

Benefit matrix extended

Everbridge 360



Everbridge 360 is a solution which helps emergency and risk responders have access to a wealth of critical event tools which can be accessed anywhere, including from an app on their phone. The platform enables communication between employees and risk/emergency managers, regardless of their location. The easy-to-use platform gives emergency and risk managers instant access to data on severe weather, terrorism, IT outages, critical events or business continuity incidents to enable quick communication and decision making when every second counts.

Key functionality

- Two-way communication allows employees to provide instant updates on the severity of the event using critical location-based information.
- Emergency managers can manage risks in real real-time and also have access to situation reports and global risk data, to ensure their response is as efficient as possible.
- Employees also have the ability to pre-set a SOS button on their phone which enables them to discreetly inform emergency responders of a crisis and their location.

There are three different versions which offer different functionality depending on the size and the needs of the organization.

	Everbridge 360 Core (Essentials)	Everbridge 360 Professional (Standard)	Everbridge 360 Enterprise (Advanced)
Customer need:	"I need to communicate with my employees during an emergency."	"I need to know when to communicate with my employees and fully understand the threats."	"I need to know when to communicate with my employees, understand the threats and manage risk at scale."
Size of organization:	Large teams	Multiple teams	Global enterprises
Product capabilities			
Global multi-modal communications: Send messages via multiple channels including text, audio, email, and more. Enable multiple delivery methods per contact to ensure your message reaches everyone.	✓	✓	✓
Text-to-speech engine and custom voice recordings: Send spoken alerts with technology that translates text to voice or create your own custom voice recording. Multi-language text supported.	✓	✓	✓
Manager portal and ManageBridge app: Intuitive admin portal accessible through desktop and mobile devices. Messages and other content are created, sent, and managed via the app.	✓	✓	✓
Two-way communications: Send polling notifications to gather responses and feedback for situational awareness and to source intelligence to help determine the next action.	✓	✓	✓

Scheduling and recurrence: Send messages right away, schedule them for a later date, or create them to go out on a recurring basis.	✓	✓	✓
Incident communications: Automatically generate content, select appropriate contacts, and delivery channels based on a simple input form. Preconfigured templates and guided workflows help to eliminate errors and save time when seconds matter.	✓	✓	✓
Scenario manager: Send multiple messages, targeting specific contacts and delivery channels for an event. For example, send different ready-to-go messages to your employees, crisis team, and management with one click.	✓	✓	✓
Desktop alerts: Send full screen alerts to computer screens in seconds to ensure timely delivery, high visibility, and optimal impact of the messages.	✓	✓	✓
API notification launch: Use APIs to automatically launch notifications for events triggered locally.	✓	✓	✓
Email ingestion: Allows 3rd party systems to launch incidents in Everbridge using emails.	✓	✓	✓
Everbridge Flow Designer: Simple, visual workflow builder that is as easy as drag, drop, and done. Built-in steps make it easy to create virtually any workflow connecting your applications.			✓

Collaboration			
Conference bridge: Connect to a conference bridge through a notification. Contacts who are reached by phone can join by pressing one key. Contacts who receive a text message see the instructions for joining the bridge.	✓	✓	✓
Smart conference bridges: Advanced option for automatically connecting a notification contact to a conference bridge. Smart Conferences can be recorded and provide a console for the message sender to monitor and control the bridge participants.	✓	✓	✓
Secure collaboration: Allow contacts to exchange messages and images through the Everbridge Mobile App and desktop in a secure way which complies with HIPAA, FedRAMP, SOX, and other compliance requirements.	✓	✓	✓
Desktop and Mobile app			
Access to the Everbridge Mobile App: Creates a channel to send push notifications to your people.	✓	✓	✓
Default safety buttons: Enable end users to trigger SOS, report their location, start a safe corridor, or call an emergency number.	✓	✓	✓
Customizable safety buttons: Create custom safety buttons like filling out a custom form.	✓	✓	✓
Apple Watch support: Enable default safety buttons and features on the Apple Watch.	✓	✓	✓

