained them to be able to communicate out using the solution.

They came away from that saying, "we can really use that," and, sure enough, they had to use it shortly thereafter during the flash flood.

HOW DO YOU UTILIZE EVERBRIDGE MOBILE CAPABILITIES?

One of the big features of the system is that you get the same interface whether it's on a phone, iPad, Galaxy tablet or a PC. Another beneficial feature is the ability to record a message using a recognizable voice. If you're calling to say the branch just burned down, is an automated voice the way you want to go, or do you want to hear the branch manager telling you, "Everything is alright. We've got it?" The best way to do that is to put the voice recording on your message. With the PC it's doable, but with the iPad or mobile phone, recording that voice component is even easier.

About Everbridge

Everbridge, Inc. (NASDAQ: EVBG), is a global software company that provides critical communications and enterprise safety applications that enable customers to automate and accelerate the process of keeping people safe and businesses running during critical events. Everbridge is based in Boston and Los Angeles with additional offices in 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.