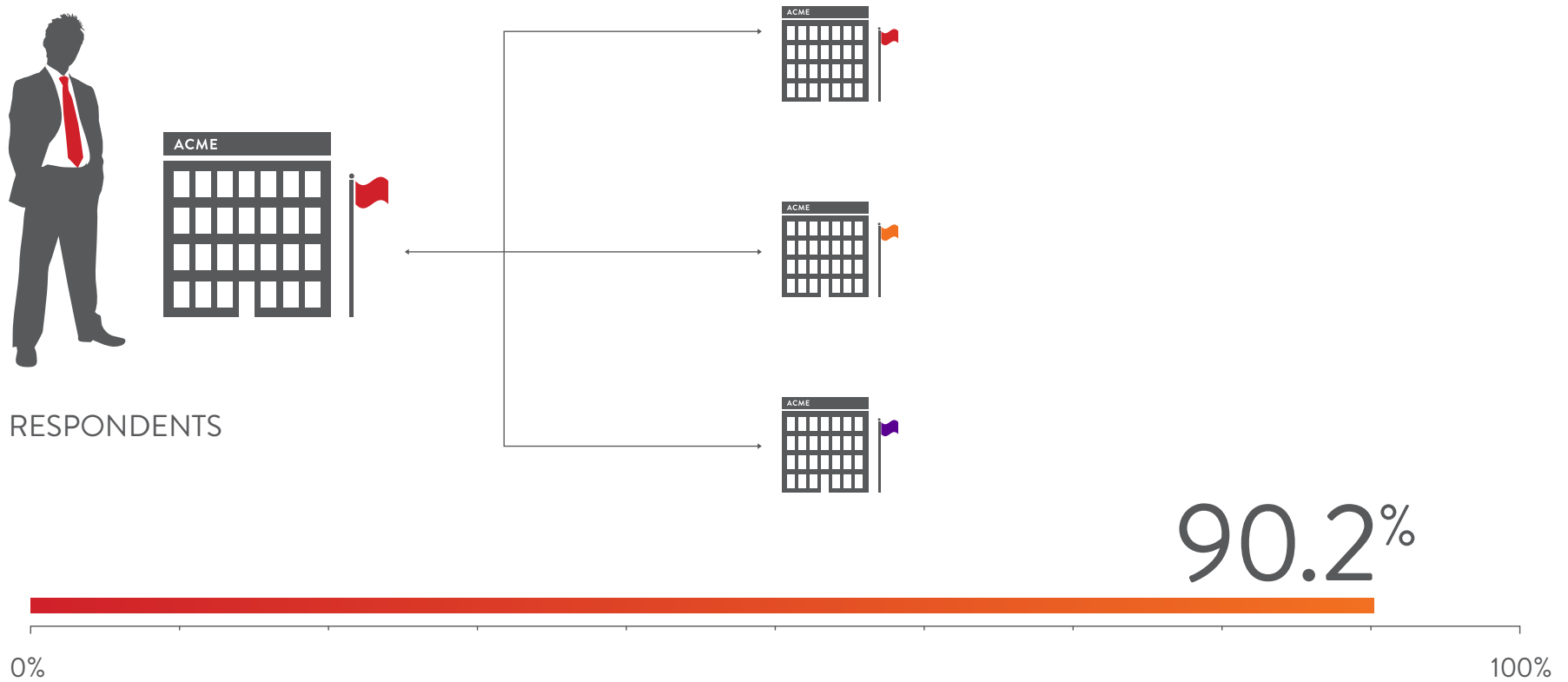


Everbridge Readiness Assessment

In the past few years, an unprecedented number of disruptive events - from natural disasters to acts of man - have impacted people, property and organizations around the globe. If an emergency were to happen today, how prepared is your organization?

We heard from more than 200 respondents responsible for business continuity, disaster recovery, safety and security, risk management, and facilities and IT operations at their organizations. How do your preparedness plans stack up?

90.2% of respondents have offices, partners, volunteers, or employees located at geographically distributed offices.

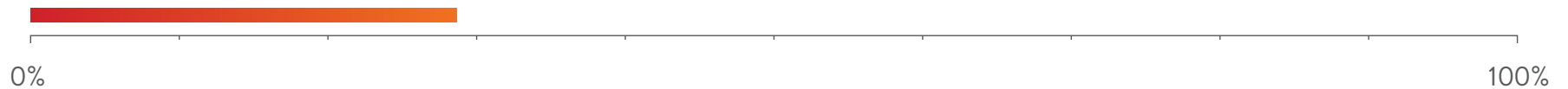


More than a quarter **(27.1%)** have offices located globally.



