



2019 North American Critical Event Management  
Technology Leadership Award



2019  
**BEST PRACTICES**  
AWARDS

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## Background and Company Performance

### *Industry Challenges*

Between rising security risks, natural disasters, climate change, business application slowdowns, IT outages, geo-political instability, and other unpredictable man-made threats, it's not a question of whether, but when, a serious security or performance issue with your digital or physical infrastructure will endanger the health of your business, employees, or the communities you serve. To combat these issues, technology vendors have combined situational awareness solutions to inform organizations of potential business disruptions or delays, equipping decision-makers with a unified response process to act immediately to minimize the impact of a disruption. These critical event response technologies enable enterprises to increase productivity and revenue while maintaining a safe and secure environment for their employees and assets no matter where they are located.

One of an organization's chief concerns is the necessity to purchase – by piecemeal – various awareness systems from different vendors to monitor events that affect their business operations. Often, systems cannot integrate with legacy or third-party technologies such as access control, travel itinerary systems, HR management software, and IT service management (ITSM), requiring enterprises to operate these systems separately which decreases safety, security, and productivity considerably while increasing operational expenditures and delaying response. Moreover, such systems require security center personnel to bridge informational gaps manually between disparate data sets to understand incidents and how they can affect their organization. However, operators frequently evaluate information post-incident rather than managing situations proactively as current processes can take hours to decipher the information.

Many critical event management and situational awareness solutions require additional hardware, which escalates an organization's real estate and initial capital costs. Furthermore, new technology implementation and configuration is a time-consuming process that spans months, creating a lengthy and frustrating deployment experience for organizations, thus delaying the time to value realization while decreasing operational uptime and revenue. Situational awareness vendors that can overcome these issues and deliver a high return on investment will become leaders in the situational awareness and critical event management industries.

### Technology Leverage and Business Impact of Everbridge

Founded in 2002, Massachusetts-headquartered Everbridge leverages a SaaS-based global platform to deliver a comprehensive situational awareness solution that enables clients to manage critical events proactively and ensure the safety of their people and assets. The company serves Fortune 1000 clients globally in various industries such as critical infrastructure, manufacturing, financial, government, transportation, healthcare, higher

education, and public safety. Unlike the traditional security center methods, Everbridge enables its clients to monitor and manage critical events that can affect their organization's employees' safety and security, business resiliency, and supply chain from a single platform. Notably, the solution is available in a myriad of languages, allowing customers around the globe to utilize the technology.

Today over 4,200 global customers rely on Everbridge's Critical Event Management Platform to aggregate and assess threat data, locate people at risk and responders able to assist, automate the execution of pre-defined communications processes through secure delivery, and to track progress on executing response plans. The company's platform helped manage more than 20 million critical events in the past 12 months and offers the ability to reach over 500 million people in more than 200 countries and territories, including the entire mobile populations on a country-wide scale in Sweden, the Netherlands, the Bahamas, and Singapore, as examples.

### **Game-changing, Critical Event Management Platform**

Everbridge's revolutionary, Critical Event Management (CEM) platform empowers clients to monitor and manage incidents that could impact their business operations by alerting operators automatically, allowing them to proactively take action to inform affected employees and to safeguard assets. These include situations such as natural disasters, major weather events, civil unrest, traffic or transit delays, IT disruptions or any other event that could affect a resource's ability to move from one location to another, or to keep business operations up and running. The Everbridge CEM platform pulls in real-time threat data streams from 100+ various sources such as weather satellites, traffic cameras, and other sensors and tracking technologies, facilitating a real-time or historical view for operators.

### ***Proactive Dashboard***

Providing a single, unified, and integrated view for managing and responding to enterprise risk, Everbridge's dashboard assists operators in making proactive decisions from real-time asset and threat intelligence visualizations. The company's CEM platform displays real-time assessment metrics on the number of current events that could impact an organization, the number of incidents currently active, and the number of events the operator has acknowledged. For example, if there are 2,000 total events but only 70 affect the business' critical assets, the score will read 70/2,000. If, out of those 70 events, 30 are still active, and the organization has acknowledged activities with 40 of those incidents, the dashboard will display those numbers as well. Moreover, the platform provides a timeline and map, allowing operators to view the times and locations affected by incidents.

