



From Risk to Resilience:

Moving From Situational Intelligence to Actionable Response

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March 15-18, Orlando

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About Me



Jennifer Sand

Vice President, Product Management
Everbridge

Over 15 Years of Experience:

- Building Business Critical Applications
- Delivering Large-scale SaaS Solutions
- Understanding Highly Regulated Industries



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About Me



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Areas of Focus:

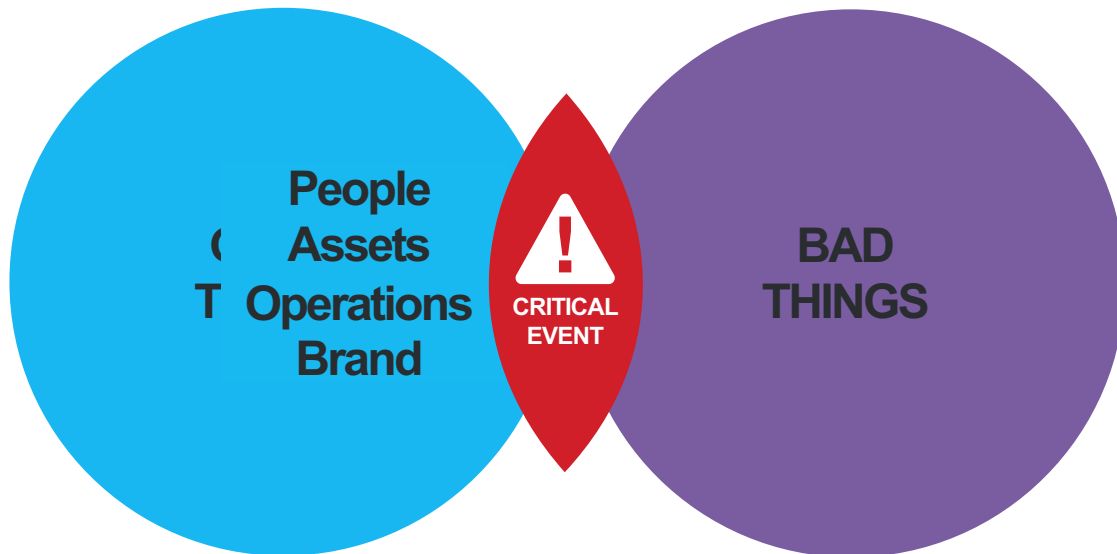
- Business Critical Application Availability & Performance
- Cloud Cybersecurity & InfoSec
- Critical Event Management



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A Simple Value Proposition



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Most Common Critical Events

FORRESTER®

“From which of the following types of critical events has your company suffered in the past 24 months?”



Base: 214 critical event management and operations executives in the US at enterprises with global operations

Source: A commissioned study conducted by Forrester Consulting on behalf of Everbridge, September 2018



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Managing Critical Events: Why Is It So hard?

What's happening?



- Is it a reliable source?
- What type of disruption?
- Where is it?
- When did it happen?
- How severe?

Do we/ should we care?



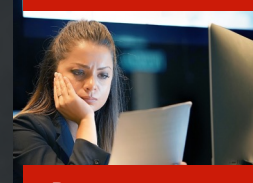
- Employees, Visitors, Contractors, Travelers
- Buildings, Assets, Suppliers, Partners
- Impacted Customers, Brand
- Response teams, LoB

What do we/ should we do?



- Identify appropriate plan
- Activate response team
- Notify impacted stakeholders, employees
- Keep execs informed

How did we do?



- Post-mortem report
- Generate RCA
- Compliance
- Performance assessment
- Identify improvements

The more time, the greater the impact to people, assets and operations

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What Managing Critical Events Really Means?



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What Managing Critical Events Really Means?