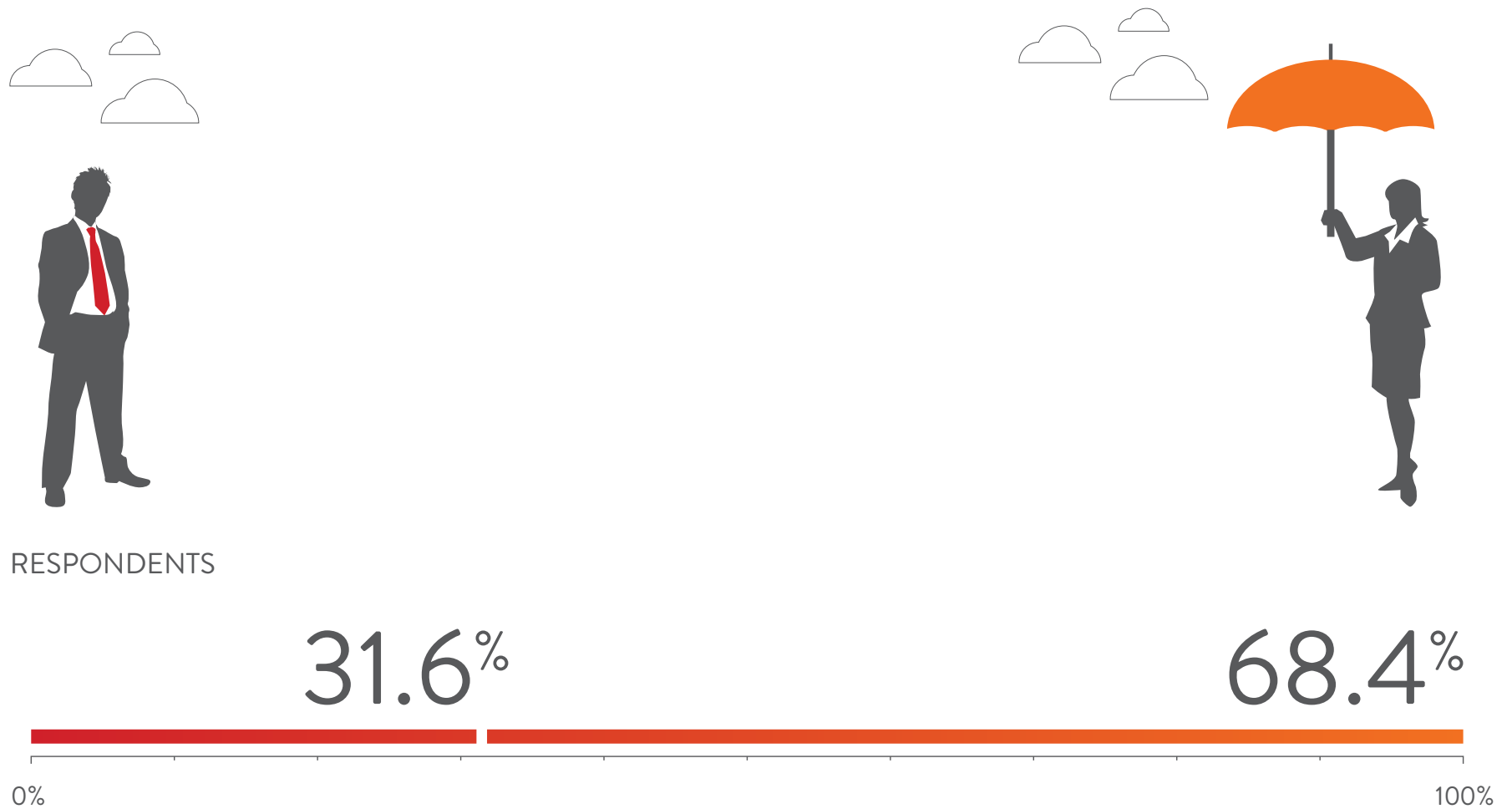
RESPONDENTS

27.1%

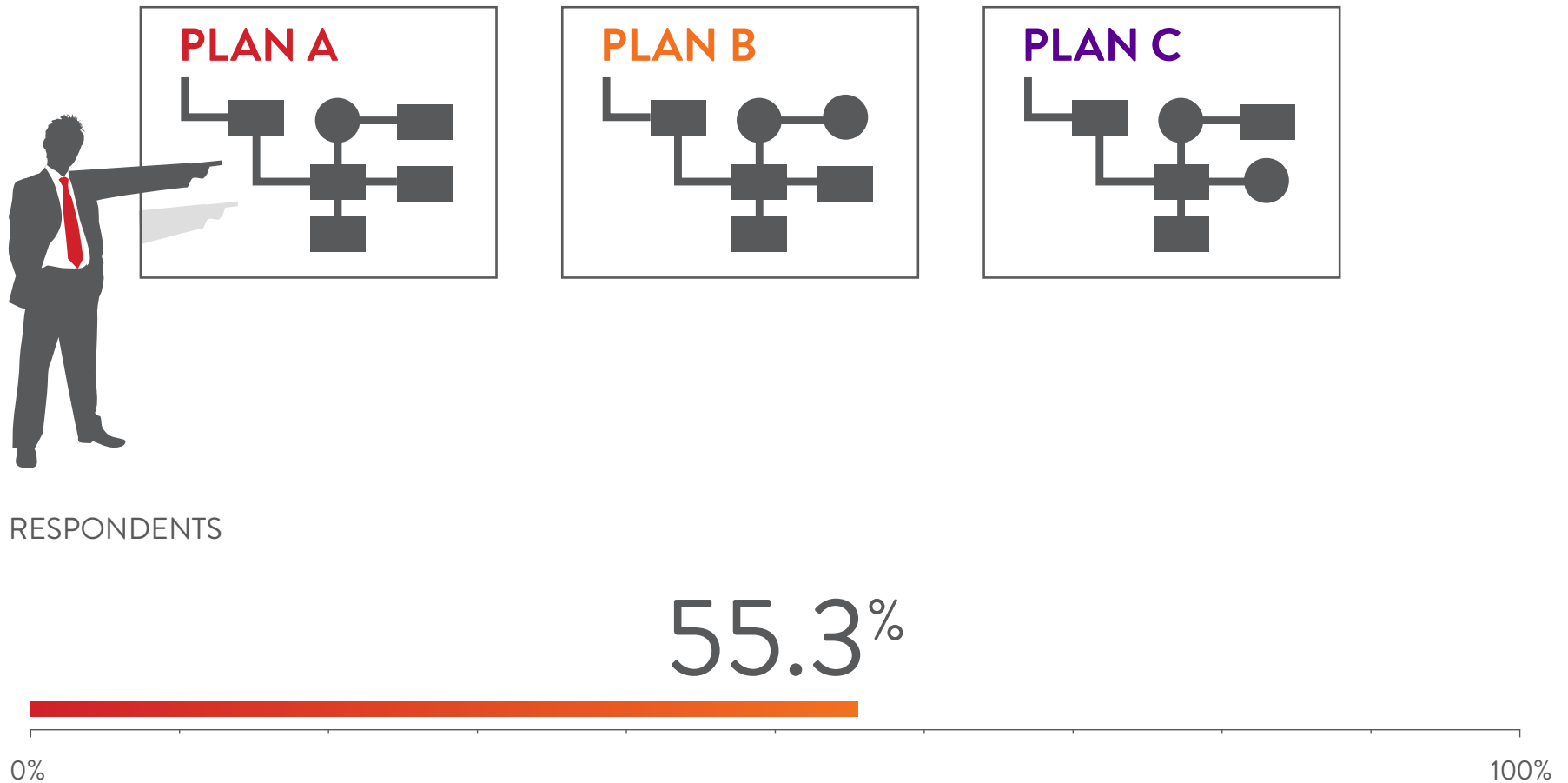


Creating a Plan

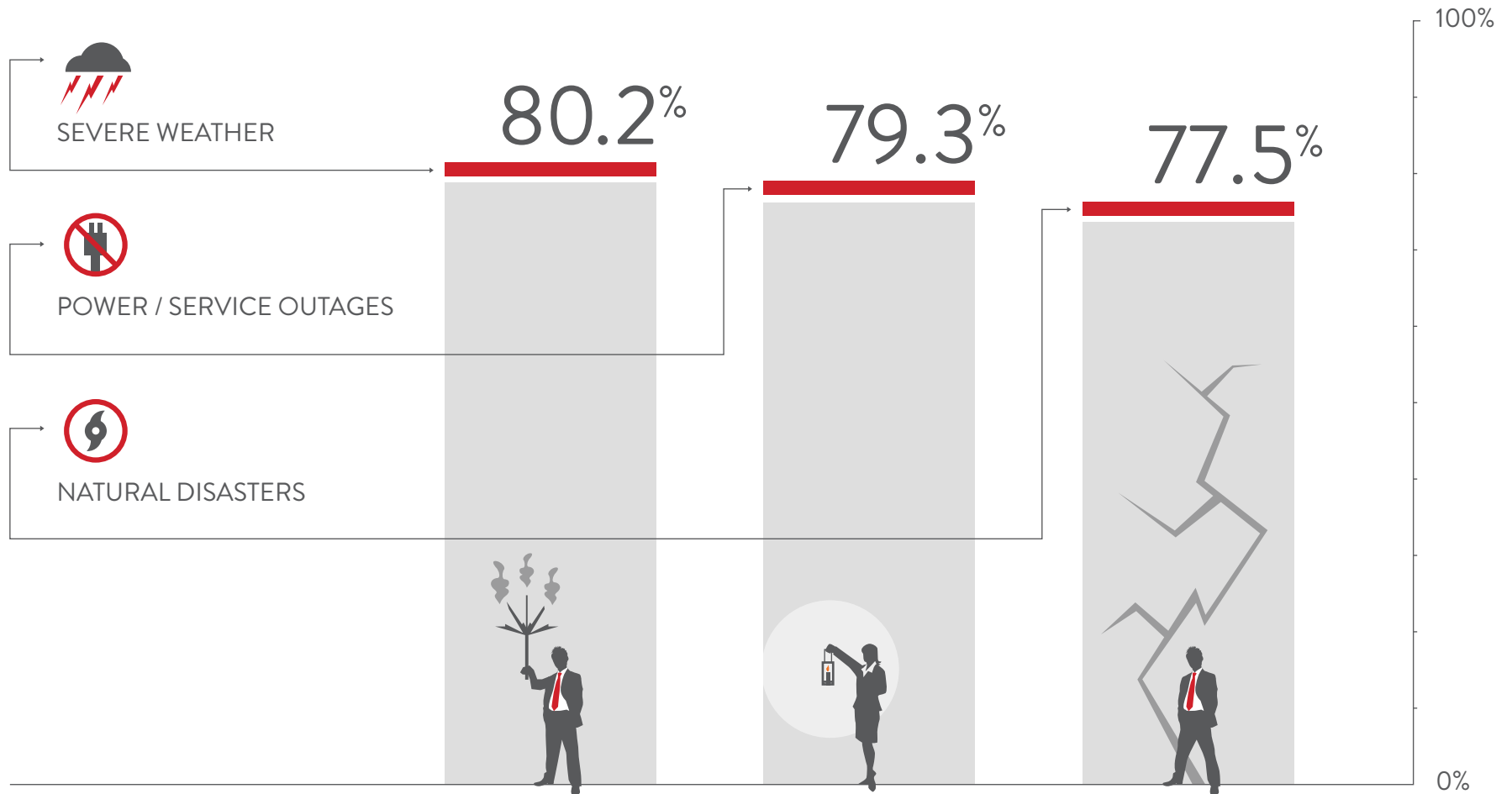
Nearly a third (**31.6%**) of respondents say they **don't have a documented plan** to address incidents, emergencies, or disasters.



