FROST & SULLIVAN

BEST PRACTICES

AWARDS

FROST & SULLIVAN

2020 BEST PRACTICES AWARD

everbridge®

2020 NORTH AMERICAN CRITICAL EVENT MANAGEMENT PLATFORM TECHNOLOGY LEADERSHIP AWARD

Contents

Background and Company Performance

Industry Challenges

Traditionally, companies operate their cybersecurity and physical security applications through two separate divisions — an information technology (IT) team and a physical security team. However, with technological advancements, organizations have implemented security strategies that apply cybersecurity practices to physical security operations, providing an improved holistic security strategy.

With the Internet of Things' (IoT) rapid growth, organizations must secure their cyber and physical environments against malicious attacks. And with criminals deploying new tactics each day to breach organizations' ecosystems, Frost & Sullivan notes that businesses must implement innovative technologies and reliable strategies to defend assets and employees against nefarious actors. Even with the cyber and physical security convergence, many conventional security solutions remain siloed, requiring security teams to monitor multiple applications and screens. These silos slow reaction time in emergencies, as personnel must piece together the information manually to assess an entire event. Such practices leave security teams to react and respond to incidents - rather than proactively prevent situations from escalating.

With the convergence of cyber and physical security, organizations must ensure that criminals cannot access their data or property through stolen or hacked credentials; as such, companies must deploy solutions that protect their environment adequately. However, the cost of upgrading or implementing new cameras, sensors, and other monitoring equipment present a chief restraint to these deployments. Organizations want low implementation costs and high returns on investment (ROI); significant upgrades and rip-and-replace strategies simply do not appeal to them. Businesses demand advanced and sophisticated technologies that work with legacy and new systems, enabling them to achieve high ROI while securing their environments sufficiently.

Frost & Sullivan recognizes how innovative solutions provide operators with a more comprehensive view of the organization's digital and physical ecosystem, allowing security teams to reduce incidents and minimize interruptions drastically. Such technologies often integrate video surveillance, access control, and other security systems. Due to IoT proliferation, organizations acquire more video footage and device or sensors readings than analysts can review. The primary challenge with video management systems and broader situational intelligence solutions is inadequate analytics capabilities, leaving security operators to monitor footage and sensor outputs around-the-clock and sort through thousands of hours of video and event data manually each year, considerably increasing operational expenditures (OPEX) and reducing productivity and security. In addition, Frost & Sullivan points out that security analysts feel the physical and mental strain caused by such practices, decreasing their efficiency. Organizations must implement solutions that link their systems and analyze data for security teams, and then alert them to situations in real time, removing monotonous tasks and allowing operators to perform more cognitively intense responsibilities.

Frost & Sullivan concludes that organizations must deploy unified, holistic systems to achieve better situational awareness, and subsequently, improved safety and security for their property, assets, and employees.

Technology Leverage and Business Impact of Everbridge

Founded in 2002, Massachusetts-headquartered Everbridge provides a best-in-class Critical Event Management (CEM) platform that enables organizations to gain heightened situational awareness and actionable intelligence to ensure the safety and security of their employees and property. The company serves nearly every industry, including banking and finance, energy, higher education, healthcare, local and federal governments, logistics, manufacturing, retail, telecommunications, and transportation. Everbridge helps more than 5,200 clients aggregate and assess threat data, locate people at risk and responders able to assist, automate the execution of pre-defined communications processes through the secure delivery to over 100 different communication devices, and track progress on executing response plans. The company's platform sent over 3.5 billion messages in 2019 and offers the ability to reach over 550 million people in more than 200 countries and territories.

Frost & Sullivan previously recognized the company as the 2019 Technology Leader in the critical event management industry and remains impressed by Everbridge's latest innovations, customer services, company growth, and overall best practices.

Everbridge CEM: Revolutionary Critical Event Management Platform

Everbridge's state-of-the-art CEM platform allows organizations to monitor and manage incidents that could impact their business operations. The solution enables security teams to take action proactively by automatically alerting them to events; thus, allowing operators to secure assets, re-route supply chains, and notify employees — in any language — in affected areas. CEM collects real-time data from hundreds of various sensors and tracking technologies, such as social media platforms, news outlets, traffic cameras, and weather satellites.

