



West Virginia Purchasing Division

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The following documentation is an electronically-submitted vendor response to an advertised solicitation from the *West Virginia Purchasing Bulletin* within the Vendor Self-Service portal at ***wvOASIS.gov***. As part of the State of West Virginia's procurement process, and to maintain the transparency of the bid-opening process, this documentation submitted online is publicly posted by the West Virginia Purchasing Division at ***WVPurchasing.gov*** with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.

Header

List View

General Information | [Contact](#) | [Default Values](#) | [Discount](#) | [Document Information](#)

Procurement Folder: 145928

SO Doc Code: CRFQ

Procurement Type: Central Contract - Fixed Amt

SO Dept: 0506

Vendor ID:

SO Doc ID: BPH1600000001

Legal Name: EVERBRIDGE INC

Published Date: 11/13/15

Alias/DBA:

Close Date: 11/25/15

Total Bid: \$85,999.76

Close Time: 13:30

Response Date:

Status: Closed

Response Time:

Solicitation Description:

Total of Header Attachments: 0

Total of All Attachments: 0



Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

**State of West Virginia
 Solicitation Response**

Proc Folder : 145928
Solicitation Description : Automated Emergency Notification System
Proc Type : Central Contract - Fixed Amt

Date issued	Solicitation Closes	Solicitation No	Version
	2015-11-25 13:30:00	SR 0506 ESR1116150000002249	1

VENDOR
000000163964 EVERBRIDGE INC

FOR INFORMATION CONTACT THE BUYER
 Robert Kilpatrick
 (304) 558-0067
 robert.p.kilpatrick@wv.gov

Signature X **FEIN #** **DATE**

All offers subject to all terms and conditions contained in this solicitation

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	Emergency Notification System - Year 1/Deliverable 1	1.00000	LS	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
93131802			

Extended Description : Year 1/Deliverable 1: Specifications Item 4.1.14.1.1: By the end of Week 1 of the first year of the contract: Vendor will meet with CTP to set up implementation strategy. This portion of the deliverable can be accomplished by in-person meeting, a telephone conference call, or WebEx (or equal) type presentation. Vendor will then meet with Notification System Workgroup (State developed) to initiate implementation process. An in-person meeting must be conducted in Charleston, WV with CTP staff.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
2	Emergency Notification System - Year 1/Deliverable 2	1.00000	LS	\$19,500.000000	\$19,500.00

Comm Code	Manufacturer	Specification	Model #
93131802			

Extended Description : Year 1/Deliverable 2: Specifications Item 4.1.14.1.2: By end of the first month of the first year of the contract: Vendor will develop/implement State and Local Health components of Notification System. This will include development of capacity to push messages/information to State and Local Health-developed call groups as well as internal and overall message management capability. This also includes the provision of the vendor-supplied API Protocol, described under Section 4.1.9.11.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
3	Emergency Notification System - Year 1/Deliverable 3	1.00000	LS	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
93131802			

Extended Description : Year 1/Deliverable 3: Specifications Item 4.1.14.1.3: By end of the first month of the first year of the contract: Vendor will complete data transfer (call groups) from incumbent system -OR- complete building and import of new State and LHD call groups into Notification System.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
4	Emergency Notification System - Year 1/Deliverable 4	1.00000	LS	\$8,000.000000	\$8,000.00

Comm Code	Manufacturer	Specification	Model #
93131802			

Extended Description : Year 1/Deliverable 4: Specifications Item 4.1.14.1.4: By end of the first month of the first year of the contract: Vendor will develop initial user training curriculum/delivery mechanism and complete initial user training for State and LHDs as described above in this document in Section 4.1.12.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
5	Emergency Notification System - Year 1/Deliverable 5	1.00000	LS	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
93131802			

Extended Description : Year 1/Deliverable 5: Specifications Item 4.1.14.1.5: By end of the first month of the first year of the contract: Vendor will complete dry run performance tests and correct any residual issues. This will be executed and evaluated on site in Charleston, WV. System will be initialized and placed in-service. Vendor presence will be required in Charleston, WV during the performance test and initiation of the system.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
6	Emergency Notification System - Year 1/Deliverable 6	11.00000	MO	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
93131802			

