



“ Before we started to use the Everbridge Platform, many of our team managers were not engaged in business continuity planning; now they have seen the benefits for themselves and know how end user friendly it is, they have embraced it. Because of the platform is so easy to use, we haven't used the Everbridge University much. We get each member of staff to fill out an email template and we plan to eventually have everyone update their own information, which is testament to the positive feedback and engagement we have received”

Hana Gray
Office Manager, City Index

THE CLIENT

City Index is one of the leading providers of spread betting, forex and CFD trading in the UK. Established in the UK in 1983, it has more than four hundred employees worldwide and offices in the UK, Poland, Singapore, China, Dubai and Australia. Innovative technology allows City Index to facilitate in excess of two million trades every month for individuals in over 50 countries worldwide.

In 2014, City Index moved from its previous emergency communications provider, to Everbridge. Hana Gray, City Index's Office Manager, gives an insight into the company's dedication to providing resilience for its clients and its global commitment to its responsibility for the health and safety of its people.

A REPUTATION FOR EXCELLENCE

When she joined the company, Hana noted that business continuity was more hands on at City Index, than at some of her previous places of employment and puts that down to the size of the company. However, she recognised that processes could be improved to be in line with the levels of excellence demonstrated in other areas of the business. “The system hadn't been benchmarked for some time, and our previous supplier wasn't supporting its UK customers to my expectations,” says Hana.” We were already using Vocal Everbridge for alerting, so transferring everything to the Everbridge platform made sense, although they won the contract on merit after it was tendered.”

A TAILORED APPROACH TO GLOBAL CHALLENGES

City Index need to be able to contact their staff at any time, and with the added challenges of different time zones and the communication restrictions found in parts of China, their platform has to be able to cope with every eventuality. The Everbridge online portal allows the company to tailor its methods of communication to individuals, and the option to use the system through the App, without any mobile system, resolves the issues in China. “We are a global company, with staff in six countries and customers in over fifty; we understand global challenges better than most. That is why we needed a notifications system that would work in every eventuality,” says Hana.

The location mapping has proved to be very popular, along with the scope to develop the system. Recording staff specific information and being able to manage incidents better as a result of that knowledge, are just some of the reasons City Index chose the Everbridge platform. Hana explains, “Recording who is a first aider, a fire marshall, travel details, nearest station, etc., combined with location mapping, means that in a major incident we can get the right people, to the right place, in a timely fashion. We can keep our staff informed throughout an emergency, and that should not be undervalued.”

ANTICIPATING RISK IN AN UNCERTAIN WORLD

City Index takes business continuity seriously and the Everbridge platform has unified everyone with the same application and process.

The system is regularly tested and audited. Regular meetings for all stakeholders has ensured improved engagement and the system has been used to demonstrate its advantages in the current uncertain climate. “We used the system during the Australian siege in December 14. Because of the time difference, we contacted all of the Australian staff overnight to let them know the office may go into lockdown; we needed to be sure they woke up to the information they needed.”

THE EVERBRIDGE EXPERIENCE

“Thanks to Everbridge we are seen to be THE model to follow for disaster recovery and business continuity planning in the industry. On a personal level, Everbridge has been available to answer our questions and their customer service has continued beyond signing of the contract which is a good measure of a company. I am very proud of how much my team and I have achieved to improve City Index’s BCP over the last couple of years, and I do value Everbridge and their platform’s input to that success.”

Hana Gray
OFFICE MANAGER, CITY INDEX

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.