



“What we looked at first and foremost as scalability and flexibility, because we are a very fast growing, global organization. We are adding properties every day, and adding a single property could mean anywhere from one new customer contact, to 200 customers. Implementing Everbridge has been a huge win, both internally and at the corporate level, because our customers recognize the value of using a secure, reliable customer communications solution to notify them when critical incidents occur.”

Mark Vaillancourt  
**Digital Realty**

## OVERVIEW

Digital Realty is a trusted data center solution provider for many of the world's leading enterprises. With more than 100 properties in 30 markets throughout Europe, North America, Asia and Australia, Digital Realty has data centers located where customers need them — today and in the future.

## PROBLEM

Digital Realty needed a critical customer communications system that would allow time sensitive messages to be sent out quickly and easily to data center customers in the U.S., Europe and Asia Pacific.

## SOLUTION

Everbridge provides Digital Realty with a flexible, easy-to-use solution that can be quickly scaled as properties and customers are added around the world. The solution enables Digital Realty's Operations Command Center to immediately notify their customers of physical infrastructure or plant issues. The use of this reliable, resilient communication tool is just another reason that customers trust Digital Realty to maintain their data centers.



### **WHY IS COMMUNICATION IMPORTANT TO YOU?**

From a customer standpoint – we are in a mission critical environment. One event can impact financial traders in three different markets; an estimated \$3 billion a half hour can be lost because a firm's trading capabilities are at risk. That's why the communication piece is so important for both Digital Realty and our customers. We need to get the message out quickly and let the engineers and operations staff in the field stay focused on resolution of the issue.

### **HOW HAS WORKING WITH EVERBRIDGE IMPROVED YOUR CRITICAL COMMUNICATION PROCESS?**

Before Everbridge, notifications were all done via email groups, from a handful of team members' computers. If those staff members were not available, then it was all hands on deck making phone calls. If you had six customers in a facility, each with three people on their notification list, we're already an hour and 15 minutes into the event before the fifth customer gets notified. So Everbridge has saved us over an hour on the initial notifications alone based on just an average data center site. We have some sites that have as many as 200 customers in them, and we've had as many as 83 different communications that need to go out for one base event.

### **HOW DOES COMMUNICATING THROUGH A CRISIS IMPROVE CUSTOMER SATISFACTION?**

As an actual example of a scenario that affected one of our facilities – someone hit a pole with their car and it blew a transformer. We lost utility feeds to the facility and were running on generators for three days. For a customer who has their production environment running out of our data center in that facility, if something happens to the generators, then they're going to go dark. We sent the initial customer communication

via Everbridge, and let customers know we would send an update within the hour. Throughout the event, we wanted to be proactive and let customers know we were doing everything possible to ensure their generators remained in service. We established a protocol to periodically notify customers that the generator fuel tanks had been topped off, the fuel filters had been checked, and everything is operating as designed. When the utility service was restored, we let them know that all systems were operational and that the issue had been closed. The timeframe of these communications is our number one priority. Customers need to know what's happening and that we are on top of it—and that is where the speed and reliability of Everbridge comes in.

### **HOW HAS EVERBRIDGE HELPED IMPROVE YOUR PROCESS?**

In addition to using Everbridge's core critical communications solution, we also recently purchased SMARTWeather to ensure we're proactively informed of weather events that could impact our data centers. We also use the incident communications feature to build and use message templates to improve our workflows and the speed at which we reach our customers. Finally, we couldn't be as successful as we are with Everbridge if it was not for the company's professional services team. Andy (Sales Engineering) and the rest of the team were absolutely integral to making our recent deployment to the new platform as seamless as possible. They worked on site with our core team, and after hours with our international team, and the interactions could not have been any more effective and positive. This is a critical, value-added service that goes a long way towards ensuring success when you are migrating to a new version of an enterprise application.

### **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.*

