



## Takeda, dentsu and Finastra Awarded Designation as Best in Enterprise Resilience™ Leaders as Part of Everbridge's Global Critical Event Management (CEM) Certification Program

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*FORTUNE 500™ Companies and Other Global Leaders Join the Ranks of Discover, Goldman Sachs, NBCUniversal, Dow and Alexion by Demonstrating Best Practices for Enterprise Resilience in Order to Keep People Safe and Organizations Running*

BURLINGTON, Mass.--(BUSINESS WIRE)--Sep. 27, 2021-- [Everbridge, Inc.](#) (NASDAQ: EVBG) today announced that global industry leaders Takeda Pharmaceutical Company Limited ("Takeda"), dentsu international and Finastra are among the elite multi-national businesses to achieve the prestigious *Best in Enterprise Resilience™* designation based on their performance among peer companies in meeting the rigorous formalized standards to becoming [Critical Event Management \(CEM\) Certified™](#).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210927005256/en/>



The Everbridge [Critical Event Management \(CEM\) Certification™ Program](#) provides a unique standards framework for assessing an organization's overall enterprise resilience, leveraging 20 years of professional services engagements across tens of thousands of projects in over 150 countries and facilitating tens of billions of critical interactions. Everbridge's proprietary certification process offers organizations an end-to-end methodology for evaluating and benchmarking resilience when confronted with critical events. Businesses who achieve CEM Certification™ status follow proven industry best practices to keeping their people safe and organizations running, faster.

Takeda, dentsu and Finastra join financial services giants Discover and [Goldman Sachs](#), mass media and entertainment conglomerate NBCUniversal, [multi-national chemical corporation Dow](#), and global pharmaceutical leader [Alexion](#) in [Duty of Care](#), driving operational

Takeda, dentsu and Finastra Awarded Designation as Best in Enterprise Resilience Leaders as Part of Everbridge's Global Critical Event Management (CEM) Certification Program (Graphic: Business Wire)

demonstrating their transformative, technology- and data-driven preparedness and commitment to fulfilling improvements, and enabling and protecting revenue streams in the face of critical events.

"The ability to demonstrate business resilience is congruent with the rise of ESG as an investment metric or screening factor, slotting naturally into governance initiatives," said Connor Taylor, Technology Analyst in the ESG & Sustainability practice at [Verdantix](#). "Everbridge has introduced a new, compelling international framework benchmarking the full lifecycle of business preparedness, with a focus on diverse events including IT incidents, supply chain continuity, and physical risk."

[Launched](#) in July 2021, Everbridge's proprietary [CEM Standards Framework™](#) and related certification process offer organizations the industry's first end-to-end methodology for evaluating and benchmarking enterprise resilience preparedness. Categories for potential certification include keeping people safe, maintaining business continuity and operational uptime, optimizing supply chain and supply routes, advancing the interconnectivity, efficiency and safety of smart buildings and the internet of things (IoT), and safeguarding an organization's brand and reputation through resilient and responsive IT systems in an increasingly virtual world.

"This risk management industry recognition underscore's Takeda's strategy and commitment to crisis readiness and business resilience through the power of data and digital analytics, risk intelligence, visualization and aggregate risk insights as highlighted by this risk management industry recognition," said Whit Chaiyabhat, Vice President and Head of Global Security & Crisis Management at **Takeda**. "Takeda is a top global biopharmaceutical company with a strong values system, and the multi-year global security and crisis resilience vision is directly aligned with our work to serve our patients. This enterprise resilience designation further validates this commitment in the face of numerous worldwide operational risks."

"At dentsu, the wellbeing and safety of our people is of the utmost importance. We also recognise that organizational resilience is vital to sustainable growth," said Adam Barrett, Head of Resilience, **dentsu international**. "Recognition as a *Best in Enterprise Resilience* company reinforces to our colleagues, clients and partners that dentsu is deploying industry good practice and taking a forward-thinking approach to resilience."

"This certification is testament to the strong risk management culture we have built by focusing on our mission to enable the organization to instinctively utilize risk management in its day-to-day decision making," said Elona Ruka-Wright, SVP, Chief Risk Officer at **Finastra**. "Risk is inherent

in every aspect of our business and its impact ranges widely. We are taking the necessary steps for resiliency and have proactive plans in place for unexpected events that protect our global operations, as well as our employees and customers. This certification reflects those relentless efforts.”

