1 DAY MASS NOTIFICATION ON-SITE TRAINING*

MASS NOTIFICATION - ADMINISTRATOR TRAINING

+ Audience: All Everbridge Organization Leaders and organization administrators using Mass Notification

+ Prerequisites: No prerequisites

+ Duration: 1/2 Day

COURSE OUTLINE

+ Introduction of Mass Notification
    + Everbridge URL and Logging In
    + Everbridge Roles

+ User Management
    + Creating Users
    + Assigning Roles - Account Admin, Organization Admin, and Group Leader

+ Notifications
    + Overview of New Notifications
    + Notifications Templates
    + Active Broadcast/Historical Reporting

+ Contacts
    + Creating Contacts Manually
    + Creating Groups Manually
    + Creating Rules that are Used When Sending a Notification
    + Using an Upload File

+ Settings
    + Organization Settings
    + Broadcast Settings
    + Contact and Group Settings
    + GIS Settings

+ Mobile Manager App
    + Organization Settings
    + Broadcast Settings

MASS NOTIFICATION - USER TRAINING

+ Audience: All Everbridge Organization Leaders, organization administrators, and group Leaders (Users) using Mass Notification

+ Prerequisites: No prerequisites

+ Duration: 1/2 Day

COURSE OUTLINE

+ Introduction of Mass Notification

+ Notification
    + Initiating New Notifications to Individual Contacts, Groups, and Rules
    + Active Notifications
    + Viewing the Detailed Results of an Active Notification
    + Message Templates
    + Notifications Templates
    + Scheduled Notifications

+ Universe, Initiating Notifications Using the Map
    + Defining an Address With/Without a Radius
    + Drawing a Circle or a Polygon
    + Latitude and Longitude
    + Shape Library
    + Importing or Exporting a Shape
    + Ad Hoc Reports

+ Initiating Notifications
    + Using Contacts, Groups, or Rules
    + Viewing the Results on the Map

+ Reports
    + View an Overview of All Sent Notifications
    + Create Custom Reports

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SMART WEATHER

Monitor real-time weather information while automatically notifying contacts
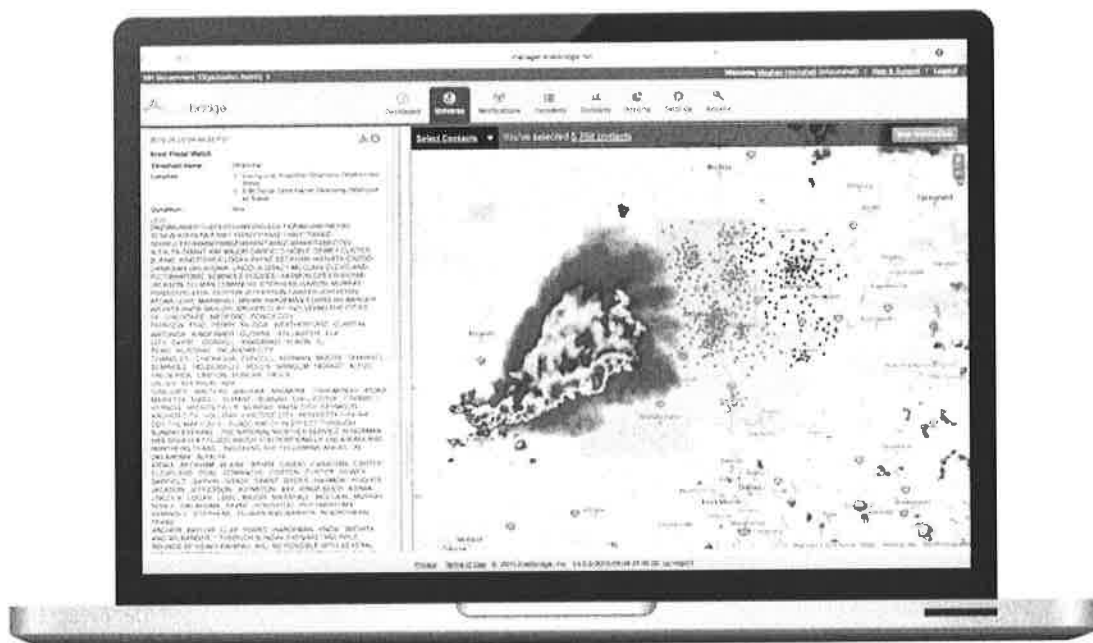
PROTECT YOUR EMPLOYEES AND COMMUNITY MEMBERS

Everbridge's SMART Weather leverages Weather Decision Technologies meteorological resources to enhance and optimize over 150 severe weather alerts including lightning, tornados, thunderstorms, hail, ice, snow, extreme temperatures, high winds, flash floods and flooding.

