



# APL Logistics enhances global risk management with Everbridge solutions

APL Logistics, a global leader in supply chain solutions serving the Automotive, Consumer, Industrial, and Retail sectors, is renowned for its ability to deliver efficient and tailored order management solutions across the globe. With a steadfast commitment to ensuring customers' cargo reaches its destination promptly, APL Logistics operates in a fast-paced, ever-evolving industry, delivering an enhanced customer experience. Recognizing the importance of proactive risk management, streamlined response coordination, and seamless communication across all operational levels, APL Logistics took decisive action. In December 2023, they partnered with Everbridge, leveraging its Critical Event Management (CEM) platform to enhance their ability to navigate challenges, maintain exceptional service standards and keep employees safe.

## Highlights

- Automated, repeatable processes replace manual notifications and engage people more quickly reducing response time.
- Reducing incident response time from two hours to minutes and focus on immediate recovery.
- Seamless integration, response coordination, and adaptability led to improved service and reliability during shipments.



# Challenges

Before adopting the Everbridge platform, APL faced notable operational challenges, including:

## **Fragmented risk assessment:**

- The absence of a proactive business threat intelligence system led to reactive mitigation strategies of potential risks.
- Regional teams worked in silos, relying on sporadic open-source media, resulting in delayed responses and lost revenue.

## **Limited risk-impact connection:**

- APL Logistics struggled to link identified risks to tangible impacts on their assets, employees, and business operations in a timely manner.

## **Inefficiency in global coordination:**

- Communication and response efforts lacked standardization, leading to inconsistent handling of business continuity challenges across local, regional, and corporate teams.

These inefficiencies hindered APL Logistics' ability to maintain uninterrupted operations in the face of global challenges. By December 2023, it became clear that a scalable, integrated, and proactive solution was essential to safeguard both their operations and the customers they serve.

# Solutions

APL Logistics began its partnership with Everbridge by deploying the CEM platform leveraging Visual Command Center (VCC) for situational awareness and alerting and Mass Notification for critical communications in its North American operations, with further rollout planned for Latin America, APAC, and EMEA regions. The implementation process was seamless, allowing APL Logistics to immediately address critical issues, such as:

- Responding to natural disasters, like hurricanes.
- Assessing global risks to safeguard facilities, employees, and supply chains.
- Automating messages for swift, reliable communication—despite not operating a 24/7 Security Operations Center.
- Cutting through the noise to find actionable insights.

## Business outcomes achieved with Everbridge

By implementing the Everbridge CEM platform, APL Logistics has transformed its approach to risk management, achieving several critical business outcomes:

- **Improved operational efficiency:** Automated processes replaced manual efforts, enabling quicker, more dependable communication and reducing response times.
- **Enhanced risk management:** Advanced intelligence and comprehensive global visibility empowered APL to take preventative action, safeguarding employees, assets, and operations.
- **Scalability and adaptability:** A standardized framework for risk management ensured continuity and responsiveness across APL Logistics' diverse geographical footprint.

These improvements significantly bolstered APL Logistics' ability to respond to global challenges, paving the way for a more resilient and proactive operational strategy.

**Tony Chavez, Security Manager**  
North America, APL Logistics

“With Everbridge solutions, we’ve been able to manage incidents far more efficiently. What used to take us one to two hours—manually notifying employees via spreadsheets and calls—can now get done in minutes. This allows us to focus on immediate response and recovery, rather than spending time on manual notifications.”

## Expanding usage within business continuity

Building on the success of Everbridge solutions, APL Logistics adopted the Everbridge business continuity management platform, BC in the Cloud, in November 2024 to further enhance global operations, along with the Everbridge Crisis Management module, to execute these BCDR plans.

### Key benefits include:

**Unified operational visibility:** A centralized platform provides a “single pane of glass” view for monitoring risks, incidents, and communications. This integration streamlines workflows, improves situational awareness, and accelerates crisis response.

**Consistent response plans:** Digitized, standardized response plans ensure preparedness and coordination across local, regional, and corporate levels, enabling teams to act efficiently during diverse scenarios.

**Seamless integration:** BC in the Cloud with the Everbridge CEM platform, unites planning, threat monitoring, response coordination, and communication as an end-to-end solution for organizational resilience.

**Scalability and proactive monitoring:** The platform's adaptability supports risk management at all levels, with real-time tracking to safeguard customer assets and shipments.

With BC in the Cloud now central to their operations, APL Logistics anticipates enhanced resilience and reliability across their global network.

Future plans for Everbridge solutions include integrating APL Logistics' Order Tracking system to deliver a comprehensive view of shipments potentially affected by identified risk events. This will enable proactive notifications to internal stakeholders and customers about possible delays while providing deeper insights into the business impact of these risks.

## Conclusion

APL Logistics' adoption of Everbridge solutions marked a turning point in its operational capabilities. Transitioning from reactive to proactive risk management allowed APL Logistics to protect its assets, employees, and overall operations more effectively, with tangible downstream benefits to their customers in ensuring their shipments are safely and efficiently delivered.

This success story not only underscores the importance of leveraging advanced technology to streamline operations but also highlights APL Logistics' commitment to innovation, risk management excellence, and putting their customers first in the face of global challenges. By adopting Everbridge solutions, APL Logistics has strengthened its ability to protect both its operations and the customers they serve, ensuring business continuity and resilience on a global scale.

For organizations seeking a scalable, efficient, and proactive approach to managing business risks, APL Logistics' partnership with Everbridge provides a clear roadmap to success.