The solution applies advanced analytics to make sense of the information, saving security operators valuable time in time-sensitive situations by alerting them to incidents minutes or hours before they could manually piece together the data to create a whole picture of an incident. CEM even detects information technology systems' disruptions and events that could prevent an employee from traveling safely, enabling clients to experience minimal operational downtime, ultimately decreasing OPEX and increasing revenues.

> "*When there is an event like Hurricane Irma, for us to be able to determine which properties would be impacted earlier allowed us to evacuate those properties but also prepare to reopen those properties faster after the storm passed*."
>
> —Global Hotel Management Company

CEM allows clients to enhance the safety and security of their employees and assets, enabling security teams to safeguard against natural and manmade disasters, such as a global pandemic, active shooters, severe weather, terrorist attacks, and power outages. The solution provides clients with best-in-class technology that helps security teams increase the safety and security of the organization's employees around the world. CEM links with an organization's systems — e.g., human resources — and monitors a resource's mobile devices' location and then alerts security operators and employees to relevant location data. The solution's geo-location feature is optimal for remote employees — such as an employee working from home or in an isolated location — as well as in-transit employees, including security guards or an individual traveling by train, plane, or ground vehicle.

> *"Visual Command Center empowers the GSOC to provide a credible voice from security to our overall business development plan. Our team and its overall understanding of our operational environment are essential to ensuring the continuity of operations, safety of employees and security of assets."*
>
> —Bob Bernazal, Director of Security, National Oilwell Varco

CEM's mobile function serves as a two-way communication solution between security operators and remote employees, allowing employees to send a pre-defined or custom SOS message that automatically sends the individual's location — e.g., in an active shooter situation — as well as to receive location-based incident alerts and the appropriate procedures to follow. This feature is available through Everbridge Mass Notification with Incident Communications as push notifications from security operators, allowing an organization to ensure they alert their employees before, during, and after a situation and enabling security teams to send the right messages to the right resources - whether to a group of employees or a traveling individual. Moreover, CEM uses multi-factor location determination by connecting with an organization's systems — e.g., access control, human resources, and travel management — to gather pertinent data regarding employees' location, ensuring that the platform alerts people, not devices.

Everbridge's CEM solution automatically generates incident reports, enabling an organization to maintain industry compliance audit readiness and allow security teams to analyze and gain valuable insights from past events to prepare better for future incidents. The platform meets strict industry mandates, such as the National Institute of Standards and Technology, the Federal Risk and Authorization Management Program (FedRAMP), and the General Data Protection Regulation. With FedRAMP, Everbridge secures CEM through more than 320 security controls and policies, all of which underlines the commitment of Everbridge to growing its presence around the world and ensuring that it always operates at market-leading standards. Moreover, the platform's automated IT incident response feature, IT Alerting, enables security teams to detect and mitigate cyber-related events automatically and ensure industry standard compliance, reducing OPEX, and increasing operational efficiency significantly.

> "*The beauty of Everbridge IT Alerting is having a consistent, predictable, repeatable process with timely and relevant communications.*"

> —Mark Hydar, Ericsson

Frost & Sullivan points out that many other competing platforms maintain traditional security practices that support the siloed operations of an organization's IT and physical security teams through disparate systems and company departments, making it quite difficult for operators to "connect the dots" between two seemingly different events that appear harmless individually, but have potentially devastating consequences collectively. CEM breaks down such cyber and physical security siloes to provide operators with clear visibility and enhanced situational awareness across their entire organization, allowing them to secure systems, properties, assets, and employees proactively.

Large-scale Technology Deployments Demonstrating CEM's Power

Everbridge's reliable CEM solution is a powerful resource for organizations around the world that have local or global employees. Furthermore, the secure, seamless, and comprehensive platform is an optimal government-to-first-responders and government-to-citizens mass emergency alerting solution. CEM is capable of quickly notifying fire departments, law enforcement agencies, emergency medical services, residents, and visitors through various methods, such as email, landline, smartphone, SMS text messages, and social media. Government organizations can set CEM to alert first responders, citizens, and visitors of emergencies and severe weather automatically, allowing them to sign-up for notifications by custom keywords and zip code. Moreover, the solution is compatible with the Federal Emergency Management Agency's Integrated Public Alert and Warning System.