Keep your employees, residents and other key stakeholders informed and safe with automatic broadcasts to all affected recipients in an impact area. Actively manage weather events and quickly put location-based warnings in the right hands, in real-time. With SMART Weather you can automatically broadcast customized messages based on the type and severity of the event.

KEY CAPABILITIES

+ MAP-DRIVEN – Visualize weather and select targets using GIS maps and shapes.

+ AUTOMATED – Deliver alerts to contacts and members automatically.

+ RULES-BASED – Use rules to determine when a message should be triggered.

+ TARGETED – Deliver the right message to the right person automatically.

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SMART WEATHER

Monitor real-time weather information while automatically notifying contacts

KEY FUNCTIONALITY

+ Accurate weather warnings with specific start times and timely closing of alerts.

+ Precise meteorologist drawn polygons and geographical zones to identify weather impacted locations. Select contacts in affected areas using a map that identifies weather impacted locations.

+ Customized message content based on weather type, severity, location and audience.

SMART WEATHER SATELLITE AND INFRARED DISPLAYS

+ Infrared displays allow for even more precise location-specific weather alerts so notifications get to the right people with speed and accuracy.

+ New weather layers provide near real time weather monitoring (within the last 5 minutes), making it easier to alert key stakeholders.

About Everbridge

Everbridge is a leading unified critical communications platform trusted by corporations and communities of all sizes that need to reach the right people for immediate action, collaboration, and decision-making. Connecting millions of people and internet-connected devices, the company provides reassurance that secure, compliant messages are delivered, locally and globally, received and responded to, no matter the recipient's location. Everbridge is based in Boston, Los Angeles, San Francisco, Beijing and London.

For a full product description, along with best practices and product details please see the Everbridge User Guide and Everbridge University.

Everbridge SmartGIS for Citizen Alerts Subscription Plan Inclusions

- All Contact Types (phone, email, SMS, fax, IM, pager and other types as supported)
- Up to 35 Contact Paths Per User
- Ongoing web training sessions
- Polling Notifications with Call Transfer and Data Collection
- Saved shape library
- Real Time Confirmation of Human Receipt
- Custom Caller-ID / Sender Email (Variable Per Broadcast)
- Text to Speech Conversion
- Stop Broadcast
- Real Time Message Status Dashboard
- SmartRegistration Citizen Opt-In Portal
- Everbridge Mobile Aware with SmartGIS capabilities
- 100% Custom Ad-Hoc Reporting
- 24/7 Live Operator / Customer Service
- 5 Live Operator Access Included With Plan

Everbridge SmartGIS for Citizen Alerts Set-Up

- Dedicated Implementation Specialist / Project Manager
- Everbridge SmartGIS Administrative Setup and Configuration
- Identification and Setup of Organizational Defaults
- Prototype and Demonstration of Expected Usage and Configuration
- Access to Client Success Self Service Portal Including Best Practices Library
- Initial Upload and Geo Coding of a Single Data Source or Optional White Page Data if needed
- Assistance with Data Management / Upload
- Setup and Configuration of 1 Layer
- Smart Registration Portal
- *Onsite Training is an Optional Fee*

EVERBRIDGE ONBOARDING - STANDARD

STRATEGIC ADVICE TAILORED TO SMALL TO MEDIUM SIZED ORGANIZATIONS

The standard onboarding is right-sized to support small to medium organizations on deploying all basic Mass Notification and Interactive Visibility functionality. A dedicated onboarding specialist is provided to guide you through the onboarding process and provide strategic advice, tailored to your organization.

TIME FRAME

Standard Everbridge Onboarding requires approximately 15 days to complete. Depending on the size and complexity of the organization, it may take more or less time. The timeframe can be tailored within the following limits for standard onboarding:

+ Access to an Onboarding Specialist for up to 10 hours.

+ Onboarding Specialist hours must be used within 60 days of contract signing.

