

Everbridge Mass Notification Battlecard

About Everbridge

Everbridge delivers one common enterprise-wide operating platform to aggregate risk data, locate people and assets under threat, initiate action, manage incidents, and analyze performance. This allows organizations of any size, to rapidly pinpoint threats and automate response to avoid costly critical event impact—whether it's the ongoing pandemic, an IT outage, severe weather, workplace violence, or any critical event that impacts life safety, business assets, supply chain or brand.

Elevator Pitch: Everbridge is a trusted leader in Mass Notification

Critical events happen every day: severe weather, workplace violence, active shooters, terrorism, IT and power outages.

Everbridge Mass Notification enables you to connect and inform your entire organization in an emergency – within seconds. Facilitate two-way communication and mobilize your response team.

Know your people are safe and your operations, supply chains and brand reputation are protected.

- Keep your people safe and business running – with the industry leader in Critical Event Management
- Reach the right people, with the right message, at the right time
- Manage everything in one simple, intuitive and automated platform
- Secure, reliable, and market-leading

Typical Use Cases

- Severe weather conditions such as tornadoes, hurricanes, floods, fires, earthquakes, snow, blizzards or heavy rain
- Terrorism or active shooters
- Pandemic response and preparedness
- Chemical spills or hazardous substances
- Loss or contaminated water supply
- Power or utility outages
- Medical emergencies
- Supply chain disruption
- Equipment damage
- Building collapse or property damage
- IT outages and cyber attacks

Conversation Starters

- How do you manage the evolving challenges for critical events?
- What keeps you up at night to protect your people and organization?
- How does your team currently communicate during a critical event?
- What are your areas of vulnerability?
- Static physical locations, remote workers, etc.
- Which features or benefits interest you most in a solution?
- How soon do you need emergency response system setup?

Industry Insight

Forrester's Total Economic Impact™ study reveals organizations using Everbridge's platform respond to critical events more effectively and benefit from safer workforces, greater cost savings, fewer IT outages and increased employee productivity. Forrester also quantified a 3-month payback period for deploying Everbridge CEM.

Mass Notification with Incident Communications

Everbridge Mass Notification with incident communications enables organizations to send notifications to individuals or groups using lists, locations, and visual intelligence. Keep everyone informed before, during and after all events, whether emergency or non-emergency.



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People resilience customer journey

