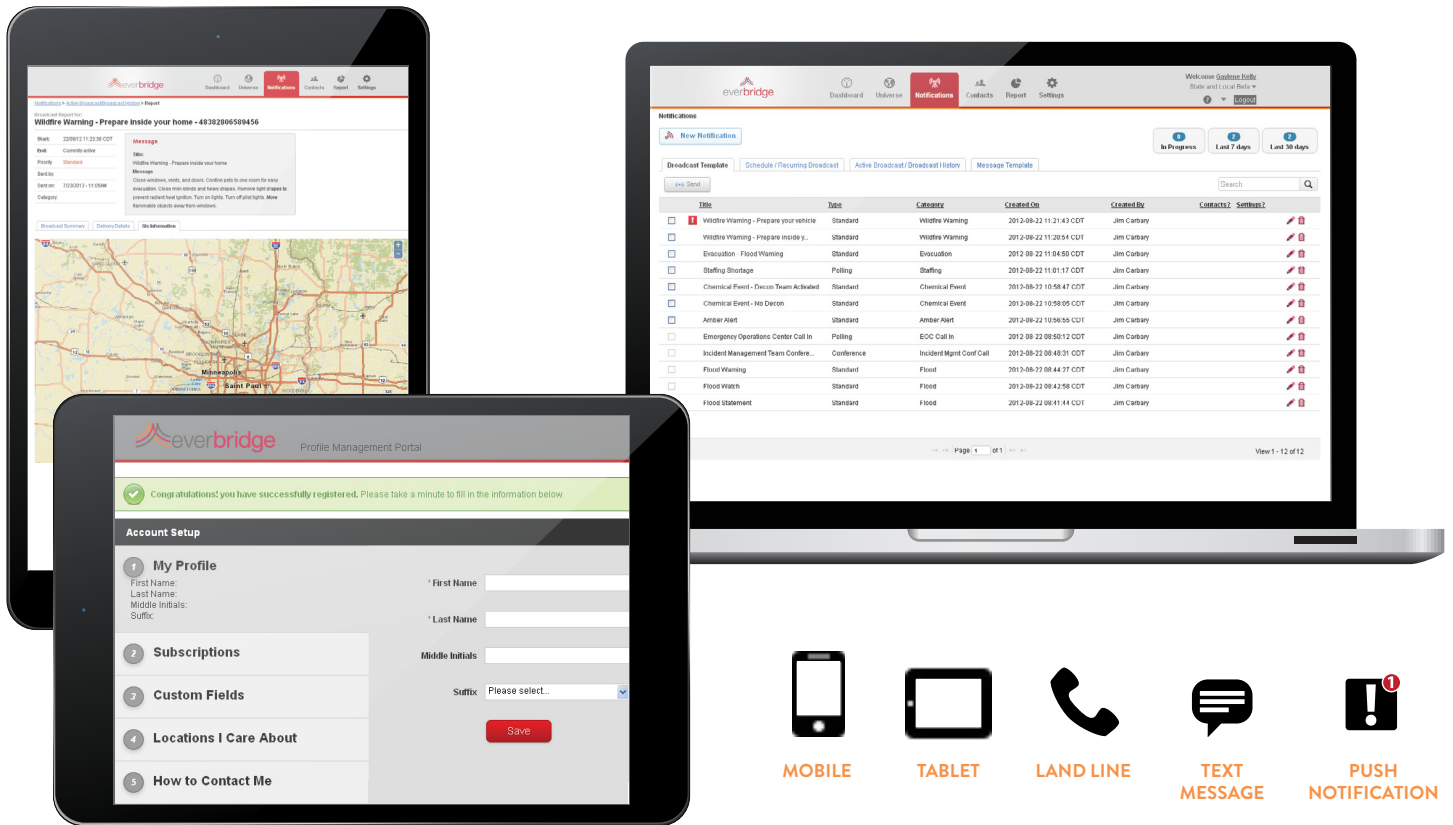


# MASS NOTIFICATION



## KEEP KEY STAKEHOLDERS INFORMED WITH CONTEXTUALLY AWARE NOTIFICATIONS

Everbridge Mass Notification enables organizations to send notifications via 25+ contact paths to individuals or groups using lists, locations, and visual intelligence. This comprehensive notification solution keeps your contacts informed before, during and after all events operational incidents, and emergencies. Everbridge Mass Notification features robust analytics, GIS capabilities, and flexible contact management. In addition, customers with global contacts can leverage a single access point to notify contacts and manage contact data across multiple distributed data stores — a unique “globally local” approach.