Extended Description : Year 1/Deliverable 6: Specifications Item 4.1.14.1.6: From the first day of the second month of the first year of the contract through the end of contract (first year): Vendor will maintain system in "ready" state, constantly monitoring for any operational irregularity and be prepared to respond to ensure constant availability of system. Vendor will support its use during notifications or information exchanges and drills and provide system upgrades and maintenance as required.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
7	Emergency Notification System - Year 1/Deliverable 7	11.00000	MO	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
93131802			

Extended Description : Year 1/Deliverable 7: Specifications Item 4.1.14.1.7: From the first day of the second month of the first year of the contract through the end of contract (first year): Technical assistance will be performed as needed upon contact by State or Local staff at a minimum not to exceed quantity of 15 hours of technical assistance per month (vendor may provide more hours in any month as part of this deliverable, but must provide at least 15 hours, and may not charge for any hours in addition to the 15).

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
8	Emergency Notification System - Year 2/Deliverable 1	1.00000	LS	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
93131802			

Extended Description : Year 2/Deliverable 1: Specifications Item 4.1.14.2.1: By end of the third month of the second year of the contract: Vendor will develop user update training curriculum/delivery mechanism for all users as described above in this document in Section 4.1.12. Training to be provided via 2 WebEx (or equal) presentations or 1 reproducible DVD.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
9	Emergency Notification System - Year 2/Deliverable 2	1.00000	LS	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
93131802			

Extended Description : Year 2/Deliverable 2: Specifications Item 4.1.14.2.2: By end of the third month of the second year of the contract: Vendor will complete new user training for State and LHDs as described above in this document in Section 4.1.12. Training to be provided via 2 WebEx (or equal) presentations or one reproducible DVD.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
10	Emergency Notification System - Year 2/Deliverable 3	11.00000	MO	\$1,772.720000	\$19,499.92

Comm Code	Manufacturer	Specification	Model #
93131802			

Extended Description : Year 2/Deliverable 3: Specifications Item 4.1.14.2.3: Throughout contract period (Year two): Vendor will maintain system in "ready" state, constantly monitoring for any operational irregularity and be prepared to respond to ensure constant availability of system. Vendor will support its use during notifications or information exchanges and drills and provide system upgrades and maintenance as required.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
11	Emergency Notification System - Year 2/Deliverable 4	11.00000	MO	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
93131802			

Extended Description : Year 2/Deliverable 4: Specifications Item 4.1.14.2.4: Throughout contract period (Year 2): Technical assistance will be performed as needed upon contact by State or Local staff at a minimum not to exceed quantity of 10 hours of technical assistance per month (vendor may provide more hours in any month as part of this deliverable, but must provide at least 10 hours, and may not charge for any hours in addition to the 10).

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
12	Emergency Notification System - Year 3/Deliverable 1	1.00000	LS	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
93131802			

Extended Description : Year 3/Deliverable 1: Specifications Item 4.1.14.3.1: By end of the third month of the third year of the contract: Vendor will develop user update training curriculum/delivery mechanism for all users as described above in this document in Section 4.1.12. Training to be provided via 2 WebEx (or equal) presentations or 1 reproducible DVD.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
13	Emergency Notification System - Year 3/Deliverable 2	1.00000	LS	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
93131802			

Extended Description : Year 3/Deliverable 2: Specifications Item 4.1.14.3.2: By end of the third month of the third year of the contract: Vendor will complete new user training for State and LHDs as described above in this document in Section 4.1.12. Training to be provided via 2 WebEx (or equal) presentations or one reproducible DVD.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
14	Emergency Notification System - Year 3/Deliverable 3	11.00000	MO	\$1,772.720000	\$19,499.92

Comm Code	Manufacturer	Specification	Model #
93131802			

Extended Description : Year 3/Deliverable 3: Specifications Item 4.1.14.3.3: Throughout contract period (Year 3): Vendor will maintain system in "ready" state, constantly monitoring for any operational irregularity and be prepared to respond to ensure constant availability of system. Vendor will support its use during notifications or information exchanges and drills and provide system upgrades and maintenance as required.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
15	Emergency Notification System - Year 3/Deliverable 4	11.00000	MO	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
93131802			

Extended Description : Year 3/Deliverable 4: Specifications Item 4.1.14.3.4: Throughout contract period (Year 3): Technical assistance will be performed as needed upon contact by State or Local staff at a minimum not to exceed quantity of 5 hours of technical assistance per month (vendor may provide more hours in any month as part of this deliverable, but must provide at least 5 hours, and may not charge for any hours in addition to the 5).