Of those, **half (55.3%)** say they are **currently developing a plan.**



Respondents said they **DID** have plans in place for:



BUT, organizations said that they **NEED** a communication plan for:

CRIMINAL ACTIVITY (e.g. active shooters or disgruntled employees).



PRODUCT AND SERVICE NOTIFICATIONS (e.g. product recall)



EMPLOYEE ALERTS (e.g. travel advisories & public service announcements)



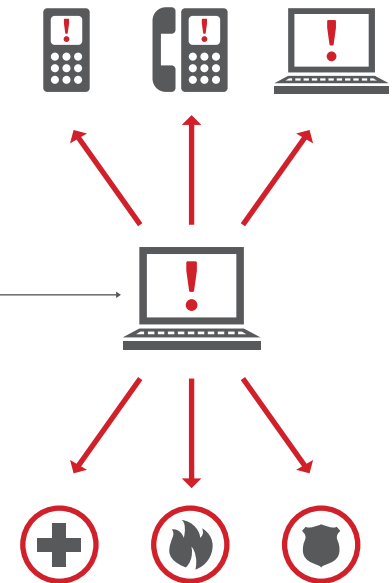
PRODUCTION PROBLEMS (e.g. issues with machinery)



MANAGEMENT COMMUNICATIONS OR EXECUTIVE CONFERENCE BRIDGES



FACILITY MANAGEMENT INCIDENTS (e.g. Explosions, Leaks, Spills)

