

F R O S T & S U L L I V A N

2024

**NEW PRODUCT
INNOVATOR**

*IN THE NORTH
AMERICAN CRITICAL
COMMUNICATIONS
INDUSTRY*

F R O S T & S U L L I V A N

BEST

2024 PRACTICES

AWARD

 **everbridge™**

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Everbridge excels in many of the criteria in the critical communications space.

AWARD CRITERIA	
<i>New Product Attributes</i>	<i>Customer Impact</i>
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

Everbridge 360™: Empowering Organizations with Purposeful Innovation

Founded in 2002 and headquartered in Boston, Massachusetts, the United States (US), Everbridge is a critical communications provider and public warning software solutions developer. Its critical event management (CEM) platform enables organizations to anticipate, mitigate, and respond to critical events. With a global team of over 1,600 employees, Everbridge helps clients reduce threat identification time, assess risks to assets and individuals, and promptly take action by proactively notifying affected users during critical situations. The company's solutions foster collaborative teamwork by creating a unified operating environment to streamline responses and break down organizational barriers.

Everbridge's corporate culture revolves around using purpose to drive innovation. Its product roadmap (i.e., planning, development, and implementation strategies) incorporates ongoing client feedback, ensuring its offerings align with customers' dynamic needs. The company acknowledges that it is crucial to understand clients' distinct priorities to provide visibility and access to pertinent internal and external events impacting the organization. Therefore, in September 2023, it announced Everbridge 360™, an integrated dashboard automating and simplifying the management of critical events across the company's product portfolio. To ensure people's safety and maintain operational continuity for businesses and communities, Everbridge 360™ consolidates risk intelligence, communications, collaboration, and coordination into one platform. With a differentiated approach, the company offers a unified, automated operational configuration that uniquely simplifies critical event management and delivers unparalleled customer resilience.

Everbridge 360™ provides clients with comprehensive capabilities to respond to global critical events effectively in a single platform through the Visual Command Center. Highlights include various workflows and templates to accommodate client-specific integrations. Alongside the Everbridge 360™ platform, the company introduced a mobile and desktop application embedded with features like check-ins and safe corridors, allowing users to set thresholds for regular check-ins and trigger an SOS signal if necessary. When an imminent life-threatening situation arises, the desktop application can initiate a full-screen takeover to inform the user. This integration exemplifies the vital link between connecting critical event management and communications seamlessly, ensuring prompt notifications for end-users, whether actively using their desktops or occupied with other tasks. Moreover, the platform is customizable,

“Everbridge places design and user experience at the core of its product development process to upgrade its solutions. With a design thinking approach defined by a five-stage process (i.e., empathize, define, ideate, prototype, and test), the company built its new platform, Everbridge 360™, emphasizing continuous ideation, prototyping, and testing to identify and address the most significant user journey challenges.”

- Brent Iadarola
Research Vice President

allowing clients to include documentation, custom links, and content as needed.

A pivotal feature in Everbridge 360™ is the preview button, which offers insights into the number of recipients and the communication method’s potential impact. This capability precisely previews how the communication (e.g., text message, email, voice recordings) appears to users. It can also exclude specific recipients without affecting any predefined groups or rules. Reviewing the format and ensuring accuracy before sending is a beneficial characteristic, providing a clear overview and enabling a confident launch of the communication.

Everbridge built its platform to connect all critical event lifecycle phases (i.e., planning, monitoring, alerting, responding, and recovering) to deliver an end-to-end user experience. For example, an innovative feature recently implemented allows a user to trigger an SOS that automatically sends the user’s location and activates the user’s camera, capturing two minutes of video and audio to help locate the user. The company’s approach goes beyond alerting an emergency alert, providing clients a view of the user’s situation, whether it is their surroundings or factors impacting them directly. Everbridge’s audio-visual data enables organizations to triage and respond to incidents effectively.

Frost & Sullivan applauds Everbridge’s innovative and purpose-built platform, embedded with novel capabilities, seamlessly delivering crucial information in one integrated dashboard, enhancing incident intelligence, and reducing response times in critical situations.

Needs-based Approach Leads to Innovation

Everbridge places design and user experience at the core of its product development process to upgrade its solutions. With a design thinking approach defined by a five-stage process (i.e., empathize, define, ideate, prototype, and test), the company built its new platform, Everbridge 360™, emphasizing continuous ideation, prototyping, and testing to identify and address the most significant user journey challenges. In the early stages of development, the company conducted a Voice of the Customer initiative, gathering valuable insights from customers and analyzing technology gaps. With a detailed focus on user experience, Everbridge launched an early access program powered by feature toggles. This program

allowed clients to explore the platform, combining functionalities and capabilities tailored to their specific environment.

Furthermore, the company included industry-customized templates to facilitate operators' tasks when sending critical communications, including overwriting and smart filling directly from alerts. The templating capability enables organizations to define best practices for different event types, with the system intelligently offering appropriate templates. Everbridge 360™ integrates various data sources to understand risk events comprehensively, showcasing impacted assets (e.g., facilities and people) and leveraging information from batch scans, mobile app usage, or third-party satellite feeds. This innovation is part of Everbridge 360™ alongside standard messaging capabilities.

Everbridge integrates high reliability and quality in its products, from developing robust, user-friendly solutions to working closely with clients and partners to guide its product roadmap and enhance and add

“Everbridge’s 360™ CEM platform addresses an unmet market need that is not easily replicated. As the market matures and evolves, Everbridge 360™’s consolidated risk intelligence, communications, and collaboration platform helps organizations adopt successful strategies to support more complex operations in their CEM journeys.”