With Everbridge's CEM platform customers can alert traveling employees via phone call, text, or email to incidents near their location, enabling them to avert high traffic areas due

to scheduled events—e.g., construction—and unforeseen circumstances like vehicle accidents, riots, or an active shooter, as well as harsh weather conditions such as hurricanes, flooding, wildfires, and earthquakes. Everbridge’s solution allows clients at the organizational headquarters to quickly account for all employees in an impact area, receiving updates on an ongoing situation within minutes, as opposed to hours using standard manual methods. Greater knowledge and responsiveness with the CEM platform empowers operators to implement proactive action plans to safeguard and secure employees and assets. Moreover, clients can filter incident types to organize map displays to gain a better view and prioritize events affecting employees and assets.

### ***Seamless Interoperability***

The ability of Everbridge’s CEM platform to integrate with a myriad of other technologies and data streams eliminates the need for piecemeal solutions, conveying the information in context for platform operators as it arrives and analyzes it according to a client’s configurations. For example, the platform can pull data from a client’s third-party location-rich datasets such as track and trace sensors, travel itineraries and access control systems to see if company assets or individuals are, or will be, in a specific location during a specific time frame. Interoperability with 100+ data sources enables the Everbridge solution to monitor the news, airports, and that particular region for events that could affect business operations or the safety and security of traveling employees. Alternatively, if the business does not have assets or individuals in a specific area, information about the location is not essential for the organization, and thus, the platform will not automatically alert to threats in the area. Notably, traveling employees can send an SOS distress signal from their smartphone, enabling the organization to send assistance to the individual in the event of a duress request. For instance, employees can use the SOS feature while walking to their vehicle late at night or early in the morning. The feature prompts users to enter a code every 30 seconds to one minute to ensure they make it to their car safely.

Due to its open architecture, the Everbridge platform has integrated workflows with multiple business continuity, HR systems and IT Service Management providers allows operators to seamlessly move between systems during a disruption. In addition, the Everbridge platform can become your ‘common operating picture’ with a myriad of data sources, including customers’ information sources such as on-premise security cameras and other data sets, and the business’ machinery, i.e., operational technology for critical infrastructure organizations.

With its breadth of connected data streams and seamless information management, Frost & Sullivan positions Everbridge in a league of its own. Everbridge has established an extensive partner network with seamless technology integrations in place with key vendors. Through these robust partnerships and a strategy of continued innovation and effective acquisitions, Everbridge offers the most comprehensive, integrated, and scalable critical event response and situational awareness solution on the market—allowing

customers to achieve a high return on investment and ensure the complete security of their people and assets across the globe.

### *Conclusion*

Many situational awareness solutions require organizations to piecemeal various technologies from different vendors, hindering operators' ability to ensure their organization's employees and assets are safe and secure. Everbridge's comprehensive Critical Event Management platform allows clients to monitor and manage incidents that can potentially disrupt normal business operations. With the company's automated, real-time solution, customers realize an immediate return on investment, decrease operational expenditures and potential losses due to a critical event, all while increasing productivity.

With its innovative technology and strong overall performance, Everbridge earns Frost & Sullivan's 2019 North America Technology Leadership Award in the critical event management industry.

## Significance of Technology Leadership

Technology-rich companies with strong commercialization strategies benefit from the increased demand for high-quality, technologically-innovative products. Those products help shape the brand, leading to a strong, differentiated market position.



## Understanding Technology Leadership

Technology Leadership recognizes companies that lead the development and successful introduction of high-tech solutions to customers' most pressing needs, altering the industry or business landscape in the process. These companies shape the future of technology and its uses. Ultimately, success is measured by the degree to which a technology is leveraged and the impact that technology has on growing the business.



## *Key Benchmarking Criteria*

For the Technology Leadership Award, Frost & Sullivan analysts independently evaluated two key factors—Technology Leverage and Business Impact—according to the criteria identified below.

### *Technology Leverage*

#### **Criterion 1: Commitment to Innovation**

Requirement: Conscious, ongoing development of an organization's culture that supports the pursuit of groundbreaking ideas through the leverage of technology

#### **Criterion 2: Commitment to Creativity**

Requirement: Employees rewarded for pushing the limits of form and function, by integrating the latest technologies to enhance products

#### **Criterion 3: Technology Incubation**

Requirement: A structured process with adequate investment to incubate new technologies developed internally or through strategic partnerships

#### **Criterion 4: Commercialization Success**

Requirement: A proven track record of successfully commercializing new technologies, by enabling new products and/or through licensing strategies

#### **Criterion 5: Application Diversity**

Requirement: The development of technologies that serve multiple products, multiple applications, and multiple user environments

### *Business Impact*

#### **Criterion 1: Financial Performance**

Requirement: Overall financial performance is strong in terms of revenues, revenue growth, operating margin, and other key financial metrics.

