



NORTHEAST UTILITIES



“One of the nice things about using the Everbridge system on a non-emergency basis is that when an emergency comes, we know the data in the system is accurate and our administrators are comfortable sending notifications. That’s clearly a best practice; making it almost routine to get a message from the Everbridge system ensures that recipients are able to manage critical events and perform their duties as required and without delay.”

Ed Goldberg
Northeast Utilities

OVERVIEW

Northeast Utilities operates New England’s largest utility system, serving more than 3.6 million electric and natural gas customers in Massachusetts, New Hampshire, and Connecticut. Northeast Utilities uses the Everbridge system for its emergency and daily incident management communications.

PROBLEM

Northeast Utilities operates New England’s largest utility system, serving more than 3.6 million electric and natural gas customers in Massachusetts, New Hampshire, and Connecticut.

SOLUTION

The Everbridge system enables Northeast Utilities to communicate with employees, even in adverse conditions when cell phone towers are overwhelmed and phone lines are not working.

QUESTIONS & ANSWERS with Ed Goldberg, Business Continuity and Disaster Recovery Manager at Northeast Utilities

HOW DO YOU USE EVERBRIDGE TO COMMUNICATE EFFECTIVELY AND RELIABLY WITH YOUR EMPLOYEES AND CUSTOMERS?

We've used Everbridge a lot during both major and minor outages, and the system became especially useful during the major storms we've had over the last couple of years. The Everbridge system enabled us to communicate with employees and customers when there was very low capability in the field for people to receive information, and also when the cell phone towers were down and phone lines were not working. The system enabled us to also get word back and forth within our company and it kept us all on the same page.

HOW DOES BUSINESS CONTINUITY APPLY TO LIFE AT NORTHEAST UTILITIES?

Business continuity plans enable Northeast Utilities to operate during and after a disaster and perform critical business processes. We began using business continuity plans for us for non-electrical outage events such as fires, white powder incidents, and pandemics, all of which we've experienced. The disaster recovery plans are the IT piece that supports that. We've had business continuity plans in place since about 2003, so they're pretty mature.

HOW DO YOU OPTIMIZE EFFECTIVENESS AND ENSURE THAT EVERYONE IS PREPARED AND TRAINED TO USE THE SYSTEM PROPERLY?

On a preparation basis, we run very large scale exercises with our operating companies, as if a real-time incident was happening. This helps us to prepare for incidents and make any improvements in our processes before a real emergency occurs. One thing we've learned is to prepare boiler plate messages in advance, so messages are ready to tweak and go when an incident occurs. Call lists are created ahead of time, and they are continuously updated. We rely on the ability to call out people for real incidents as well as for mock exercises. The Everbridge system is very useful that way.

THE ONLY END-TO-END PLATFORM

Planning: Everbridge is easy to set up, maintain, and organize, meaning that you're always ready for a quick, coordinated response. Everbridge ensures that the right messages get to the right people - with the most advanced opt-in portal on the market, streamlined integration with internal and external data sources, and simple group and contact management.

Assessment: When trouble strikes, you need rich insight, presented simply - so you can quickly assess potential impact and make an informed decision to avoid loss. Everbridge offers the only solution on the market that meets these demanding requirements, with the most advanced interactive dashboard in the industry.

Response: In critical situations, ease-of-use can mean the difference between an effective response and a mistake that carries serious consequences. Everbridge is engineered to be simple to use under pressure, with a user interface that accelerates time-to-message and reduces the likelihood of errors.

Delivery: Even during large-scale disruptions, Everbridge stays on. The most advanced platform in the industry ensures that you reach your contacts - every time. And with worldwide coverage and capabilities, including globally local calling infrastructure and data storage, we're ready to support you wherever your people are in the world.

For a full product description, along with best practices and product details, please see the Everbridge User Guide and Everbridge University.