### KEY DIFFERENTIATORS

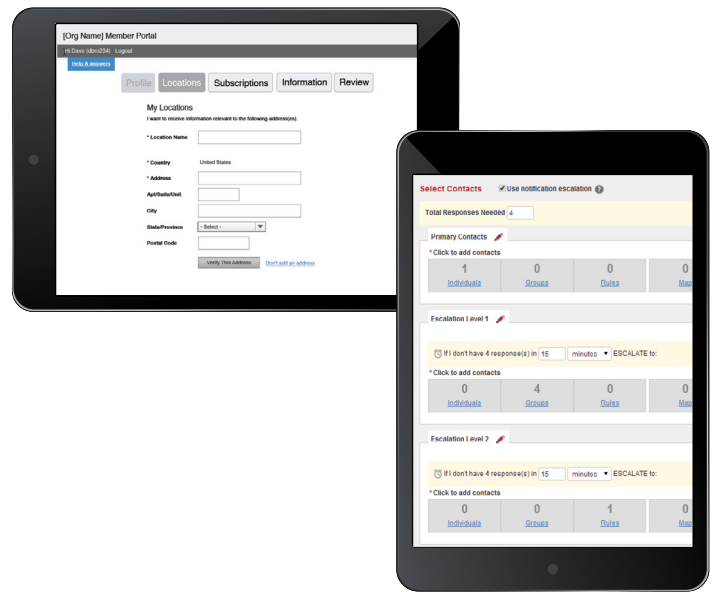
- + Only one page notification process and one click sending
- + Only integrated GIS mapping with unified contact data
- + Only mobile management app with integrated GIS targeting
- + Only dedicated mobile recipient application with two-way communication

# MASS NOTIFICATION



## ANTICIPATE, TARGET, COMMUNICATE

- + Target the individual and not the device for intelligent, personalized message delivery.
- + Escalate notifications to ensure that the next person or group is notified if the first person or group doesn't respond.
- + Broadcast messages to virtually any communications device, with support for over 25 contact paths, including desktop alerts.
- + Build events for one-click sending during incidents. Set up notification templates with predetermined contact lists and pre-defined messages for faster communications in a crisis.
- + Resend notifications to recipients or send follow up messages to all or a sub-set of recipients for tracking within the same incident or event.
- + Configure rules based on your infrastructure's capacity with flexible call-throttling capabilities.
- + Segregate your management and operating structure into multiple notification environments. Separating by geography, department/function, country or other criteria provides maximum security and flexibility.
- + Automatically publish notifications to public websites, Intranets, internal systems, and social media.



## GEO-INTELLIGENT TOOLS

- + Send messages to recipients in a specific geographic region (zip code, street address, radius from a specific point, or other attribute) with GISbased message targeting.
- + Specify targeted contact locations with userfriendly drawing tools, or even upload shape files from other applications for on-the-fly notifications.
- + Search for, view the locations of, and send alerts to specific contact types, including functional needs populations, fire districts, alert type subscribers, and more.
- + Use PrecisionGIS to upload and manage custom geo-coded contact addresses and also integrate custom maps for message targeting
- + Load, geo-code, and manage contact data within a single interface and in real-time.
- + Exclude specific contacts from targeted messaging, based on defined attributes, including location.