- Brent Iadarola
Research Vice President

features. For example, the company collaborates with partners through an open application programming interface to strengthen user localization, combining global positioning systems and satellite capabilities into mobile devices. Everbridge also meets client standards and regulatory compliance requirements, including the International Organization for Standardization (ISO) 27001:2013, ISO 27701, the General Data Protection Regulation (GDPR), the Health Insurance Portability and Accountability Act (HIPAA), Service Organization Controls 3 (SOC 3) and FedRAMP. Moreover, the company holds industry certifications such as the Support Anti-terrorism by

Fostering Effective Technology and Federal Risk and Authorization Management Program under the US compliance framework.

Overall, Everbridge 360™ stands out in the critical communication market due to its customer-centric capabilities and customized templates. The company’s platform offers an integrated user experience, achieved through established processes and increasingly recognized compliance and quality certifications.

Next-Gen Platform – Everbridge Suite and Visual Command Center Combined



Source: Everbridge

Guaranteed Satisfaction through End-to-end Customer Service

Everbridge helps over 6,500 clients across various industry verticals, including manufacturing, healthcare, transportation, technology and telecommunication, higher education safety, energy and utilities, K-12 school safety, retail and e-commerce, government and federal agencies, financial services, states, and local governments. Over the years, the company has successfully added highly prominent names (e.g., Sanofi, HSBC, Dow, Siemens, Humana, and Takeda) to its client base. In addition, Everbridge’s extensive clientele includes 47 of the 50 Fortune 50 companies, 10 of the 10 busiest airports of the US, and 9 of the top 10 most prominent technology companies globally.¹

The company provides exceptional 24/7 customer service through its dedicated team of client success experts supporting customers migrating to the Everbridge 360™ platform. To facilitate a seamless transition, clients can upgrade to Everbridge 360™ while maintaining the option to switch back and forth between the new platform and their current dashboard.

Everbridge works closely with clients throughout the purchasing process, including three trial versions for implementing a CEM platform, each offering varying levels of support: light, medium, and heavy. The company’s executing strategy tailors the platform to specific client needs to ensure personalized experiences from Day One. For instance, Everbridge’s onboarding team aligns the templates to specific problem-solving scenarios. Dedicated consulting teams specialize in intricate workflow consulting customized for large global enterprises if required. Furthermore, the company offers clients essential support tools, including Everbridge University and its YouTube channel encompassing over 250 self-service resources, empowering clients to utilize its platform effectively.

¹ <https://www.everbridge.com/about/history/> and <https://ir.everbridge.com/static-files/7582e087-54da-47b4-8141-4d526d9bc2f7>. Accessed December 2023

Clients who participated in the initial adopter program for Everbridge 360™ praised the company's innovation:

“Everbridge 360™ is intuitive and a game changer for bringing discipline to the critical event management process. The new interface dramatically reduces training time for getting our resilience response activated.”

- Multinational aerospace and defense technology company.²

“Everbridge 360™ sets a new benchmark for efficiency. The streamlined platform intuitively blends power and simplicity, presenting critical information in an accessible, all-in-one manner, and empowering us to make swift and accurate decisions in the heat of the moment.”

- Global advertising and digital marketing organization³

Everbridge uses client feedback to guide its product roadmap and continuously evolve its solutions to maintain its innovative edge. Furthermore, the company conducts surveys to ensure high customer satisfaction, earning it a 70 Net Promoter Score and a 95% customer retention rate.⁴

Growth Potential

Since its inception, Everbridge's sterling reputation and customer-centric framework have led to its coveted preferred partner status. Over the years, it added a range of new clients to its established base. With a presence in 25 countries, the company helps customers protect their people and valuable assets in various use cases, such as natural disasters, supply chain interruptions, global health risks, distributed workforce management, civil unrest, and information technology disruptions such as cyber-attacks. Everbridge derives its growth potential from 20 years of experience and a robust financial performance. In 2022, the company generated \$432 million in annual revenue, a \$64 million increase from 2021.⁵

Everbridge's 360™ CEM platform addresses an unmet market need that is not easily replicated. As the market matures and evolves, Everbridge 360™'s consolidated risk intelligence, communications, and collaboration platform helps organizations adopt successful strategies to support more complex operations in their CEM journeys. Frost & Sullivan believes the company is well-positioned to drive the critical communications space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

² <https://www.businesswire.com/news/home/20230912431620/en/Everbridge-360%E2%84%A2-Revolutionizes-the-Management-of-Critical-Events-with-Industry%E2%80%99s-Most-Comprehensive-and-Unified-Interface>. Accessed December 2023.

³ Ibid.

⁴ <https://www.everbridge.com/customers/everbridge-customer-overview/>. Accessed December 2023.

⁵ <https://ir.everbridge.com/static-files/7582e087-54da-47b4-8141-4d526d9bc2f7>. Accessed December 2023.

Conclusion

To create a new solution, a company needs to understand the market's needs and deliver a solid solution designed and embedded with high-quality and reliable performance. Frost & Sullivan finds that Everbridge embodies this concept. With a focus on continuous ideation, prototyping, and testing, the company designed Everbridge 360™ to address significant challenges within the user journey. Based on customer feedback and ensuring strict compliance requirements, Everbridge developed a game-changing critical event management platform supporting clients from various industries as well as the public sector to anticipate, mitigate, and respond to critical events. Furthermore, the company integrates a customer-centric approach to ensure its offering addresses specific industry vertical requirements (e.g., customized templates).

With its strong overall performance, Everbridge earns Frost & Sullivan's 2024 North America New Product Innovation Award in the critical communications industry.

What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.

Best Practices Award Analysis

For the New Product Innovation Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

New Product Attributes

Match to Needs: Customer needs directly influence and inspire product design and positioning

Reliability: Product consistently meets or exceeds customer performance expectations

Quality: Product offers best-in-class quality with a full complement of features and functionality

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan’s proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