Data management and integrations			
Custom attributes for contacts and assets: Extend standard attributes to capture specific contact and asset properties. Contacts and assets include anything important to your organization, for example: employees, buildings, supplier locations, equipment, or other facilities.	✓	✓	✓
Single sign on and two-factor authentication: Allow secure user authentication with company credentials.	✓	✓	✓
SFTP data management: By using SFTP protocol, your organization's data hosting systems can directly connect to Everbridge, allowing automatic updates of your contacts and assets.	✓	✓	✓
API data management: By using APIs your organization's data hosting server systems can directly connect to Everbridge, allowing automatic updates of your contacts and assets.	✓	✓	✓
Custom from email address: Custom from email allows an organization to send emails from the address of their choosing.	✓	✓	✓
Dynamic location - Mobile App: Keep track of contacts' location at all times when they utilize the Everbridge Mobile App.	✓	✓	✓
Dynamic location - 3rd Party Systems: Keep track of contacts' location at all times: when they badge in the office, connect to wifi access points, etc.		✓	✓
Location-based data connectors: Connect to data sources from Lenel Onguard, Tyco C-cure, and S2.		✓	✓

Opt-ins			
Customizable opt-in portal: Member portal where employees can sign up to receive alerts.	✓	✓	✓
Visitor and customer engagement: Grow a contact database using keyword opt-in, integrated web pages and one-click social media publishing.	✓	✓	✓
Visualization and Risk Intelligence			
Everbridge Universe: The Manager Portal identifies contacts, buildings, and events on a customizable map. This allows you to search for contacts within an area or click on a building to see who is inside.	✓	✓	✓
Everbridge Network: Cross-account collaboration and situational intelligence during crises. With the Everbridge Network, organizations can improve their critical communications, gather regional intelligence, and keep constituents informed throughout the incident lifecycle.	✓	✓	✓
Incident zones: Alert recipients when entering a specific geographic area impacted by an event.	✓	✓	✓
SmartWeather: Access to severe weather information from the National Weather Service. (North America only)	✓	✓	✓
Everbridge risk intelligence: Combines thousands of the most trustworthy data sources with an experienced team of 80+ analysts to empower organizations to proactively monitor and mitigate risk.		✓	✓

Targeted real-time alerting: Proactively monitor and analyze domestic or worldwide incidents and events, dramatically increasing the ability to respond to risks that threaten people and organizations – locally and globally.		✓	✓
Pre-defined alerting capabilities: Determine the risk sources you want to track from an extensive list. Identify the assets you want to monitor and receive alerts when a risk is detected near your assets.		✓	✓
Hyper-local intelligence: Provide details on even small-scale events with the potential to impact your organization while filtering out the noise that might otherwise obscure them.		✓	✓
Effective communication: Communicate with persons at risk, responders, stakeholders, and those on a need-to-know basis using pre-defined communications templates.		✓	✓
Alert Management: Risk Intelligence dashboard for users to manage, action, assign, and acknowledge Alerts. Alert Management enables organizations to manage risk mitigation via an inbox instead of via map-based risk visualization.		✓	✓
Everbridge CEM Orchestration: Configure custom profiles to receive relevant alerts for a broad array of threats and incident types. Leveraging our risk profile tool, users can capture (and adjust) their risk tolerance and notification requirements based on the nexus of incident severity and proximity to identified assets.			✓

Understand risk event and contextual data: Traffic cameras; Hurricane evac. routes (U.S.); Storm surge (U.S.); know important life-safety points of interest data, such as embassies, hospitals, fire stations, and police stations.		Weather only*	✓
Deep dive into risk data: Gain access to rich risk intelligence feeds with fully customizable dashboards to query historical risk events across different threat types and severity. Fully customizable dashboards and visualizations allow you to narrow the data set for analysis.			✓
Prospectively measure operational risk: Leveraging years of risk event history and location intelligence, you will be able to assess risk for new operational areas. Conduct site analysis of new facilities, infrastructure locations, or field locations to understand the risk profile of that area including crime levels, natural disasters, disease, civil unrest, conflict, and more. Understand the seasonality of events which might impact your locations, as well as your supply chain and transportation. Leverage this information to make more informed decisions around new operations and mitigation steps.			✓
Understand how your organization is responding to critical events: Quickly analyze past risk events which have impacted your operations and the details of your team's response. Establish performance benchmarks and identify areas of improvement, including mean time to acknowledge (MTTA), time to launch an incident, and mean time to resolve (MTTR) by response team, type of incident, or numerous other risk and response details. Easily build reports to be shared across teams and with management.			✓