#### **Criterion 2: Customer Acquisition**

Requirement: Overall technology strength enables acquisition of new customers, even as it enhances retention of current customers.

#### **Criterion 3: Operational Efficiency**

Requirement: Staff is able to perform assigned tasks productively, quickly, and to a high-quality standard.

#### **Criterion 4: Growth Potential**

Requirements: Technology focus strengthens brand, reinforces customer loyalty, and enhances growth potential.

#### **Criterion 5: Human Capital**

Requirement: Company culture is characterized by a strong commitment to customer impact through technology leverage, which in turn enhances employee morale and retention.



## Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan Awards follow a 10-step process to evaluate Award candidates and assess their fit with select best practice criteria. The reputation and integrity of the Awards are based on close adherence to this process.

STEP	OBJECTIVE	KEY ACTIVITIES	OUTPUT
1 <b>Monitor, target, and screen</b>	Identify Award recipient candidates from around the globe	<ul style="list-style-type: none"> <li>• Conduct in-depth industry research</li> <li>• Identify emerging sectors</li> <li>• Scan multiple geographies</li> </ul>	Pipeline of candidates who potentially meet all best-practice criteria
2 <b>Perform 360-degree research</b>	Perform comprehensive, 360-degree research on all candidates in the pipeline	<ul style="list-style-type: none"> <li>• Interview thought leaders and industry practitioners</li> <li>• Assess candidates' fit with best-practice criteria</li> <li>• Rank all candidates</li> </ul>	Matrix positioning of all candidates' performance relative to one another
3 <b>Invite thought leadership in best practices</b>	Perform in-depth examination of all candidates	<ul style="list-style-type: none"> <li>• Confirm best-practice criteria</li> <li>• Examine eligibility of all candidates</li> <li>• Identify any information gaps</li> </ul>	Detailed profiles of all ranked candidates
4 <b>Initiate research director review</b>	Conduct an unbiased evaluation of all candidate profiles	<ul style="list-style-type: none"> <li>• Brainstorm ranking options</li> <li>• Invite multiple perspectives on candidates' performance</li> <li>• Update candidate profiles</li> </ul>	Final prioritization of all eligible candidates and companion best-practice positioning paper
5 <b>Assemble panel of industry experts</b>	Present findings to an expert panel of industry thought leaders	<ul style="list-style-type: none"> <li>• Share findings</li> <li>• Strengthen cases for candidate eligibility</li> <li>• Prioritize candidates</li> </ul>	Refined list of prioritized Award candidates
6 <b>Conduct global industry review</b>	Build consensus on Award candidates' eligibility	<ul style="list-style-type: none"> <li>• Hold global team meeting to review all candidates</li> <li>• Pressure-test fit with criteria</li> <li>• Confirm inclusion of all eligible candidates</li> </ul>	Final list of eligible Award candidates, representing success stories worldwide
7 <b>Perform quality check</b>	Develop official Award consideration materials	<ul style="list-style-type: none"> <li>• Perform final performance benchmarking activities</li> <li>• Write nominations</li> <li>• Perform quality review</li> </ul>	High-quality, accurate, and creative presentation of nominees' successes
8 <b>Reconnect with panel of industry experts</b>	Finalize the selection of the best-practice Award recipient	<ul style="list-style-type: none"> <li>• Review analysis with panel</li> <li>• Build consensus</li> <li>• Select recipient</li> </ul>	Decision on which company performs best against all best-practice criteria
9 <b>Communicate recognition</b>	Inform Award recipient of Award recognition	<ul style="list-style-type: none"> <li>• Present Award to the CEO</li> <li>• Inspire the organization for continued success</li> <li>• Celebrate the recipient's performance</li> </ul>	Announcement of Award and plan for how recipient can use the Award to enhance the brand
10 <b>Take strategic action</b>	Upon licensing, company is able to share Award news with stakeholders and customers	<ul style="list-style-type: none"> <li>• Coordinate media outreach</li> <li>• Design a marketing plan</li> <li>• Assess Award's role in future strategic planning</li> </ul>	Widespread awareness of recipient's Award status among investors, media personnel, and employees

## The Intersection between 360-Degree Research and Best Practices Awards

### Research Methodology

Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry players and for identifying those performing at best-in-class levels.

### 360-DEGREE RESEARCH: SEEING ORDER IN THE CHAOS



## About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages more than 50 years of experience in partnering with Global 1000 companies, emerging businesses, and the investment community from 45 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.