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Brian Phillips
Alexion Pharmaceuticals, Inc.

PROBLEM

With expansive R&D operations, and employees and patients located around the world, Alexion's physical security team is constantly monitoring global threats to determine the potential impact on business and safety. The company required a global, scalable solution to ensure effective communication to all of these stakeholders — whether at work, home or on the road.

SOLUTION

Alexion deployed Everbridge's Unified Critical Communication platform to ensure the company can effectively communicate during all types of incidents— ranging from local emergencies to IT outages. The physical security team also continues to connect different types of access control systems and workplace safety devices directly to Everbridge, harnessing the Internet of Things, to trigger automated, critical communications

Q&A with Brian Phillips, Senior Manager of Global Security, Alexion Pharmaceuticals, Inc.

TELL US A LITTLE ABOUT YOURSELF AND YOUR ROLE AT ALEXION?

I lead our Global Physical Security Program, as well as the technology for the department, including our Global Security Operations Center (GSOC), and things of that nature. Since we have locations in over 35 countries, our GSOC is staffed with analysts 24/7, 365, who are constantly monitoring the world to see what happens and how it impacts the business at Alexion.

TELL US ABOUT ALEXION PHARMACEUTICALS AND YOUR CRITICAL COMMUNICATION CHALLENGES?

Well, we're a very mobile workforce, with employees traveling all over the world to care for our patients, so making sure that everyone stays safe, no matter what part of the world they're in, is very important. This means being able to get in touch with them immediately if there is an issue or potential emergency that we need their help with, or that could endanger their lives. Reaching them across all devices and getting ahead of incidents is why we rely on critical communication services.

HOW DOES EVERBRIDGE HELP IMPROVE THE UNIFIED CRITICAL COMMUNICATIONS PROCESS?

Really, anywhere or anytime that you need to get ahold of someone, presents a communication task and challenge. Before Everbridge, it was really just try to call people, try to send e-mails, whatever you could do to get the message out. Everbridge really has allowed us to be uniform in getting the message out and use every device possible to get ahold of our people, whether it be on their home phone, their cell phone, a mobile app, e-mail, etc. The more devices you can ping, the more likely your chances of reaching them are.

LET'S TALK ABOUT INCIDENT COMMUNICATIONS AND THE IMPORTANCE OF MESSAGE CONSISTENCY AND PROCESS:

I think having the ability to have the on-the-fly messages is good when things are always changing, but for the things that we can predict ahead of time and that we know are going to happen, it's good to have the Incident Management feature, because it kind of takes the worry out of sending that message and sending it right. It helps ensure we always have the right text in the message and allows us to get it out a lot quicker to those people that we need to get it out to.

NOW TELL US ABOUT "CONNECTED DEVICES" AND HOW YOU CAN LEVERAGE THESE TO IMPROVE CRITICAL COMMUNICATIONS AND WORKPLACE SAFETY AT ALEXION?

One of my passions, both in the workplace and outside of the workplace, is taking things that are dumb or otherwise not connected, and through the use of technology and programs like Everbridge, making them connected, making them smarter, and really improving process. When you have something that's a tool that may have a communications component built into it, maybe that communications

component isn't effective enough to get the job done, so you can leverage Everbridge to bring it all the way home.

One example happening at Alexion is an integration that we're working on with our S2 access control system, which is kind of a virtual mustering process. Whenever the fire alarm is pulled, that will trigger a roll-call report out of our access control system, which then takes all of those contacts of the people that were in the building at the time and launches an automatic Everbridge notification to those personnel, asking them if they're in the building, if they've safely evacuated the building, or if perhaps, they need help. If someone did not badge in, say they were out sick, for instance, then they wouldn't receive the message.

DO YOU HAVE OTHER DEVICE INTEGRATIONS IN THE WORKS BEYOND ACCESS CONTROLS?

Some of our other integrations we're looking at are focused on IT incidents. These involve integrations with our environmental-monitoring alarms and devices within our server rooms. Say, for instance that a room is too hot, or too cold, or there's water detected in the room. This will trigger an Everbridge message that can notify a list of people in an automatic and triaged manner to make sure that we'll always get a hold of someone when those issues arise.

ANY OTHER FINAL THOUGHTS ON THE BENEFITS OF EVERBRIDGE?

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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.