# MASS NOTIFICATION

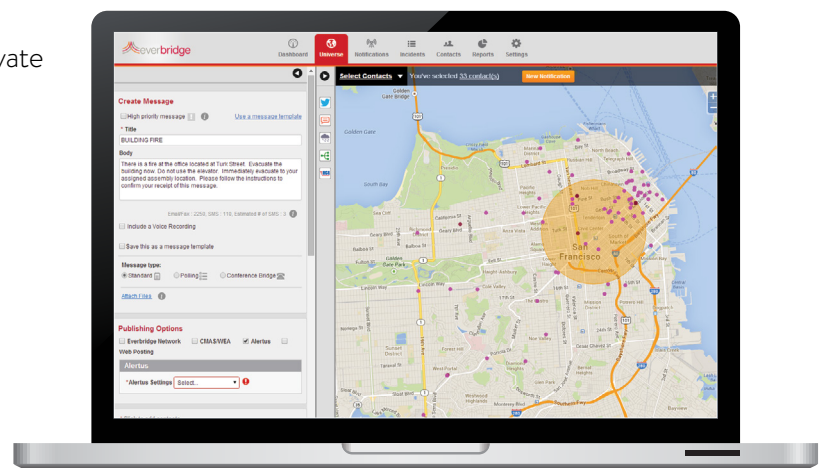


## SIMPLE, INTUITIVE USER EXPERIENCE

- + Manage settings, limits, and defaults through a comprehensive and user-friendly administrator interface.
- + Import, organize and categorize contact data in a way that is meaningful to your organization.
- + Easily automated bulk, partial and full updates utilizing a secure, industry standard method for data transfer.
- + Define role-based access controls for managing separate user and contact data.
- + Easily notify contacts and/or manage contact data across multiple distributed data stores and groups from a single access point.
- + Include multiple groups and custom fields from internal systems to help with message targeting.
- + Set opt-in portals to either publicly available or private (invitation only) and allow contacts to opt-in, update, and manage their accounts - including contact information, locations they care about, alert preferences and more- through branded, customizable web-based portals.
- + Support accessibility guidelines - public and private portals are Section 508 compliant and include field-level view/read/write access controls.

## GLOBAL READY

- + Personalize your reach to a global audience by broadcasting messages globally, in any language.
- + Truly localize communication with multilingual text to-speech support.
- + Increase delivery success for notifications with local and regional routing.
- + Send notifications with customized caller ID's so that the number is local and familiar to the call recipient.
- + Store your data locally and securely in your country of preference and comply with the regulatory requirements of that locale.
- + Access, notify, and manage contacts stored in multiple, distributed data stores through a unified access point, making the location of data seamless to the user.
- + Meet the highest standards for regulatory requirements and handling of personally identifiable information worldwide, including encryption of data at rest, if needed.



# MASS NOTIFICATION

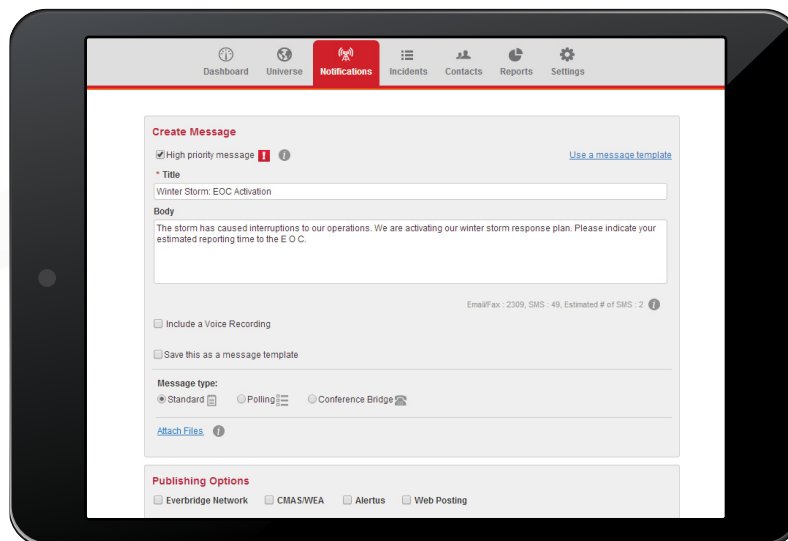


## REPORT, ANALYZE, UNDERSTAND

- + Measure your communication program's effectiveness and continually improve its efficiency with robust analytics and reporting capabilities.
- + Make quick changes and improve results with powerful, accurate incident analyses in real-time.
- + Launch frequently requested reports on-the-fly with Quick Reports.
- + Provide summary and detailed notification analysis (DNA) reports for better after-action reviews, continuous improvements, and regulatory compliance.
- + Easily enhance exported reports with off-line creation of pivot tables and cross-referencing.

## ADVANCED MOBILITY AND CONNECTIVITY

- + Bring the power and security of the full desktop application to mobile devices everywhere, even under adverse network conditions.
- + Support multi-platform smart phones and tablets, including Apple® iOS and Android™ devices.
- + Benefit from reporting and analytics with a native interface designed for the operating system of the device.
- + Send notifications with a multiple-choice polling question with up to nine different responses.



## About Everbridge

Everbridge is a leading unified critical communications platform trusted by corporations and communities of all sizes that need to reach the right people for immediate action, collaboration, and decision-making. Connecting millions of people and internet-connected devices, the company provides reassurance that secure, compliant messages are delivered, locally and globally, received and responded to, no matter the recipient's location. Everbridge is based in Boston, Los Angeles, San Francisco, Beijing and London.

For a full product description, along with best practices and product details please see the Everbridge User Guide and Everbridge University.

