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Brad Venham, Security Officer  
**Peoples Bank**

## OVERVIEW

Peoples Bancorp Inc. (“Peoples”) is a diversified, financial services holding company with \$4.0 billion in total assets, 82 locations including 71 full-service bank branches and 78 ATMs in Ohio, West Virginia and Kentucky.

### CHALLENGES

With nearly 1,000 employees, Peoples Bank was without an effective way to quickly communicate important information over the numerous channels we had established. Duplicated information was sent, and even worse, some communications were being missed by entire groups of people. Further complicating the flow of information, we had no easy way to pinpoint specific groups, or individual locations to ensure only those who needed the information, got it.

### OBJECTIVES

It is imperative in today’s financial services landscape to relay vital information to those who need it, in a timely manner. When seconds count, minutes cannot be wasted attempting to call specific individuals, or groups on the phone, or hoping they received an email. Our organization wanted to streamline communication, to better prepare our associates during an important event.

### RESULTS:

The outcome and timing of the implementation of “Peoples Bank Alerts” powered by Everbridge, couldn’t have been more perfect. With our corporate office located on the banks of the Ohio River, Peoples Bank Alerts was deployed and put to the test, almost immediately. Days after rolling out the program to our user population, we were able to send out communication of an impending flood event. The alerts were going out within seconds of the official water level updates, along with estimates of crest level predictions. Several branch offices, and our corporate HQ buildings were within the area of flooding. In the past we struggled to relay timely information to the locations, and thus, some assets have in the past been damaged and lost. By using the mass communication system, we were able to make the appropriate groups aware of the information given within seconds, allowing for “in danger” assets to be relocated and kept dry, and in working order. We were also able to notify associates of the impending water levels, so they could take the appropriate actions, not only in the workplace, but at home and while traveling. This event last several days, and with the immediate information dispersed, no damage occurred to any of the assets, or harm to any associates.

### 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.*