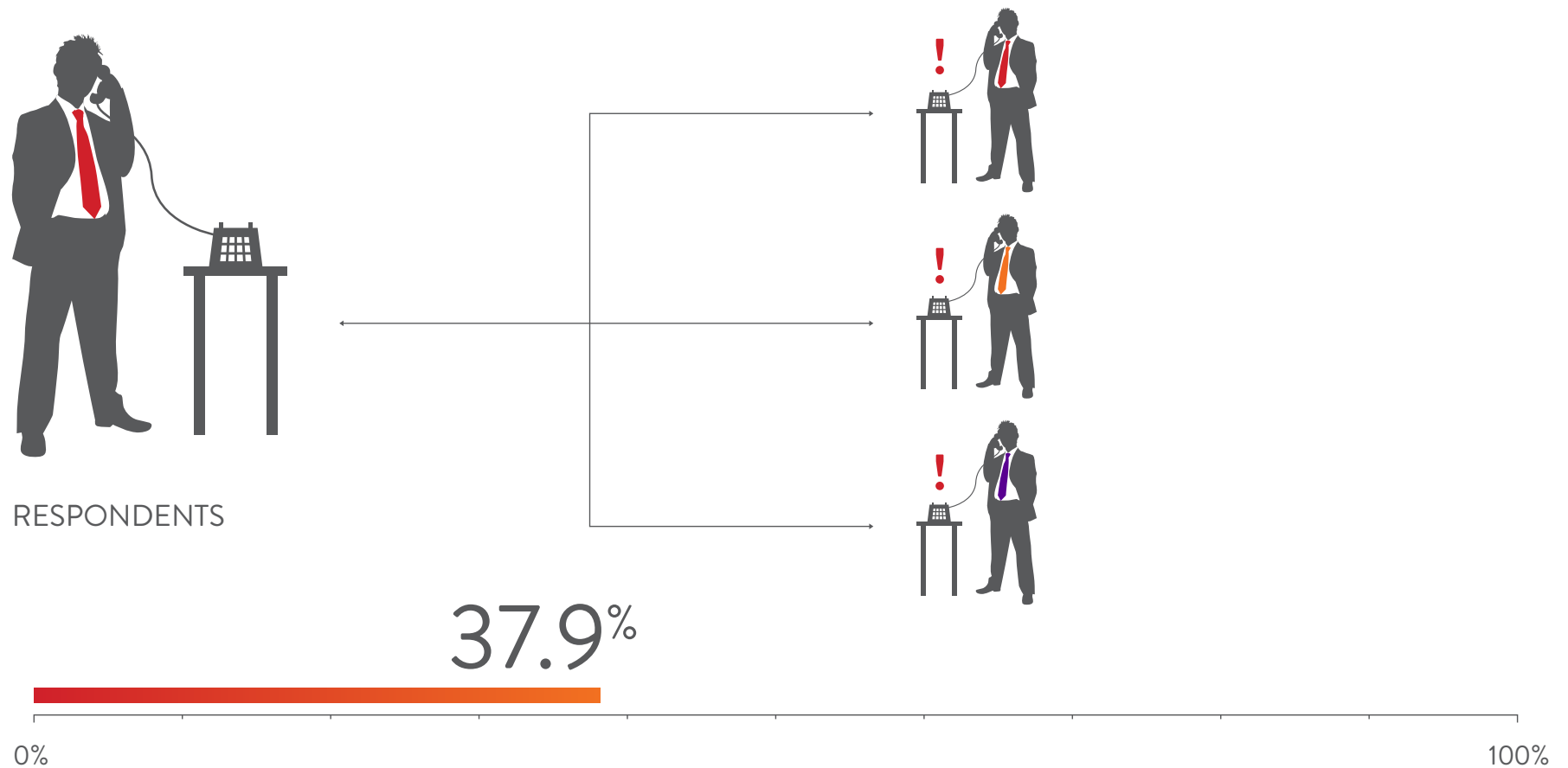


0%

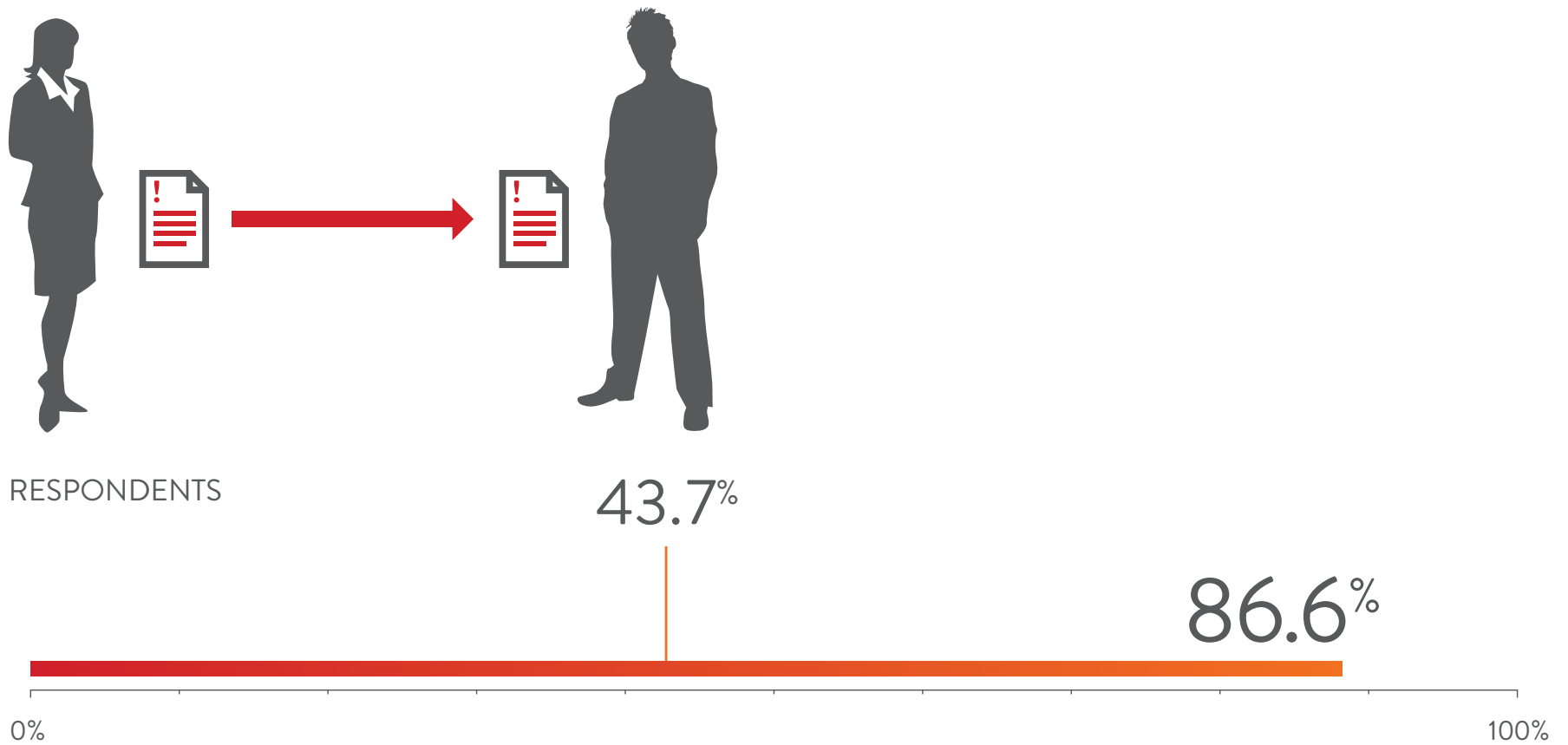
100%

Automating Critical Communications

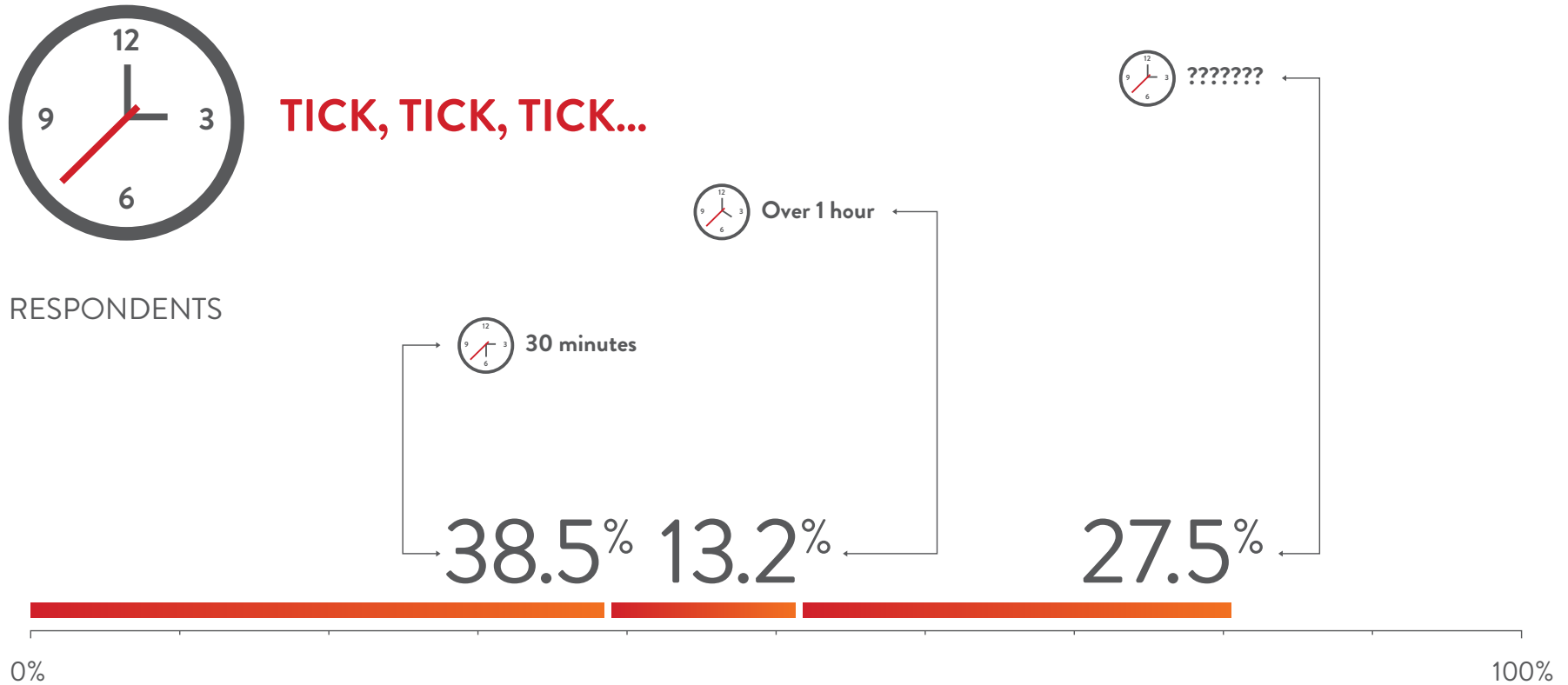
During an incident, emergency, or disaster, **37.9%** of respondents are **manually calling landline or mobile phones** to get messages to impacted contacts.