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
16	Emergency Notification System - Year 4/Deliverable 1	1.00000	LS	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
93131802			

Extended Description : Year 4/Deliverable 1: Specifications Item 4.1.14.4.1: By end of the third month of the fourth year of the contract: Vendor will develop user update training curriculum/delivery mechanism for all users as described above in this document in Section 4.1.12. Training to be provided via 2 WebEx (or equal) presentations or 1 reproducible DVD.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
17	Emergency Notification System - Year 4/Deliverable 2	1.00000	LS	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
93131802			

Extended Description : Year 4/Deliverable 2: Specifications Item 4.1.14.4.2: By end of the third month of the fourth year of the contract: Vendor will complete new user training for State and LHDs as described above in this document in Section 4.1.12. Training to be provided via 2 WebEx (or equal) presentations or one reproducible DVD.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
18	Emergency Notification System - Year 4/Deliverable 3	11.00000	MO	\$1,772.720000	\$19,499.92

Comm Code	Manufacturer	Specification	Model #
93131802			

Extended Description : Year 4/Deliverable 3: Specifications Item 4.1.14.4.3: Throughout contract period (Year 4): Vendor will maintain system in "ready" state, constantly monitoring for any operational irregularity and be prepared to respond to ensure constant availability of system. Vendor will support its use during notifications or information exchanges and drills and provide system upgrades and maintenance as required.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
19	Emergency Notification System - Year 4/Deliverable 4	11.00000	MO	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
93131802			

Extended Description : Year 4/Deliverable 4: Specifications Item 4.1.14.4.4: Throughout contract period (Year 4): Technical assistance will be performed as needed upon contact by State or Local staff at a minimum not to exceed quantity of 5 hours of technical assistance per month (vendor may provide more hours in any month as part of this deliverable, but must provide at least 5 hours, and may not charge for any hours in addition to the 5).



EVERBRIDGE UNIFIED CRITICAL COMMUNICATIONS SUITE

HIGH-SPEED COMMUNICATIONS FOR ROUTINE OR CRITICAL SITUATIONS

Presented to

WEST VIRGINIA DEPARTMENT OF HEALTH AND HUMAN RESOURCES

RESPONSE TO CRQS BPH1600000001 - EMERGENCY NOTIFICATION SYSTEM

EMERGENCY NOTIFICATION SYSTEM

Presented to:

WEST VIRGINIA DEPARTMENT OF HEALTH AND HUMAN RESOURCES

11/25/2015

Prepared by:

Corey Baker

Everbridge

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Glendale, CA 91203 USA

1-888-366-4911

Non-Disclosure

This proposal contains business, technical, and financial information that if disclosed would result in substantial injury to Everbridge's competitive position. Everbridge requests that such data be used only for the evaluation of this response and not be shared with outside parties.

Legal Disclosure

Everbridge's RFP response is provided for informational purposes and is not meant to form a binding contract for the provision of our critical communications suite. Upon request, Everbridge will engage in contract negotiations to execute a service agreement tailored to appropriately capture each party's applicable rights and obligations.

11/25/2015

Robert Kilpatrick
West Virginia Department of Health and Human Resources
2019 Washington Street East
Charleston, WV 25305-0130

Re: Emergency Notification System

Dear Mr. Kilpatrick:

On behalf of Everbridge, I appreciate the opportunity to present this comprehensive proposal to West Virginia Department of Health and Human Resources in response to your RFP (Is there an RFP Name and number to reference in parenthesis here?). Based on your requirements, I am confident that Everbridge Mass Notification, which is an integrated component of our Unified Critical Communications Suite, will meet and exceed your needs and expectations.