+ Additional hours are billable at $250/hr.

SCOPE
A standard onboarding will provide the following:

+ Orientation to your onboarding resources, including the Everbridge Client Portal, knowledgebase articles library, and Everbridge University.

+ Access to your functional account, configured with default templates and default notification paths.

+ 30-minute hands-on demo of creating new users, the basic setup of contacts and the sending of a test notification.

+ Best practices and onboarding guidance as outlined in this document.

+ The onboarding specialist will ensure the client has demonstrated the ability to upload a sample of their contact data, send a notification and interpret the results.

KEY MILESTONES

ORIENTATION CALL
This call will provide an orientation to Everbridge onboarding resources and a review of preparation necessary to conduct a successful onboarding.

KICK-OFF CALL
The Kick-off call will focus on reviewing the basic settings and developing the onboarding project plan.

CONSULTATION CALL
The Consultation Call will focus on reviewing the

INCLUDED STANDARD ONBOARDING RESOURCES

+ Client portal

+ Knowledgebase

+ Everbridge University

+ Up to 10 hours of an onboarding specialist

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EVERBRIDGE ONBOARDING - STANDARD

completion of the project plan and identifying gaps and next steps.

CLOSE-OUT CALL
The Close-out Call will provide guidance on go-live strategies and mark the account's transition to customer success.

KEY MILESTONES

ORIENTATION CALL

The purpose of the orientation call is to prepare for the onboarding process. The Everbridge specialist will provide an overview of the onboarding process to key client stakeholders, introduce the stakeholders to the various onboarding resources, provide a short, interactive demo and access to a live, working account preloaded with default templates and settings. Orientation calls will be held within 5 days of the completion of your order processing. The specialist will also provide a checklist of actions to be completed in order to kick-off the onboarding process. The Call Agenda will include the following:

+ Introductions

+ Review communication goals/use cases

+ Review onboarding process

+ Review resources available to the client

+ Review the success criteria of the Milestone calls

+ Schedule all follow up calls

+ Review the Getting Started checklist

+ An onboarding specialist will provide a demo of the product showing how to create a new user, how to create a contact, and how to send a message using a pre-loaded test template. At the conclusion of the demo, the customer will be provided with their live production account.

Time: 1.5-2 hours

KICK-OFF CALL

The Kick-off call will be held as soon as the actions on the Getting Started checklist are complete, but no later than 3 weeks after the Orientation Call. The agenda will include the following items:

+ Review completion of the Getting Started checklist

+ Verify settings and configurations selected

+ Discuss design and strategy of the organization hierarchy in relation to the client's needs.

+ Review Role-based access control and its application with the client's organization.

+ Review the success criteria of the Milestone calls

+ Review the contact data quality of the sample uploaded by the customer.

+ Upon successful setup of the basic settings, the onboarding specialist will provide a customized Project Plan to guide the remainder of the onboarding. The Project Plan will include guidance on topics such as: data management strategy, reporting, groups and filters, mobile manager, awareness campaigns, training plans, member portal, Weather, IV, and mobile member.

Time: 1-2 hours

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CONSULTATION CALL

The Consultation Call should be scheduled to take place within 5 days of the Kick-off Call. The call is a strategy session between the onboarder and the customer, with the following objectives:

+ Review Project Plan action items

+ Define testing strategy

+ Review contact management strategy

+ Review relevant advanced configuration topics

Time: 1-2 hours

CLOSE-OUT CALL

The close out should occur approximately 3-4 weeks after Orientation (not to exceed 60 days). The call will provide a final opportunity for the client to strategize with the onboarding specialist and will cover the following topics:

+ Functional testing conducted by customers/or review results of functional testing

+ Discuss transition to customer success

+ Provide best practices for troubleshooting issues

+ Where to find support information

+ Roll-Out Planning:

    + Review project plan for completing system-wide test

    + Review best practices for system test planning

    + Awareness programs

Time: 1 hour

EVERBRIDGE UNIVERSITY

+ Learning modules and training are continuously available and free for customers and partners to learn or review

+ Use Adobe flash videos with audio narrations

+ Self-paced training that allows students to learn when they have time and at their own pace

+ Just-in-time learning using small, focused content modules

+ No travel or facilities required, the classroom is anywhere a learner has Internet access

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