everbridge®

The **Right** Response
TO CRITICAL EVENTS

Everbridge Public Warning

LEAVE NO ONE BEHIND

ABOUT
Everbridge Public Warning

Everbridge Public Warning is a **unified platform** for managing **targeted two-way communications** with the public **before**, **during** and **after** major incidents including pandemics, severe weather, earthquake, tsunami, terror attacks and other natural or man-made disasters that pose a threat to life or the safety of the population.

Powerful **location intelligence** combined with **two-way multi-channel** and **multi-agency** alerting capabilities, empowers government bodies and the emergency services with the tools they need to manage the response and keep people safe until things return to normal.

The platform is further strengthened by Everbridge's Critical Event Management capabilities providing a robust and proven solution for monitoring, managing or event mitigating the impact of public emergencies on a local or national scale.

Leave No One Behind
The impact of critical events can be felt for a few hours or can evolve over many days, weeks or months. When critical events happen, no one should be left behind or left out when communication can save lives.

Everbridge allows for communications across all phases of an incident from preparation to alerting to follow up and recovery, enabling countries to identify and communicate with all stakeholders: those who can help, those who need to know, and most importantly, those who are impacted.

USE CASES:

- Population alerting
- Organised evacuations
- Mobilising emergency teams
- Search and rescue operations
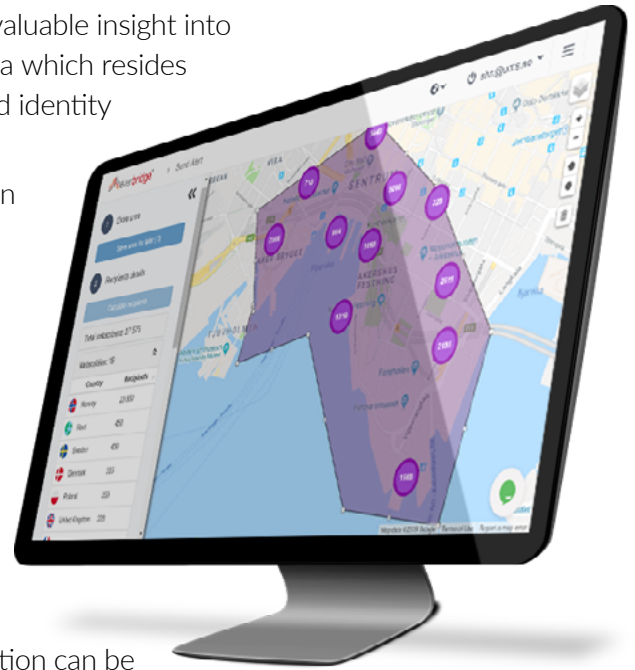- Situation analysis and contingency planning
- Crowd movement & communication

Real Time Amplified Situational Awareness

The Everbridge Public Warning Platform delivers in real time, valuable insight into population location and movements. Our technology uses data which resides within the cell phone network whilst protecting the privacy and identity of the cell phone user. This enables authorities to:

+ Calculate the total number of SIM cards (and people) in a defined area

+ Estimate crowd sizes to plan and deploy an appropriate emergency response

+ Confirm whether you have successfully evacuated an area.

+ Monitor the movement flow of people over time to plan out resources needed along different routes as an event unfolds, or to plan for a future one.

Also, using the location-based group alerting feature, emergency management personnel present in a particular location can be identified and deployed effectively, based on their current location.

Reach everyone and protect the most vulnerable

Everbridge enables authorities to reach everyone at risk, making it possible to identify anyone who is, was or might be impacted, including:

+ Where people currently are

+ Where people live and work

+ Where people have been in the past

+ Where people are planning to be in future

+ Visitors and tourists within the impacted area

+ Citizens who may be impacted by an incident whilst traveling overseas

In addition, we can support the needs of the most vulnerable people in society. For example, the elderly, those with medical conditions, disabilities or other physical constraints that might need assistance to receive and respond to emergency messages. The Everbridge platform works in concert with special needs registries and location-based targeting; to mobilize first responders, healthcare providers and volunteers.

Multi-Channel Population Alerting

Until now, Governments have been faced with a difficult choice when sending emergency messages - should they prioritize message REACH over message SPEED or vice versa? This trade-off could put lives at risk when minutes matter.

Using the Everbridge platform this compromise is avoided. Everbridge allows the user to adopt different combinations of the best alerting technologies or channels in order to send the RIGHT message to the RIGHT people at the RIGHT time, ensuring everyone is contacted an no one is left behind.