I hope to have the chance to add your organization to our growing base of satisfied customers and look forward to being chosen as your mass notification service provider and partner in the years to come.

Best regards,

Corey Baker

Corey Baker
Everbridge, Inc.
Account Executive, State & Local Government
(818) 230-9563

EXECUTIVE SUMMARY

Everbridge is honored to participate in the first phase submission of the written proposal outlining a new notification platform for West Virginia Department of Health and Human Resources (WVDHHR). The fact that the Department is replacing an existing system makes the submission even better suited for Everbridge in that the attention to detail in system development and benefits to the customer who chooses a top tier system are many times only understandable after using another product for a period of time.

The complexity of providing a single Emergency Notification System (ENS) across all regions, organizational departments and applications which may use it in wholly unique ways cannot be underestimated. Everbridge has implemented equally complex projects ranging from the Virginia Department of Health, Florida Department of Health, to the statewide application in Connecticut. The selection team for the current review will find unique references with which to discuss the “Everbridge” implementation and system application experience.

A key and unique benefit to Everbridge is the way in which the organization hierarchy is set up. The WVDHHR will have the ability to set up a series of unique groups while also maintaining a master organization which can provide access to any of the individual administrators, group leaders or other out of the box access types that can access the system specifically for their unique needs. The end goal is to provide a single, capable and effective communications platform for all department areas of responsibility to coordinate from which will provide true inter-operability. This unified system selection will provide a combination of decreased cost as well as single platform training.

Everbridge will present WVDHHR a set of highly attractive industry leading features that will provide a level of additional functionality beyond what the purchasing or operations team may currently be used to seeing with outdated or outmoded high capacity “blast” or “robo-call” mass communications systems. Everbridge is the recognized industry leader in both technology (as identified by The Gartner Group) as well as ongoing enhancement of the system toolkit and with the next set of system releases (as a customer you will always have access to the latest notification system updates).

With a menu of notification types, the versatility (allows for changing circumstances) and scalability (provides for needs yet un-anticipated) of the Everbridge system will prove to be the best choice in the short-term for its easy implementation and usability as well as a sound long-term choice that will be able to grow and adapt to the team’s changing needs over the years.

NOTIFICATION TYPES INCLUDE:

Standard – Send a call or text based message to recipients who can respond and acknowledge their receipt, giving you a real time report (why wait an hour to find out what happened?) as well as stopping the notification for each recipient once they have confirmed the message (key to decrease confusion from getting the same message over and over).

Additionally because Everbridge owns all its architecture and software we have the ability to stop a broadcast in case circumstances change or the message has to be adjusted.

Polling – Send a call out and offer the recipient multiple response choices so they can be put into priority response groups (press 1 if you can report immediately, press 2 if you can report within a half an hour, press 3 if you will report but do not know how soon, press 4 if you are out of the area and cannot assist).

Quota – Send a call seeking a pre-determined number of recipients on your response team (you only need 3 people with a particular skill but have 15 potentials in your call list, as soon as 3 respond, the system indicates you have reached your quota goal).

Conference – Send an instant conference bridge. In time of emergency wouldn't you like to have your top ten responders on a conference call within a minute? Send an Everbridge conference notification and the system will find your team and either join them to the call automatically or provide conference bridge information so they can join when able.

GEO – The Everbridge GIS suite provides alerting and notifications that can be generated by any GIS set (zip code, radius, street segment, polygon), or sub-set to create groups by zone, neighborhood or area of specific circumstance. You will be able to upload any data with a valid address (clinic locations, hospital locations, key staff locations, and response equipment), view and select the data for a notification using a visual selection tool.

Everbridge provides four different ways to launch notifications (web enabled PC, telephone/live operator, mobile app optimized for Apple or Android device or from any web enabled phone or non-“smart” device). You can, on the fly, access the system and launch a notification from the front seat of your vehicle. Within minutes, the message will be delivered to all standard voice and text communication devices, such as phone (land line, mobile, and satellite), pager, fax, email, PDA, IM, SMS, and more.

