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Mark Terry

Director of Global Enterprise Security,
Rackspace Hosting

OVERVIEW

Rackspace is the world's number one provider of IT as a service, in today's collaborative world. The San Antonio, Texas-based company started as a small start-up in 1998 and has since grown to become a global company, with more than 6,000 employees and data centers and offices located around the world.

Q&A **Mark Terry,** Director of Global Enterprise Security, Rackspace Hosting

MANAGING ENTERPRISE SECURITY

At Rackspace, we understand the importance of implementing strong enterprise physical security protections. This is what enables people to come to work every day and feel comfortable – so they can perform at a higher level. Leadership has seen the value of these efforts and have bought into them 100 percent.

At Rackspace, all of our tools are integrated systems. We strongly believe that things should work seamlessly and flow smoothly. Our tools

need to be easy to use for anybody in the operations center.

All of our tools are based out of our global operations center in San Antonio. We also have duplicate capabilities in our United Kingdom office, which allows us to be agile and gives us a solid disaster recovery plan.

MANAGING CRITICAL EVENTS AT HOME...

Rackspace is a very large and dynamic environment with all types of employees. You never know what is going to set off the next event. Because of this, we were proactive in our approach to protecting against possible critical events.

In addition to Everbridge, we've utilized Shooter Detection Systems' Guardian technology in our buildings. That has linked seamlessly with Everbridge. The two companies actually partnered together, once we did the installation, to drive down our automatic notification times.

An active shooter notification will now go out in less than 60 seconds – and nobody has to touch anything, as it is completely automated. The operators in our operations center can focus on the event and not having to send that notification. That's a game changer.

...OR ON THE ROAD

Part of our responsibility is taking care of Rackspace employees, or Rackers as they are called, while they're outside of the four walls of our offices. We have a lot of Rackers who travel as part of their duties. Regardless of whether they're traveling state to state or country to country, we need to be able to take care of those people as part of our duty and care package.

We use Everbridge for our notification system in these situations as well. Their platform links in with both our international SOS system and our NC4 threat analysis system. These all feed seamlessly into the Everbridge system, which then allows us to immediately launch notifications to people when they might be in harm's way. Another critical feature for us is the ability to be able to check in on our Rackers and receive a message back from them, so we know they're okay – or if they need help.

A great proof of concept was the recent London terror attacks. We were able to launch a message to our Rackers who were traveling in the United Kingdom (and London specifically). We were able to quickly share the information of what was going on and tell them to take shelter and stay out of harm's way. Our team received messages back from all of them – including our Chief Security Officer – within eight minutes of the event, letting us know they were all safe.

REACHING OUR EMPLOYEES

The Everbridge tool has just made it easy for us to reach a maximum number of people quickly and easily – regardless of whether it's an active shooter event, an act of terrorism, or a weather-driven event or crisis. We feel confident that we're able to reach our employees in all those situations – locally or globally – and give them the best possible chance to be out of harm's way.

About Everbridge

Everbridge, Inc. (NASDAQ: EVBG) is the global leader in critical event management and enterprise safety applications that automate and accelerate an organization's operational response to critical events in order to keep people safe and businesses running faster. Everbridge is based in Boston and Los Angeles with additional offices in San Francisco, Lansing, London and Stockholm.

For a full product description, along with best practices and product details please see the Everbridge User Guide and Everbridge University.