Streamline critical event response and accelerate resolution



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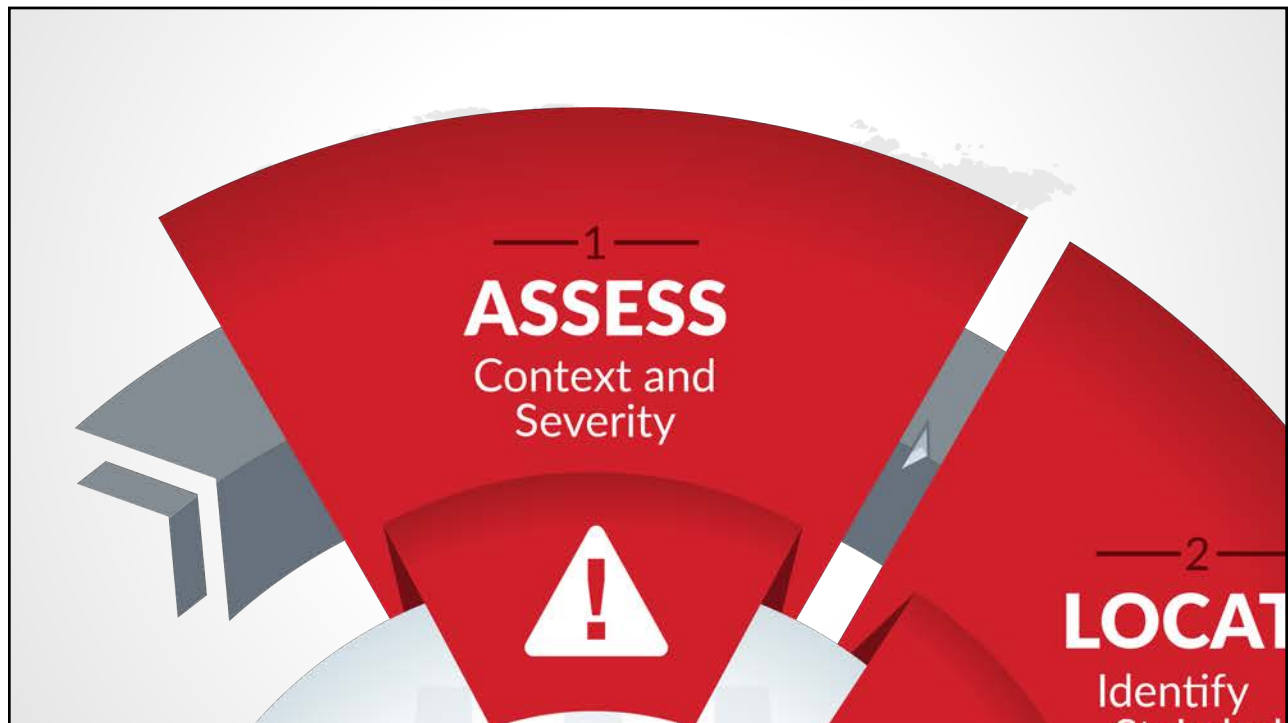
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