86.6% of respondents said that customers would receive communications in the event of an incident, emergency, or disaster – but only **43.7%** said that this audience would receive those messages through their communication system.

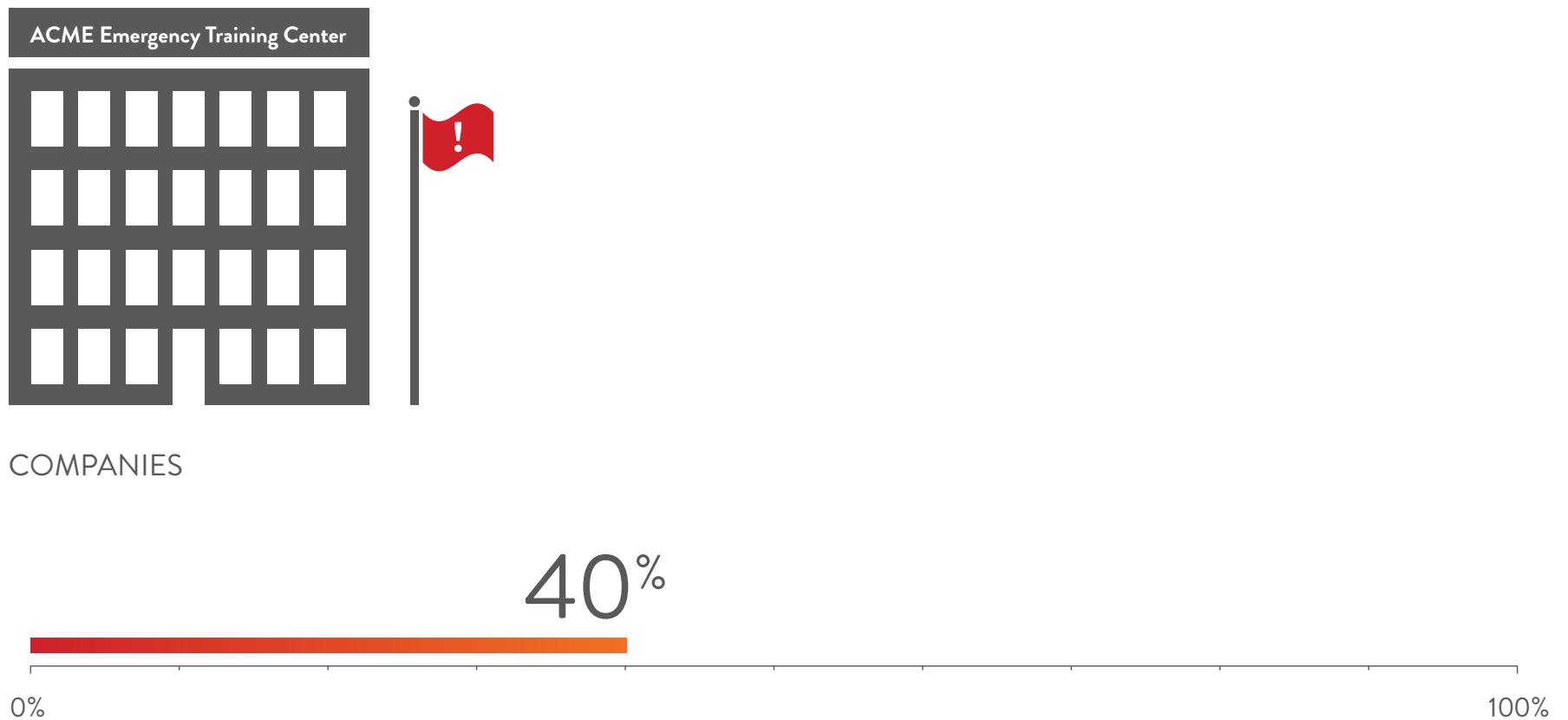


38.5% of respondents said it took longer than **30 minutes to notify users** after an incident, emergency, or disaster is reported – **13.2%** said it took **longer than an hour**. **27.5%** had no idea how long it took.