Led by the Everbridge Professional Services team, the assessment of these categories leverages the culmination of over 500,000 hours of consultation to several thousands of the world’s largest companies and institutions, helping to keep people safe in over 1,500 municipalities, counties, cities, states and countries in every major region of the world including Europe, Asia, Oceania, the Middle East, Africa, and the Americas. Any organization (including non-Everbridge customers) can participate in the certification assessment process, which typically takes place over a three- to five-week period.

“Everbridge congratulates Takeda, dentsu and Finastra for demonstrating the kind of enterprise resilience leadership that serves as a model for other forward-thinking companies,” said Dr. John Maeda, Chief Experience Officer at Everbridge. “With critical events rising across the world, enterprise resilience represents a way to thrive amid uncertain times, and our methodology provides the industry’s first standardized way to measure and foster it for future business continuity.”

Becoming CEM Certified™ provides organizations with the following benefits:

- Benchmark performance against industry peers, including areas of strength and opportunities for improvement
- Improve resilience planning, budgeting and resource allocation
- Drive strong return on investment through targeted initiatives
- Demonstrate a commitment to enterprise resilience and duty of care, instilling trust among employees, partners, customers, and investors
- Recruit and retain top talent
- Formalize recognition at the organizational level for global leadership in enterprise resilience
- Reward individual achievement via employee certifications on professional profiles
- CEM Certification provides an organization’s employees, customers, and stakeholders with the confidence their company stands at the forefront of digital transformation and operates from a position of enterprise-wide resilience. Upon achieving Best in Enterprise Resilience™ status, a certification medallion signals to vendors, partners, and customers the validation of a decidedly ‘resilient’ organization.

To learn more about Everbridge’s CEM Certification Program or apply, please visit: <https://bestinenterpriseresilience.com/>

## About Everbridge

[Everbridge, Inc.](#) (NASDAQ: EVBG) is a global software company that provides enterprise software applications that automate and accelerate organizations’ operational response to critical events in order to Keep People Safe and Organizations Running™. During public safety threats such as active shooter situations, terrorist attacks or severe weather conditions, as well as critical business events including IT outages, cyber-attacks or other incidents such as product recalls or supply-chain interruptions, over 5,800 global customers rely on the Company’s Critical Event Management Platform to quickly and reliably aggregate and assess threat data, locate people at risk and responders able to assist, automate the execution of pre-defined communications processes through the secure delivery to over 100 different communication modalities, and track progress on executing response plans. Everbridge serves 8 of the 10 largest U.S. cities, 9 of the 10 largest U.S.-based investment banks, 47 of the 50 busiest North American airports, 9 of the 10 largest global consulting firms, 8 of the 10 largest global automakers, 9 of the 10 largest U.S.-based health care providers, and 7 of the 10 largest technology companies in the world. Everbridge is based in Boston with additional offices in 25 cities around the globe. For more information visit [www.everbridge.com](http://www.everbridge.com)

## Cautionary Language Concerning Forward-Looking Statements

This press release contains “forward-looking statements” within the meaning of the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding the anticipated opportunity and trends for growth in our critical communications and enterprise safety applications and our overall business, our market opportunity, our expectations regarding sales of our products, our goal to maintain market leadership and extend the markets in which we compete for customers, and anticipated impact on financial results. These forward-looking statements are made as of the date of this press release and were based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. Words such as “expect,” “anticipate,” “should,” “believe,” “target,” “project,” “goals,” “estimate,” “potential,” “predict,” “may,” “will,” “could,” “intend,” variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond our control. Our actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to: the ability of our products and services to perform as intended and meet our customers’ expectations; our ability to successfully integrate businesses and assets that we may acquire; our ability to attract new customers and retain and increase sales to existing customers; our ability to increase sales of our Mass Notification application and/or ability to increase sales of our other applications; developments in the market for targeted and contextually relevant critical communications or the associated regulatory environment; our estimates of market opportunity and forecasts of market growth may prove to be inaccurate; we have not been profitable on a consistent basis historically and may not achieve or maintain profitability in the future; the lengthy and unpredictable sales cycles for new customers; nature of our business exposes us to inherent liability risks; our ability to attract, integrate and retain qualified personnel; our ability to maintain successful relationships with our channel partners and technology partners; our ability to manage our growth effectively; our ability to respond to competitive pressures; potential liability related to privacy and security of personally identifiable information; our ability to protect our intellectual property rights, and the other risks detailed in our risk factors discussed in filings with the U.S. Securities and Exchange Commission (“SEC”), including but not limited to our Annual Report on Form 10-K for the year ended December 31, 2020 filed with the SEC on February 26, 2021. The forward-looking statements included in this press release represent our views as of the date of this press release. We undertake no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing our views as of any date subsequent to the date of this press release.

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