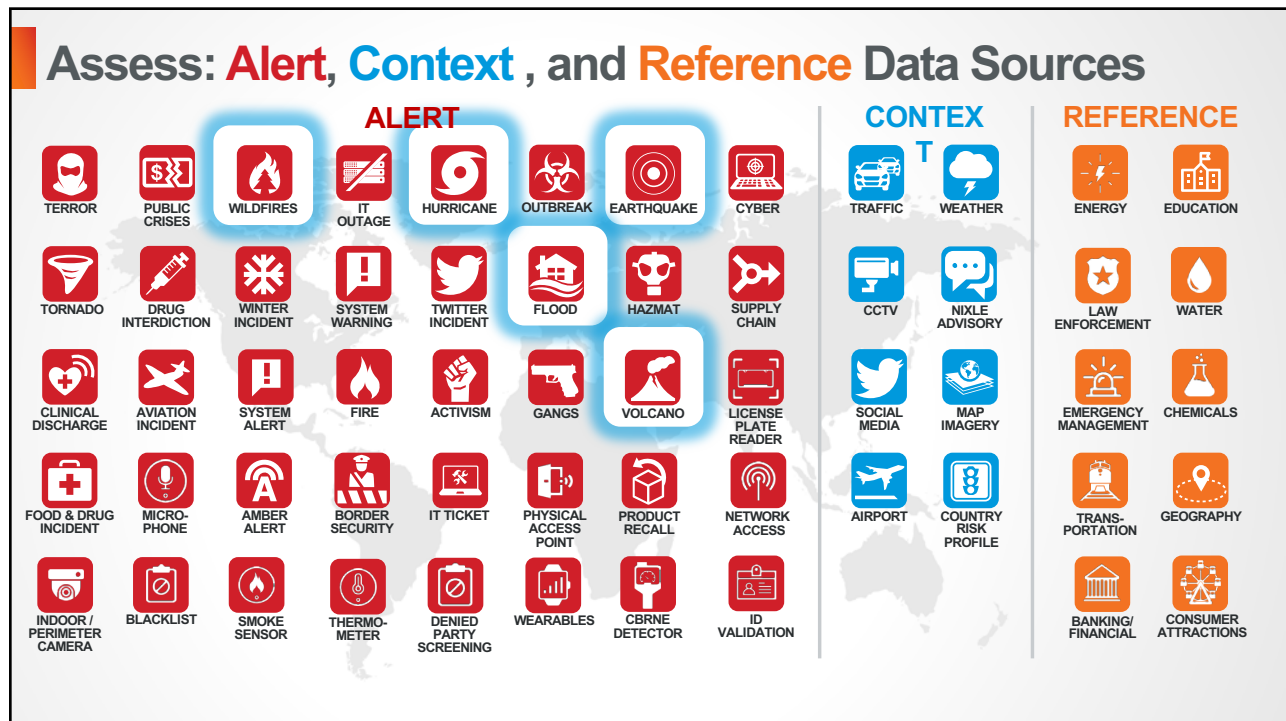
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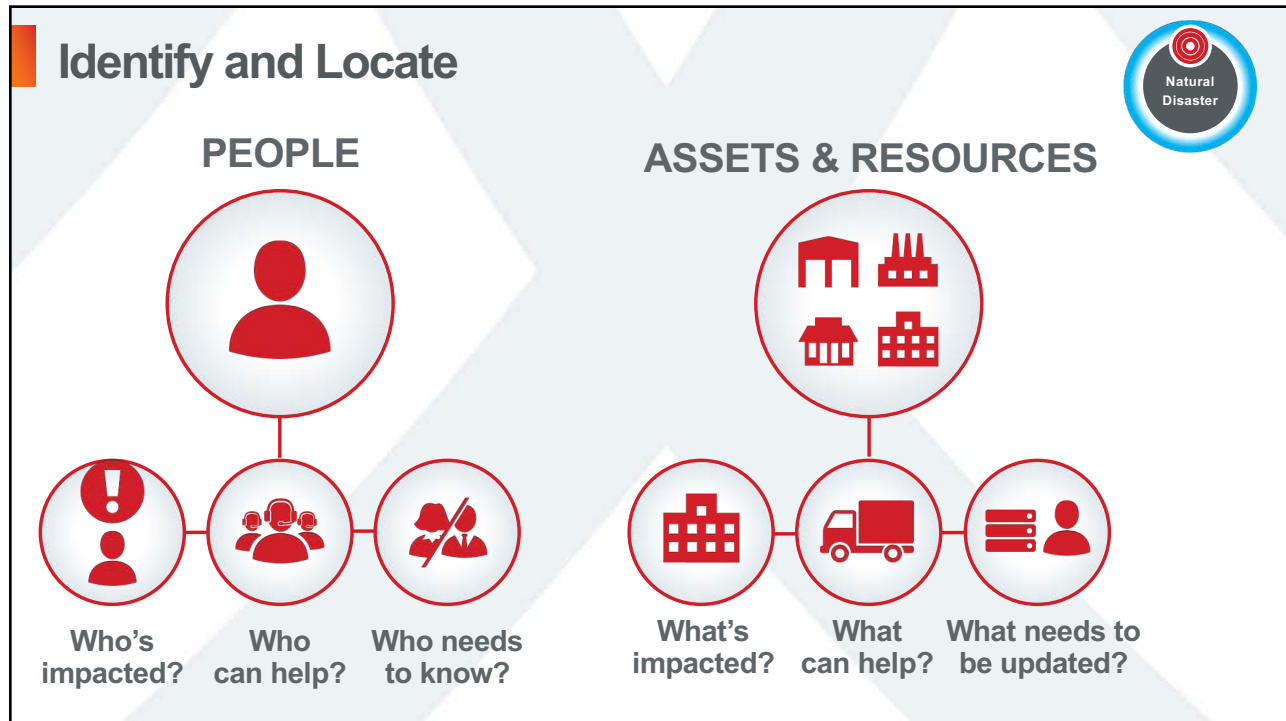
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