Geo Targeting

Everbridge provides the capability to alert people in a specific geographic area in a quick and efficient manner using location information from mobile networks and smartphones. Using a simple interface, the user can draw a polygon on a map to identify an incident zone, the message through any or a combination of:

- Location-Based SMS
- Cell Broadcast
- Mobile Push Notifications
- SMS
- Voice
- Email
- TETRA
- Social Media: Facebook and Twitter
- CAP Compliant for Sirens, TVs, Radio, Electronic Display Boards

Multi Agency Communications

Additionally, when it comes to national-scale alerting, multiple stakeholders can use the same solution, tailored for their jurisdictions.

The solution can be scaled from national to regional and state level, all the way down to police districts, with each agency having their own defined set of templates, roles, hierarchies and directories.

ADDRESS BASED ALERTING

The platform can also ingest national address registers or address registers provided by companies making it possible to distribute messages to residents in a selected area. A citizen portal can be added to allow individuals to update their contact information, subscriber options and communication preferences.

TRAVELLER ALERTING

When a major incident occurs overseas Traveller Alert System offers governing agencies like the Ministries of Foreign Affairs the means to identify and reach out to their traveling citizens and provide reliable information - in their national language:

+ Identify the number and location of domestic SIM cards connected to the network in a specific country overseas

+ Send two-way messages via SMS to travelling citizens across the globe in a secure manner

+ Monitor responses and take timely action to minimise the impact of both man-made and natural disasters

Two-Way Communications

Everbridge Public Warning allows you to seamlessly engage in two-way communication with people to check on whether they are safe and to receive requests for assistance. People can simply respond to SMS messages or polls that you send. This level of engagement makes for a far more robust system for protecting people. Using SMS messaging in this way is reassuring for people and can prevent panic during evacuations or similar situations where there is a lot of confusion or conflicting information from other sources.

Sending Messages in Native Language

Everbridge Public Warning can automatically detect the nationality of a person's SIM card and then send messages in the appropriate language to improve the effectiveness of communication to visitors and international travellers.

Privacy & Security

Everbridge ensures that only necessary data is exchanged between users and the operators. This information exchange happens over a secure protocol to prevent third parties from gaining access to the public alert system as well as private data. Sensitive data (subscriber phone numbers, operator's cell data etc.) are kept within the operator's network and never exposed to the client.

Analytics

Everbridge Public Warning includes full analytics and reporting so you can measure how many messages were sent in what modalities, deliverability rates, and notification confirmations. You can repeat messages or use different modalities to ensure you reach everyone.

Proven Scalability with Global Support

For over 18 years Everbridge has provided population alerting at local, regional and countrywide level and our platform is relied upon by over 3,700 public authorities across 13 countries and 66 states and territories. In 2019 the Everbridge platform sent 3.5 billion messages reaching 550 million people around the globe.

Everbridge Public Warning offers proven reliability and scale, having served populations from a few thousand to many tens of millions. It is backed by the global resources of Everbridge Inc, the industry's only publicly traded company.

Security, governance, and privacy are core to the Everbridge platform and have always been key components in all aspects of our service and business
Our R&D department is larger than the entire staff count for other suppliers in this industry.

About Everbridge

Everbridge, Inc. (NASDAQ: EVBG) is a global software company providing enterprise software applications that automate and accelerate organizations' operational response to critical events in order to keep people safe and businesses running. During public safety threats such as active shooter situations, terrorist attacks or severe weather conditions, as well as critical business events including IT outages, cyber-attacks or other incidents such as product recalls or supply-chain interruptions, over 5,000 global customers rely on the company's Critical Event Management Platform to quickly and reliably aggregate and assess threat data, locate people at risk and responders able to assist, automate the execution of pre-defined communications processes through the secure delivery to over 100 different communication devices, and track progress on executing response plans.

The company's platform sent over 3.5 billion messages in 2019 and offers the ability to reach over 550 million people in more than 200 countries and territories, including the entire mobile populations on a country-wide scale in Australia, Greece, Iceland, the Netherlands, Peru, Singapore, Sweden, and a number of the largest states in India.

The company's critical communications and enterprise safety applications include Mass Notification, Incident Management, Safety Connection™, IT Alerting, Visual Command Center®, Public Warning, Crisis Management, Community Engagement™ and Secure Messaging.

Everbridge serves 8 of the 10 largest U.S. cities, 9 of the 10 largest U.S.-based investment banks, 47 of the 50 busiest North American airports, 9 of the 10 largest global consulting firms, 7 of the 10 largest global auto makers, all 4 of the largest global accounting firms, 9 of the 10 largest U.S.-based health care providers, and 6 of the 10 largest technology companies in the world.

Everbridge is based in Boston and Los Angeles with additional offices in Lansing, San Francisco, Abu Dhabi, Beijing, Bangalore, Kolkata, Paris, London, Munich, New York, Oslo, Singapore, Stockholm and Tilburg.

For more information, visit www.everbridge.com

Everbridge Public Warning
One Platform | Multi-channel | Proven

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Public Warning-Solution Brief