> "*After seeing the success in state-run agencies, 41 cities, towns' health districts, and council of governments went to purchase their own municipal Everbridge System for emergency and nonemergency use. By using the same system statewide, the State of Connecticut is improving operational efficiencies.*"

> —Mike Guerrera, State of Connecticut Official

New York City (NYC) deployed Notify NYC (an Everbridge CEM-powered mass notification solution) for public safety during the annual New Year's Eve celebration in Times Square, both in 2018 and 2019. Citizens and visitors — an estimated one million people — were encouraged to register through Notify NYC to receive text messages of event, safety, traffic, and weather conditions as well as potential event disruptions, reunification locations for missing persons, street closures and detours, transit delays, and updates throughout the celebration. Everbridge proved to be the optimal provider for these services as the festivities remained safe for all attendees.

> "*The Notify NYC short code is an easy and effective way to enhance our communication with the public. As we celebrate the New Year in Times Square, we are thrilled to partner with Everbridge to keep spectators up-to-date with key alerts and information*."
>
> —Deanne Criswell, NYC Emergency Management Commissioner

NYC has used Everbridge's CEM platform for various parades, such as the Macy's Thanksgiving Day Parade. The company's solution has also been used by multiple cities and first responder agencies globally to ensure public safety during other large-scale events, including the Rose Parade, the Super Bowl, the Boston and Philadelphia Marathons, the Pride Parade, and Mardi Gras. Government officials have used the platform to provide first responders with superior situational awareness that significantly increased the safety of first responders and the public during severe weather situations, including Hurricane Dorian in Florida, the California wildfires, and Cyclone Fani in India.[1]

The Everbridge CEM Platform has also been deployed by more local, state, and national governments across the globe than any other solution. The Everbridge Public Warning solution, built on the company's CEM platform, has been deployed to reach the mobile populations on a country-wide scale in Sweden, Iceland, the Netherlands, Singapore, and a number of the largest states in India, and is currently being implemented in Peru and Australia. Everbridge is the first population alerting provider to support four EU countries in conjunction with the recent EU mandate requiring member countries to have a population-wide alerting system in place by June 2022.

Everbridge Public Warning represents the only multichannel solution which allows countries to deploy their preferred combination of emergency communications methods. The Everbridge population warning system communicates across all phases of an incident, leverages location intelligence (static location, last known location, and expected location), provides directed two-way communications, and enables countries to combine both speed of delivering alerts with the broadest reach to cover the full population and visitors.

Impressive Partner Network, Professional Services, and Everbridge University

Everbridge's world-renowned partners clearly enhance the value that CEM already brings to an organization's operations. The company's partner network includes cybersecurity, IT operations, risk management, and physical security brands such as Alertus, Concur, Dataminr, DHL, Google, Honeywell, HP, IBM, Johnson Controls, Microsoft, RSA, Shooter Detection Systems, Slack, and Solarwinds, to name a few.

Additionally, Everbridge leverages its unmatched expertise to offer professional services to ensure an organization adheres to policies and regulations and achieves optimized operational efficiency through CEM implementation and configuration. Moreover, the company provides training modules to a client's security professionals via its Everbridge University that covers more than 300 training topics. The company delivers online or on-site training modules for Everbridge's CEM platform as pre-defined or custom bundled

---

[1] *Everbridge to Help Ensure Safety During Famed New Year's Eve Bash in NYC and Rose Parade in Pasadena (Everbridge January 2020)*

packages, or à la carte. Furthermore, the company offers live webinars and best practices guides to enable clients' security professionals to remain knowledgeable in the security market.

> "*We couldn't be as successful as we are with Everbridge if it was not for the company's professional services team. They worked on site with our core team, and after hours with our international team, the interactions could not have been any more effective and positive*."
>
> —Mark Vaillancourt, Digital Realty

> "*The main thing I want to emphasize is how easy the system is to use. A lot of software platforms have a very high learning curve and there's extensive lead time before people can truly use the system effectively. With Everbridge, within an hour or two, someone can master the system.*"
>
> —James Green, PSCU

> "*The support team is always quicker than I expect, and this allows me to get back to our stakeholders quickly with a resolution to their problems. It makes us look good to have such a quick response from Everbridge*."
>
> —Tim Hunter, Vanderbilt University

Conclusion

Many situational awareness solutions leave information technology and physical security teams divided and unable to connect events as they utilize siloed systems. Frost & Sullivan applauds the way that Everbridge nicely breaks down the siloes through its Critical Event Management platform that enables organizations to monitor situations and respond to events proactively.

