Achieving Operational Resilience for Cellular Carriers:
Everbridge Critical Event Management for Digital

As the industry seeks ways to build the **best and fastest 5G experiences,** carriers must be armed with the tools they need to differentiate themselves from their competition.

Today, cellular carriers face a unique and expansive set of challenges when it comes to ensuring maximum operational resilience. With an increasing number of both physical and digital disruptions, such as severe weather events, civil unrest, cyberattacks, and unplanned outages, cellular carriers need a way to manage these critical events quickly and effectively. Furthermore, as the industry seeks ways to build the best and fastest 5G experiences, carriers must be armed with the tools they need to differentiate themselves from their competition. How does this happen?

A key component to cellular carrier's success is rooted in their ability to provide uninterrupted service which keeps existing customers happy and attracts new business. Everbridge helps cellular carriers achieve this goal by establishing operational resilience through keeping their people safe, assets protected, and business running. By prioritizing resilience, cellular carriers can adopt a proactive posture against crisis situations enabling them to maintain business continuity during disruptions, keeping customers satisfied.

Operational Resilience: Keeping Your People, Assets & Facilities Safe

With an increasingly mobile workforce, distributed teams, and large campuses, traditional safety measures do not offer sufficient protection. Everbridge empowers cellular carriers to begin managing critical events more holistically, accounting for the entire lifespan of a situation regardless of where people, assets, and facilities may be located. With Everbridge, carriers can shift to become more proactive through an increased ability to:

+ Identify threats before they happen

+ Protect and alert your workforce wherever they are

+ Automatically locate people, assets, and facilities that might be in harm's way

+ Keep people informed with location-based alerting capabilities

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- Automate communications and collaboration to see who is available in case of emergency and quickly disseminate response plans
- Provide and maintain two-way emergency communication
- Analyze post-event data for improved response in future

Automating Incident Response and Improving Customer Satisfaction

Everbridge CEM for Digital can help cellular carriers establish and maintain operational resilience by minimizing business downtime and accelerating incident resolution through automating communications, collaboration, and orchestration. CEM for Digital streamlines incident response to accelerate resolution across IT Ops, Service Ops, Sec Ops, DevOps, and IT BC/DR.

Everbridge CEM for Digital enables cellular carriers to manage the entire lifespan of incidents through an Assess, Locate, Act, and Analyze approach:

- **Assess:** Automatically gauge the severity and context of IT incidents
- **Locate:** Identify the right teams and personnel based on who's on-call, location, and skills

- **Act:** Facilitate communications, collaboration, and orchestration
- **Analyze:** Gain visibility into incident response performance across all areas of IT: Service Operations, Security Operations, DevOps, and IT BC/DR

This modern approach to incident management will help expand the reach of incident management workflows that help resolve issues at the pace of innovation. It will also equip any employee across the enterprise with the information and resources they need to support digital transformation and deliver uninterrupted customer experiences - all of which equates to building maximum operational resilience.

Everbridge powers the world's most reliable customer experiences with:

- 6,000 Enterprise customers
- 600M people reached
- 5B messages delivered
- 99.99+% uptime delivered

Let's Chat

If you are interested in learning more about how CEM for Digital can help your organization, reach out to Jamie Mills at **jamie.mills@everbridge.com** or +1 (703) 216-4774.

ABOUT EVERBRIDGE

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

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