



Crisis Management

Seamless orchestration of the entire crisis response lifecycle in a common operating platform



What is Crisis Management?

In today's mobile and often frenetic business climate, crisis management teams are frequently dispersed and face many distractions and other challenges in the midst of an incident or business disruption. This can result in delays, missed tasks and assignments, and decreased crisis response times. Moreover, many critical events have an unpredictable and cascading impact on broader business considerations, such as customer satisfaction, employee morale, brand reputation, and the supply chain that were not previously accounted for in existing response and continuity plans.

Everbridge Crisis Management addresses these challenges by centralizing response plans, activities, and resources through a common operating picture and accompanying mobile application. Fully integrated with the Everbridge Critical Event Management Platform, Crisis Management employs Everbridge best-in-class technology for mass notification, incident management, and mobile collaboration.

This provides a single platform for all stakeholders—from responders in the field to executives in the board room—to operate and analyze incident response tasks, as well as update and assign new tasks on the fly. This unified view and flexibility helps to mitigate damage and downtime by ensuring normal operations can be restored as quickly as possible.





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Key people who benefit from Crisis Management:

- Chief Security Officer, Managers and Team
- Chief Risk Officer, GSOC Managers and Team
- VP of Business Continuity, Managers and Team
- VP of Human Resources, Managers and Team
- Chief Information Security Officer and IT Team

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Crisis Management features include:

Unified response and communication

Crisis Management 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.

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.

What value does Crisis Management add to an organization?

For customers who did not have a solution in place prior to acquiring Crisis Management, on average:

Crisis Management reduced their initial response time by

50%

- Leveraging auto-launch to trigger task lists and send communications.
- Creating pre-defined templates in advance.

Crisis Management reduced critical event management time by up to

60%

- Capturing event details directly into a situation report, instead of manually gathering this information throughout the event.
- Launching forms during an event, instead of having a separate tool to gather feedback from the field.
- Combining dynamic task lists and having the ability to instantly notify task owners instead of requiring everyone to be in the same location or on the same conference bridge to receive tasks.
- Issuing real-time updates, instead of scheduled checkpoints.

For customers who previously had an event management solution other than Crisis Management, then acquired Crisis Management, on average:

Crisis Management reduced their critical event management time by

30%

- Capturing event details directly into a situation report, instead of manually gathering this information throughout the event.
- Receiving real-time feedback within forms during an event, instead of making manual phone calls and/or sending emails requesting information from the field.
- Having the ability to instantly notify or change task owners instead of requiring everyone to be in the same location or on the same conference bridge to receive tasks.
- Issuing real-time tasks updates, instead of scheduled checkpoints.
- Saving time by using dashboard views and sharing charts to communicate to different stakeholders.
- Combining workflows with Incident Communications to save time.

When is Crisis Management used?

Crisis Management unifies your business continuity, disaster recovery, and emergency communication processes to accelerate response times for both large and small disruptions, including:

- Adverse weather
- Natural disasters
- Critical infrastructure failures
- Reputation incidents
- Supply chain disruptions
- Cyberattacks
- Power outages
- Civil unrest
- Product recalls

Imagine an employee opens a phishing email, clicks on a link, and your organization's internal data has now been compromised. What are the next steps?



Maintain command and control

01 Quickly launch the right response plan

- Crisis Coordinator launches the “Phishing Email” Critical Event Template with task lists, incident communications, and documents.

02 Ensure responders know what to do

- All responders and stakeholders are notified of the tasks they need to complete.
- Team members can add comments and photos/screenshots for more context.

03 Communicate effectively

- The Crisis Management team identifies what data has been compromised or is at risk and notifies all employees of the breach.
- Notifications can also include conference calls as well as chats.

04 Easily address situational changes

- Other employees may be affected by the breach as well and need to take additional steps to protect themselves and their data, so the IT team works with the crisis managers to assess and assist.
- Responders can share photos/screenshots and collaborate using task lists, dashboards, and chat capabilities.

