

Everbridge Location-Based SMS

Reach People When It Matters



Alert People and Keep Them Informed During any Critical Event.

Governments and emergency agencies around the world have a responsibility to keep the public informed before, during, and after a critical event or major incident. Mobile phones have become one of the most powerful public safety communication channels. For governments to communicate via mobile networks, there are two technologies available today. One of them is Location-Based SMS (LB-SMS), which allows for sending SMS messages directly to all people in a defined geographical area.

How is LB-SMS used today?

LB-SMS is already deployed and used in many countries around the world including Australia, Singapore, Norway, Sweden, and Iceland as a primary population alerting solution. The solution provides the ability to:

- + Alert everyone in a specific area**
Reach people in a defined geographic area and establish two-way communication.
- + Communicate with inbound roamers and visitors**
LB-SMS can communicate with inbound roamers and target messages in their own language. This can be important to notify visitors of specific Covid-19 measures in place as they enter a region (i.e.: local curfew, quarantines, and mandatory COVID-19 testing).
- + Send specific and differentiated messages to different groups**
LB-SMS provides the ability to segment the population and send customized messages to different groups, such as vulnerable residents or first responders.
- + Understand the developing situation**
Real-time situational awareness helps authorities understand population density and crowd movements, so that alerting can be optimized and crisis management teams can coordinate emergency response efforts.
- + Gain full visibility into incident response**
LB-SMS provides two-way communication with people in an affected area. The system can store messages, send updates, and provide critical information to emergency services. Delivery status information and service performance data is also available in real time to help streamline incident response processes.
- + Get messages through even during peak network traffic**
SMS messages are sent using the mobile telecom networks. During crises, these networks can be congested. Smart algorithms are used to ensure the highest possible output of messages, without causing network overload or congestion.
- + Satisfy government mandates and regulations**
Governments may have to comply with local laws such as the EU Directive (EECC Article 110) as well as privacy and data protection regulations. LB-SMS Alerting does not require opt-in, doesn't know the identities of receivers, and doesn't store any PII data.
- + Alert traveling citizens**
LB-SMS can send messages abroad, and therefore automatically notify traveling citizens. Important information can be communicated as incidents develop in the visited country, as well as events happening at home.

How Can LB-SMS help?

LB-SMS is already deployed and used in many countries around the world including Australia, Singapore, Norway, Sweden, and Iceland as a primary population alerting solution. The solution provides the ability to:

- + Reach mobile phones in a specific area via SMS in minutes
- + Automatically trigger alerts for anyone entering a defined incident area, or entering the country at a certain location
- + Maintain mobile users' privacy and anonymity while sending alerts at a countrywide scale
- + Reach people with no opt-in or mobile app download required
- + Provide message in multiple languages and based on subscriber's country of origin
- + Stay situationally aware using heat maps in real time to understand population density and crowd movements
- + Leverage two-way directed communication and group alerting
- + Send traveler alerts for citizens abroad

- + Analyze delivery status for each message sent
- + Reach people after they've left an affected area for post-event messaging (i.e., updates after evacuations, or follow-up communication for missing persons)
- + Meet international privacy and data security standards including GDPR

Everbridge LB-SMS can also be used in combination with:

- + **Everbridge Public Warning Center (PWC)**
PWC offers a centralized, unified, front end for the creation management and monitoring of all public alerts. Transmit alerts via modern communication channels (Cell Broadcast and LB-SMS) as well as classic communication channels (mobile phones and apps, email, SMS, voice calls, social media posts, sirens, radio, TV, social media, digital signage, and opt-in address based systems).
- + **Everbridge one2many Cell Broadcast**
Cell Broadcast provides the ability to send messages to all mobile telephones in a defined area at the same time in seconds. Alerts are anonymous and received by all residents, visitors, or inbound roamers.



Let's Chat

Do you have questions? Would you like to know more about Public Warning? Get in touch at publicwarning@everbridge.com to learn more.

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 around the globe including Auckland, Bangalore, Beijing, Kolkata, Hong Kong, Lansing, London, Malaysia, Oslo, San Francisco, Singapore, and Stockholm.



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