



“Our use of Everbridge is going to change our response. It’s going to change the way we’re able to get people on the ground. It’s going to change the way we’re able to get information back from our volunteer base. It’s going to be able to change the way we plan. Everbridge is the communication platform that’s going to take us to the next level.”

Ryan Ginty
Team Rubicon

OVERVIEW

Team Rubicon unites the skills and experiences of military veterans with first responders to rapidly deploy emergency response teams. Launched in January 2010, Team Rubicon reaches victims where traditional aid organizations can’t venture. Team Rubicon has impacted thousands of lives overseas - in Haiti, Chile, Burma, Pakistan, and Sudan - and in the U.S.

PROBLEM

Team Rubicon needed to quickly and easily communicate with volunteers, send critical information, and request feedback about resource availability or mission status.

SOLUTION

Everbridge enables Team Rubicon to send targeted messages to volunteers with required skill sets, and engage in two-way conversations with mission teams on-the-scene.

HOW WILL A CRITICAL COMMUNICATION PLATFORM HELP TEAM RUBICON'S MISSION?

The problem we had was contacting our volunteer base, getting information out to them all at once. What we relied on in the past was just calling people up one by one and sending out messages through email. It became pretty laborious, hard to do, and very time intensive.

Now with Everbridge, we can easily contact large groups simultaneously, send out notifications about upcoming missions and training, and keep tabs on people. Also, it enables us to contact as many or as few people as we want, and identify specific areas of expertise that we need to employ on certain missions. We're able to contact just those volunteers with a needed skill set, or just volunteers within a specific region.

WHAT PROJECTS HAS TEAM RUBICON USED EVERBRIDGE TO SUPPORT?

We most recently used Everbridge in support of our biggest operation in Moore, Oklahoma. We deployed over 450 volunteers immediately following the tornado disaster. We were able to notify the volunteer base that was going to the mission of the time that they were leaving and give them pertinent information.

Volunteers were then able to check in using their mobile phones to notify headquarters that they landed on the ground and arrived safely.

We were able to use Everbridge to send updates throughout the week asking for status reports, how things were going, and what they were doing. Volunteers were able to reply, and send photos of the work that was being done.

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.

Everbridge was very effective with the check-ins and tracking those personnel. That's one of the biggest things we were missing before: who's on the ground, who's coming, and what they have. Everbridge was able to provide that to us - now we have that capability, and that's going to help us exponentially.

HOW HAS EVERBRIDGE AFFECTED TEAM RUBICON'S OPERATIONS?

Everbridge is going to expand our operations. It allows us to really increase our operational capability in engaging our volunteer base. It's going to make things a lot easier. We'll be able to implement and deploy teams a lot faster, more efficiently, and more effectively.