05 Keep stakeholders informed

- Customizable dashboards facilitate executive updates.
- All activity is logged and available in real time.
- Publish details leveraging the built-in situation reports.

How is Crisis Management used before, during, and after a crisis?

Many organizations are tempted to take a do-it-yourself approach to their crisis management response plans, using Microsoft Excel spreadsheets or other software, but this approach is extremely limited, time consuming, and riddled with procedural gaps. Below is a breakdown of how Crisis Management is used before, during, and after any crisis, as opposed to a DIY approach.

How Crisis Management is used

	DIY approach	Using Crisis Management
Before a crisis	• Lack of standardized communication templates • Long, disorganized manuals in binders • Limited or no simulated exercises • No drills except evacuations	• Incident-specific communication templates • Digitized plans • Table-top exercises and tests • Specific drills
During a crisis	• Unsure messages are reaching employees, executives, and stakeholders • Human stress introduces natural errors • Lack of centralized command structure • Poor access to information and useful task lists	• Message confirmation ensuring successful and timely delivery • Ability to gather and collect essential information using surveys • Timely and meaningful status updates using impact tracking and dashboards • Checklists at your fingertips
After a crisis	• No meaningful improvement as everything is manual or quasi-manual • Lack of analytics and dashboards	• After-action analytics, dashboards, and reports • Completion of necessary forms (FEMA/OSHA) • Auditing

Who within an organization uses Crisis Management?

Key leaders such as CSOs, CROs, GSOC managers, VPs of business continuity and human resources, and IT teams are among those who greatly benefit from Crisis Management. Emergency response, business continuity, security, and resilience teams use Crisis Management to create and launch response plans, add tasks on the fly, and collaborate with all stakeholders, no matter their location, to quickly restore operations, mitigate brand and financial impacts, and help ensure employee safety.

Where is Crisis Management used?



Crisis Management customers include organizations of all sizes and in many different industries such as: retail, energy, finance, high tech, transportation, and higher education.

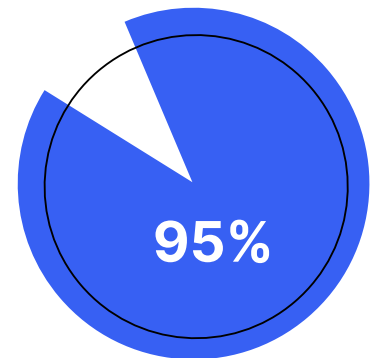
With more than
6,500

customers around the world
in business, healthcare, and
governmental sectors

Customer spotlight

In Miramar, Florida, Southern Glazer's Wine & Spirits launched its new state-of-the-art Crisis Management Center which serves as the centralized location responsible for all aspects of incident management for the entire enterprise.

"Everbridge is an important tool in our overarching crisis response program, used throughout our organization to help ensure the safety of our 21,000-plus employees and the operational resiliency of our facilities and supply chain across 250 locations nationwide," said John Liuzzi, the National Director of Business Continuity at Southern Glazer's, the world's preeminent distributor of alcohol. "Crisis Management provides us with a proactive and centralized tool to launch, dynamically track and update all tasks, activities, and communications, enabling us with even greater control to mobilize response teams and execute our business continuity plans in the face of a critical event. Everyone on our response team, as well as executive stakeholders, have access to the event dashboard and can watch progress, and add new tasks, in real time. Everbridge is continuing to help us mature our management of a crisis or business disruption like no other solution."



Everbridge is dedicated to the success of our customers and maintains over a 95% retention rate across all solutions



About Everbridge

Everbridge, Inc. (NASDAQ: EVBG) empowers enterprises and government organizations to anticipate, mitigate, respond to, and recover stronger from critical events. In today's unpredictable world, resilient organizations minimize impact to people and operations, absorb stress, and return to productivity faster when deploying critical event management (CEM) technology. Everbridge digitizes organizational resilience by combining intelligent automation with the industry's most comprehensive risk data to Keep People Safe and Organizations Running™.

For more information, visit Everbridge.com, read the company [blog](#), and follow us on [LinkedIn](#) and [Twitter](#).

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