The company's technology allows clients to ensure the safety and security of their employees, properties, and assets by gathering and analyzing data from numerous sources, such as social media, news outlets, surveillance cameras, and weather tracking sensors. With its innovative technology, customer-centric design, impressive partner network, and strong overall performance, Everbridge earns the 2020 Frost & Sullivan Technology Leadership Award.

Significance of Technology Leadership

Technology-rich companies with strong commercialization strategies benefit from the increased demand for high-quality, technologically-innovative products. Those products help shape the brand, leading to a strong, differentiated market position.

Understanding Technology Leadership

Technology Leadership recognizes companies that lead the development and successful introduction of high-tech solutions to customers' most pressing needs, altering the industry or business landscape in the process. These companies shape the future of technology and its uses. Ultimately, success is measured by the degree to which a technology is leveraged and the impact that technology has on growing the business.

Key Benchmarking Criteria

For the Technology Leadership Award, Frost & Sullivan analysts independently evaluated two key factors—Technology Leverage and Business Impact—according to the criteria identified below.

Technology Leverage

Criterion 1: Commitment to Innovation
Criterion 2: Commitment to Creativity
Criterion 3: Technology Incubation
Criterion 4: Commercialization Success
Criterion 5: Application Diversity

Business Impact

Criterion 1: Financial Performance
Criterion 2: Customer Acquisition
Criterion 3: Operational Efficiency
Criterion 4: Growth Potential
Criterion 5: Human Capital

Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan Awards follow a 10-step process to evaluate Award candidates and assess their fit with select best practice criteria. The reputation and integrity of the Awards are based on close adherence to this process.

	STEP	OBJECTIVE	KEY ACTIVITIES	OUTPUT
1	**Monitor, target, and screen**	Identify Award recipient candidates from around the globe	• Conduct in-depth industry research • Identify emerging sectors • Scan multiple geographies	Pipeline of candidates who potentially meet all best-practice criteria
2	**Perform 360-degree research**	Perform comprehensive, 360-degree research on all candidates in the pipeline	• Interview thought leaders and industry practitioners • Assess candidates' fit with best-practice criteria • Rank all candidates	Matrix positioning of all candidates' performance relative to one another
3	**Invite thought leadership in best practices**	Perform in-depth examination of all candidates	• Confirm best-practice criteria • Examine eligibility of all candidates • Identify any information gaps	Detailed profiles of all ranked candidates
4	**Initiate research director review**	Conduct an unbiased evaluation of all candidate profiles	• Brainstorm ranking options • Invite multiple perspectives on candidates' performance • Update candidate profiles	Final prioritization of all eligible candidates and companion best-practice positioning paper
5	**Assemble panel of industry experts**	Present findings to an expert panel of industry thought leaders	• Share findings • Strengthen cases for candidate eligibility • Prioritize candidates	Refined list of prioritized Award candidates
6	**Conduct global industry review**	Build consensus on Award candidates' eligibility	• Hold global team meeting to review all candidates • Pressure-test fit with criteria • Confirm inclusion of all eligible candidates	Final list of eligible Award candidates, representing success stories worldwide
7	**Perform quality check**	Develop official Award consideration materials	• Perform final performance benchmarking activities • Write nominations • Perform quality review	High-quality, accurate, and creative presentation of nominees' successes
8	**Reconnect with panel of industry experts**	Finalize the selection of the best-practice Award recipient	• Review analysis with panel • Build consensus • Select recipient	Decision on which company performs best against all best-practice criteria
9	**Communicate recognition**	Inform Award recipient of Award recognition	• Present Award to the CEO • Inspire the organization for continued success • Celebrate the recipient's performance	Announcement of Award and plan for how recipient can use the Award to enhance the brand
10	**Take strategic action**	Upon licensing, company is able to share Award news with stakeholders and customers	• Coordinate media outreach • Design a marketing plan • Assess Award's role in future strategic planning	Widespread awareness of recipient's Award status among investors, media personnel, and employees

The Intersection between 360-Degree Research and Best Practices Awards

Research Methodology

Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry players and for identifying those performing at best-in-class levels.

360-DEGREE RESEARCH: SEEING ORDER IN THE CHAOS

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages more than 50 years of experience in partnering with Global 1000 companies, emerging businesses, and the investment community from 45 offices on six continents. To join our Growth Partnership, please visit http://www.frost.com.