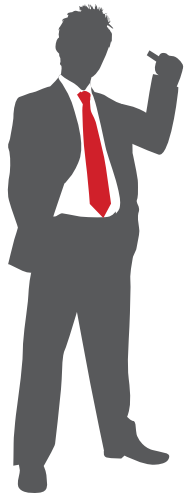


Testing, Training, and Improvement

40% of companies have **no formal program for training users on emergency procedures and communication plans.**



19.8% said they **don't do any periodic testing...**



I will remember to do periodic testing
I will remember to exercise my plans
I will remember to do periodic testing
I will remember to exercise my plans
I will rememb

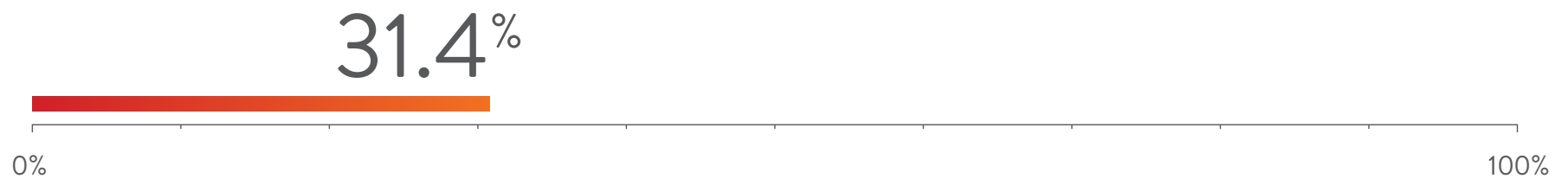
RESPONDENTS



Only **31.4%** have **established methods** for assessing the **overall effectiveness** of communication processes and systems after an event.



ESTABLISHED METHODS

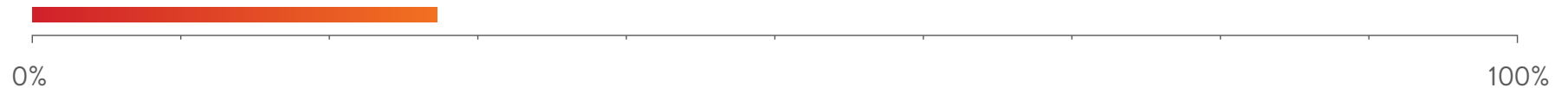


Only a quarter **(26.7%)** of respondents have C-level oversight, participation, or sponsorship of incident management and communication.



RESPONDENTS

26.7%



About Everbridge

Everbridge provides critical communication solutions to more than 30 million end users in all major industries and government sectors around the globe. The Everbridge solutions suite allows clients to manage emergencies, mass notifications, incident communications, and situational intelligence from a single system. Ultimately, these solutions help clients save lives, manage critical activities and improve the efficiency of daily operations.

Communication failures have historically plagued organizations in their ability to respond to and minimize the human, operational and financial impact of critical events and emergency incidents. Everbridge began with a shared vision: empowering a single person to communicate with any number of people as easily as communicating with one person to save lives, protect assets, minimize loss, and ensure continuity of operations.

Everbridge solutions match your unique needs, from safety and survival during a crisis to cutting costs and achieving efficiencies in your everyday operations. Our understanding of critical communication challenges is leveraged in everything we do.

We design the Everbridge system according to several key tenets:

- **Target the individual** – not the device. Everbridge has the most comprehensive notification system available, offering more than 30 contact paths that can be designated by incident type or by escalation steps.
- **Ease-of-use during any situation** – emergency or daily use – so even a non-technical person can communicate effortlessly and without anxiety.
- **Speed and reliability of communications.** Every second counts in an emergency. With global datacenters and an infrastructure unparalleled in security and reliability, the Everbridge mass notification system is designed for rapid and efficient communications worldwide so your message will always go through.
- **Universal accessibility** – with a fully managed system requiring no hardware, no software, no maintenance, and a flexible pay-as-you-grow model, organizations large and small have access to the same powerful communication capabilities.
- **Scalability** – the Everbridge mass notification system provides the ultimate flexibility in communication capabilities to meet changing needs in today's dynamic environment. The Everbridge system is inherently scalable to grow with and adjust to the requirements of any organization quickly and without disruption to internal processes, infrastructure, or resources.

Visit www.everbridge.com to learn more.