ROI FOR CITIES AND COUNTIES

OVERVIEW

In today's economic climate, government entities are tightening their belts and scrutinizing every dollar spent. Software and services purchases must meet the stingiest justification requirements, including the ability to mitigate human and financial risks, cut costs, and improve productivity and efficiency.

An incident notification system helps cities and counties achieve the following:

+ Faster incident resolution and recovery

+ Reduced emergency communication costs

+ Cost-cutting in routine activities

+ Increased public awareness / fewer injuries and fatalities

+ Improved productivity and efficiency

+ Lower risk of lawsuits

+ Improved compliance tracking and reporting

+ Streamlined intradepartmental communications

+ Improved contact data accuracy

+ Increased public satisfaction

+ Mitigate Risk

+ Increase Public Satisfaction

+ Improve productivity and efficiency

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ROI FOR CITIES AND COUNTIES

1. FASTER INCIDENT RESOLUTION AND RECOVERY

An incident notification system enables one person to provide critical incident information to tens, hundreds, or thousands of people in minutes and maintain an ongoing dialogue as the situation progresses for full transparency. Through tight integration with existing systems, such as IT monitoring tools, alerts can be automatically sent to appropriate team members and escalated up the chain of command without relying on human intervention. On-the-fly conference bridging saves more time while two-way communications and up-to-the-minute dashboard reporting make informed decision-making possible.

2. REDUCED EMERGENCY COMMUNICATION COSTS

Traditional communication methods require more staff to sift through out-of-date contact information, manually make calls, leave voicemails, and send and manage emails. An incident notification system reduces your communication workforce to one person who can communicate to any or all contact devices with one message. Additionally, the subscription-based pricing of a Web-hosted system has greater appeal to managers on a restricted budget. The service is less expensive, and there is no hardware to buy or costly IT workers to hire to maintain it.

3. COST-CUTTING IN ROUTINE ACTIVITIES

Costly and labor-intensive activities can be supplanted entirely for significant cost savings or reinforced through the use of an incident notification solution. Local governments typically incur costs for labor, materials, and postage to mail

public notices, hang flyers and door hangers, and go door to door notifying residents about routine activities, such as road closures, maintenance, tree trimming, water main flushing. An incident notification system provides more flexibility to accommodate schedule changes and updates and cuts down the number of incoming calls to call centers, reducing overtime.

4. INCREASE PUBLIC AWARENESS/FEWER INJURIES AND FATALITIES

An incident notification system allows cities and counties to rapidly contact residents, employees, and others with critical information, such as evacuation instructions, facility closings, and remote roll-calling to ensure safety and minimize preventable injuries or fatalities.

5. IMPROVED PRODUCTIVITY AND EFFICIENCY

An incident notification system cuts the time it takes to complete communication tasks from hours to minutes and automates time-intensive, manual processes and activities, freeing up your staff to focus on mission-critical tasks, not communication logistics.

6. LOWER RISK OF LAWSUITS

Human error, slow response, lack of communication, and nonexistent documentation fuel lawsuits. An incident notification system automates time intensive, error-prone processes and sends consistent messages to all audiences rather than relying on manual phone trees where messages change from person to person. Extensive reporting provides an audit trail of all

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communications.

7. IMPROVED COMPLIANCE TRACKING AND REPORTING

An incident notification system helps organizations satisfy regulatory communication obligations, such as NIMS compliance, through automated notifications, real-time confirmations, and full audit trail reporting that includes a history of communications, delivery attempts, and acknowledgement of message receipt.

8. STREAMLINED INTRADEPARTMENTAL COMMUNICATIONS

An incident notification system addresses common challenges in day-to-day tasks, whether communicating across the city or to specific groups. Take conference calling as an example. A sophisticated system tracks down meeting attendees at the designated time and automatically joins them to a conference bridge. No dial-in numbers or access codes to remember

9. IMPROVED CONTACT DATA ACCURACY

An incident notification system integrates with contact management databases and 911 data to ensure you always have the most up-to-date citizen contact information without manually managing the process or maintaining separate systems. Opt-in features allow cities and counties to collect additional contact data from residents.

10. INCREASED PUBLIC SATISFACTION

Minimize 911 calls and customer support spikes with notifications that proactively alert citizens to the scope, impact, and resolution of the situation.

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HOW THE CITY OF BURBANK AVOIDED A BLACKOUT

The technicians at Burbank Water and Power used the Everbridge system to ask residents to conserve energy as crews battled flames during the November 2008 Los Angeles County Wildfires. The system placed 41,000 calls in just over three minutes, covering about 95% of the city. Residents of the City of Burbank heeded the request and sacrificed 10% of their energy use, enabling the city to scramble for alternate energy sources and avoid a blackout

> "I predict it [the Everbridge system] will get better and better as time goes on. It doesn't have to be an emergency communication only. It can be an alert to a particular construction project where they have to close a street or dig trenches. It's going to be a tool to help us more effectively communicate with all our residents and businesses…"
>
> Marsha Ramos
> City Councilwoman, City of Burbank

THE ONLY END-TO-END PLATFORM

DELIVER EMERGENCY NOTIFICATIONS

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.

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.

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