

Rochester Institute of Technology (RIT) Everbridge Implementation Story

R·I·T



“ During our test last year (in September), it took less than 30 seconds to log in, select a message and dispatch that message. Within 20 seconds all devices had been activated using one interface (in that case it was, Alertus). This integration means that public safety doesn't have to take any time to think about what system is used for what, then log into one and send, then log into another and send. It's all in one place, with one send, for all devices.”

Lynn B. Daley

Rochester Institute of Technology

OVERVIEW

Founded in 1829, Rochester Institute of Technology (RIT) is a privately endowed, coeducational university with nine colleges emphasizing career education and experiential learning. The campus occupies 1,300 acres in suburban Rochester, the third-largest city in New York. RIT also has international campuses in Eastern Europe and Dubai. The RIT student body consists of approximately 15,000 undergraduate and 3,000 graduate students. Enrolled students represent all 50 states and more than 100 countries.

PROBLEM

With more than 20,000 students, faculty and staff, RIT knew that it needed a strong emergency notification system in place – one that could streamline the process for notifying the campus community of emergencies and ensure that the messages were received. RIT wanted a system that was easy-to-use by school officials, could immediately notify the entire community (students, responders, faculty and staff) and could confirm receipt of that notification.

SOLUTION

RIT turned to Everbridge, a leading unified critical communications platform trusted by corporations and communities of all sizes that need to reach the right people for immediate action, collaboration and decision-making. Everbridge's technology provided RIT with a flexible web-based platform that could ensure that the entire RIT community received its messages, even if the school's infrastructure was unavailable.

The solution's one screen notification process simplified sending an alert, while its support for multi-modal communications ensured that the RIT community could be reached, regardless of what communications method they preferred – text, mobile, landline, email and more were all covered by Everbridge.



CAN YOU TELL US A LITTLE MORE ABOUT HOW RIT USES EVERBRIDGE? WHO ARE THE PRIMARY ADMINISTRATORS AND WHAT ARE THE DIFFERENT TYPES OF NOTIFICATIONS/ALERTS THAT YOU SEND?

I am the primary administrator of the emergency notification system and work in the public safety department. Public safety shift supervisors have the authority to determine if there is a significant emergency on campus, and if there is a need to activate the Everbridge emergency notification system.

IS EVERBRIDGE AN IMPROVEMENT OVER PAST/PREVIOUS CAMPUS NOTIFICATION SERVICES?

RIT has not had another notification service of this type.

ARE OTHER DEPARTMENTS USING EVERBRIDGE TO COMMUNICATE INTERNALLY? HAS THIS IMPROVED THEIR ABILITY TO COMMUNICATE/COLLABORATE ON INCIDENTS EFFECTIVELY?

Other departments on campus do use Everbridge. I set them up with roles and groups, and manage those roles and groups for them. IT uses Everbridge quite a bit for critical IT incidents that require their team to organize and communicate quickly. Residence life has also used Everbridge to send messages to resident students (the power was out and e-mail was not an option).

I have created a separate group for each residence hall and apartment complex and use housing information to assign resident students to those groups. Everbridge is also being used to communicate with our incident management team.

It came in handy during a blizzard last year when the power went out for 6 hours. Some members of the team were not able to make it to campus, so we used the conference bridge (Everbridge) feature to great effect. We've added other conference bridge numbers in the system as well, in addition to the Everbridge ones.

TELL US A LITTLE BIT MORE ABOUT HOW THE EVERBRIDGE INTEGRATION WITH ALERTUS DESKTOP NOTIFICATION IMPROVES YOUR ABILITY TO REACH STAFF, STUDENTS AND OTHER RECIPIENTS?

The Alertus integration allows public safety to use either system to create and send emergency notifications to all modes (cell phones, e-mail, desktops, Facebook, Twitter, web sites) with Everbridge. During our test last year (in September), it took less than 30 seconds to log in, select a message and dispatch that message. Within 20 seconds all devices had been activated using one interface (in that case it was, Alertus). This integration means that public safety doesn't have to take any time to think about what system is used for what, then log into one and send, then log into another and send. It's all in one place, with one send, for all devices.

DO YOU USE ANY OTHER EVERBRIDGE APPLICATIONS, SUCH AS MANAGEBRIDGE? IF SO, CAN YOU EXPLAIN SOME OF THE BENEFITS OF THESE APPS?

Public safety supervisors use **ManageBridge** to send notifications when they are not at their desk (which is often). It's easy for them to log in and send a message because the templates are available and all of the settings are default.

About Everbridge

Everbridge is a leading unified critical communications platform trusted by corporations and communities of all sizes that need to reach the right people for immediate action, collaboration, and decision-making. Connecting millions of people and internet-connected devices, the company provides reassurance that secure, compliant messages are delivered, locally and globally, received and responded to, no matter the recipient's location. Everbridge is based in Boston, Los Angeles, 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.