Everbridge Resilience: Our Resilience Insights combines analysis to help you understand the risk profile of your operations at a glance. With Everbridge risk intelligence, you'll be able to identify which assets have the highest risk profile and what is driving that risk giving you the opportunity to integrate that knowledge into your risk management framework and improve support for those assets.			✓
Better understand who or what is affected: • Add your own contextual data via CSV, KML. • Add floor plans and security cameras (and floor-assigned indoor assets). • Add categorical or operational attribute data to any asset – filter, search, link, create reports.			✓
Visualization channels: Visual Command Center channels are designed to deliver the right information to the right people during a critical event or when your organization needs to understand the current risk environment. Channels can be broadcast on your command center video wall or on a mobile device or computer screen for stakeholders that are not in the command center or for organizations that have more of a “virtual” command center.			✓
Add 3rd party risk and data feeds: Add 3rd party risk event such as International ISOS, Dataminr and more.			Add-On

Everbridge Crisis Management			
Unified response and communication: Our crisis management solution orchestrates all crisis response activities, teams, resources, and communications from a single event page. The application includes operator dashboards, integrated chat, incident log, and smart conferencing, and leverages response plans from existing business continuity and enterprise risk management solutions.		Add-On	✓
Dynamic task management: The Crisis Management Task Manager helps turn static standard operating procedures (SOPs) into actionable tasks that can be assigned to either a function or an individual. Tasks can be added 'on-the-fly' in the middle of a crisis for unanticipated situations and scenarios.			✓
Executive view and reporting: Dedicated event dashboards and reporting allow senior management to monitor response and recovery progress in real time without having to disrupt the crisis team.			✓
Mobile response plans: Crisis management provides users with a single interface to notify people, mobilize response teams, utilize and execute their existing emergency, disaster recovery and business continuity plans, and collaborate with team members no matter where they are located.			✓
Flexible and powerful forms: Crisis management provides users with an advanced form builder with capabilities such as impact tracker surveys, request management, and ICS/HICS forms. These forms can be used in emergencies, critical events, or for logging minor incidents.			✓

Travel Risk Management			
Everbridge Travel Protector™	Not applicable	Add-on	Add-on
Integrate data from travel management systems: Determine expected locations with corporate travel management systems like SAP Concur, Corporate Traveler, Travel Bank, AMEX GBT, CWT, Egencia, BCD Travel, and many more.	Not applicable	Add-on	Add-on
Employee and traveler tracking: Virtually travel alongside your employees as they work wherever business takes them, even in unstable and challenging environments. Seamlessly track locations, monitor trip itineraries, and send real-time alerts to employees if they face danger or disruption.	Not applicable	Add-on	Add-on
Threat awareness and incident alerts: Thousands of risk data sources are continually aggregated, monitoring emerging threats and live incidents on a global scale. As related threat intelligence emerges, real-time notifications are sent directly to impacted individuals.	Not applicable	Add-on	Add-on
Emergency SOS: Should employees find themselves at risk or have concerns about their safety or wellbeing, emergency call and SOS features within the mobile app enable them to request urgent assistance 24/7.	Not applicable	Add-on	Add-on
Traveler profiles: Keep vital traveler information easily accessible to respond swiftly when it matters. Hold additional details customizable for your organization such as passport numbers, emergency contacts, and more.	Not applicable	Add-on	Add-on
Effective communications: Automatically contact affected travelers during incidents through multi-modal communications, with report-back capacity to confirm people are safe or a response and support mechanism.	Not applicable	Add-on	Add-on

Everbridge Assist™ powered by Anvil			
Medical services: • Medical assistance including telemedicine, outpatient appointments, hospital admission, air ambulance services, working with insurance companies, placing guarantees of payment, and cost containment. • Medical emergency planning to consider key risks and their mitigations, including prevention of illness and injury, medical care, evacuation, and transportation. • Mental health support such as psychological resilience training, and mental health counseling for individuals and groups. • Occupational travel health including pre-travel health risk assessments, advice, site support, and more. • Embedded medical director services.	Add-on	Add-on	Add-on
Security services: • General travel risk and security advice. • Advice and assistance during public disturbances or terrorist incidents. • Support for victims of crime. • Assistance in cases of arrest or detention. • Emergency political and natural disaster evacuations, and more.	Add-on	Add-on	Add-on
Travel services: • Embassy referrals and visa assistance. • Lost passports, tickets, and baggage assistance. • Emergency document delivery. • Lost wallet and credit card support. • Emergency cash advances	Add-on	Add-on	Add-on

Everbridge Personal Safety Device			
One-click SOS button: Instantly send an alert with your location to emergency responders or predefined contacts.	Not applicable	Add-on	Add-on
Real-time location tracking: Utilize GPS technology to allow designated contacts or emergency services to find you quickly.	Not applicable	Add-on	Add-on
Fall detection: Automatically detects falls and sends an alert if the user is unable to respond within a set timeframe.	Not applicable	Add-on	Add-on
Geofencing alerts: Receive notifications when entering or leaving predefined geographical areas for enhanced personal security.	Not applicable	Add-on	Add-on
24/7 monitoring service: Optional subscription service for round the-clock monitoring and emergency response coordination.	Not applicable	Add-on	Add-on
Durability: Water-resistant and designed to withstand impacts, ensuring functionality in various environments.	Not applicable	Add-on	Add-on
Long battery life: Designed for extended use with up to 7 days of battery life on a single charge.	Not applicable	Add-on	Add-on
Technical specifications: • Connectivity: LTE, Wi-Fi, and Bluetooth. • GPS: High-sensitivity receiver with GLONASS support. • Battery: Rechargeable lithium-ion. • Dimensions: 55mm x 70mm x 15mm. • Weight: 55 grams. • Waterproof rating: IP67.	Not applicable	Add-on	Add-on

Support and services: • Comprehensive user manual and quick start guide. • 24/7 customer support via phone, email, and chat. • Regular firmware updates to enhance functionality and security.	Not applicable	Add-on	Add-on
Support and assurance			
Professional services: Dedicated onboarding, implementation and training resources available onsite or remote to support configuration, training, testing and go-live. Everbridge Professional Services leverages a proven methodology and domain expertise, honed through more than thousands of deployments worldwide. We work with you to address the unique challenges of strategic communications within your organizational structure, your operational requirements, and specific training needs. Choose from bundled packages or customized options designed to meet your individual specifications.	Dependent on annual contract	Dependent on annual contract	Dependent on annual contract
Enterprise platform and support: • 4 global, multi-lingual, 24/7 Operations and Support Centers. All support is provided by live full-time Everbridge employees. • Scalability and reliability. • 99.99% Service Level Assurance. • Everbridge University (EBU) and the Everbridge YouTube channel provide a hub of over 250+ interactive self-service resources to prepare your team to be confident in their decisions using Everbridge. • Available 24/7/365. Everbridge University offers role-based training and certifications that incorporate skills, concepts, and best practices to effectively leverage Everbridge solutions.	✓	✓	✓

Your security and data protection: We value the trust you place in Everbridge. We are committed to providing our customers and partners with a secure environment utilizing state of the art technologies to safeguard your information. The Everbridge Privacy and website Cookie Policies are designed to assist you in understanding how we collect, use and safeguard the information you provide to us.	✓	✓	✓
Globally applicable certifications: • ISO 27001:2013. • ISO 27701. • SSAE-18 SOC 3.	✓	✓	✓
US government certifications: • SAFETY Act. • FedRAMP.	✓	✓	✓
EU privacy and security compliance: • General Data Protection Regulation (GDPR). • BSI C5. • EU-US data protection framework.	✓	✓	✓