Everbridge allows members of your team to receive your messages on the device (call my cell phone or send an email) or in order of devices (first SMS than email than a cell phone call) they prefer and does not expect them to change their habits for an outdated or limited communications model.

Although many vendors will provide you with date and time stamps for notification attempts, few can offer confirmation from your message recipients. In the realm of emergency communications, Everbridge customers have derived the benefit of having a clear snapshot of exactly who has received your message, on what device, and an exact date & time stamp the message was received (others just tell you the message was delivered). Especially critical when the confirmation of receipt for critical information is needed (19 of 21 Directors have acknowledged the message and are taking precautions). This information can be very powerful, especially when combined with the responses of a polling notification. In the event of an emergency, having the knowledge of who's safe, who's unaccounted for, and who can respond immediately will provide game changing information. The ability to view these responses in real time as an emergency unfolds provides additional information pertaining to your response efforts.

Everbridge will allow you to group your notification recipients into a logical data structure. In time of emergency you can quickly select and send a notice to all of your key personnel within minutes. You

may also provide access to group leaders who may see and send messages to people or data types you limit them to.

Everbridge is only offered as a Software as a Service (SaaS) product. WVDHHR will have no need for any hardware or software beyond what is currently in inventory. Located at the Point of Presence in redundant, top tier, geo-dispersed Cyber Centers across the country, Everbridge's Community Alerting and Emergency Notification platform offers the highest availability, capacity, scalability, security, speed, resiliency and ease of use anywhere in the world. This unique architecture ensures Everbridge lives up to its 99.99% uptime guarantee. To further drive home the validity of this model, Everbridge does not exclude maintenance windows from this guarantee as is commonly done by competitors in the industry.

Everbridge provides our own hosted and managed 24x7x365 customer and system support which ensures that if the user's mind is not ready to work at the same speed as the system due to stress or other unforeseen issues, we'll be there to make sure your accurate and effective use of the system is accomplished as you need it to be.

And last, but certainly not least Everbridge is the first and only mass notification provider approved for the **DHS Telecommunication Service Provider (TSP) Level 3 Certification**. All Everbridge dedicated circuits are registered with the National Security and Emergency Preparedness (NSEP) organization to receive priority treatment for all their voice and data circuits. In the event of natural or man-made disaster the Everbridge circuits receive priority service via the Federal Communications Commission (FCC) mandate. The Everbridge circuits have service priority directly behind such organizations as the FBI and CIA. **No other Emergency Notification System holds this certification.**

We thank you for the opportunity to present the Everbridge system. As you will see by reviewing our response, Everbridge is poised to swiftly and effectively implement our solution to provide the Department with a system that will dramatically improve your communication process.

We would be pleased to demonstrate the Everbridge system or conduct a hands on working session open to any interested parties at your team's convenience.

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EVERBRIDGE RESPONSE TO WEST VIRGINIA

QUALIFICATIONS

- 3.1. The successful vendor must have three (3) years minimum experience with rapid notification as evidenced by website information, business license, and/or other proof. Documentation demonstrating the Vendor meets this experience requirement should be included with the bid, but must be provided prior to award of a Contract.**

Everbridge was founded in 2002 by individuals who came together with a vision—it was a shared vision of how to help when people needed it in ways that no one else could provide. Soon our first solution was launched, and we've never looked back.

The examples below are real-world examples of how some of our customers have used the Everbridge Mass Notification solution to communicate with their personnel and citizens when communication was critical:

1. **State of Connecticut** – 3.59 Million population – Notifications were sent out to surrounding towns that use Everbridge to manage Hurricane Irene and Hurricane Sandy and Sandy Hook.
2. **Boston, MA** – 625,087 population – City-wide shelter in place and Massachusetts Bay Transportation Authority shutdown during Boston Marathon bombings
3. **National Capital Region** – 5 million+ population – National Capital Region consists of the District of Columbia and 18 surrounding jurisdictions across Maryland and Virginia all utilizing Everbridge for national security and daily, non-emergency notifications.
4. **Aurora, CO** - 332,354 population - Century Movie Theater incident
5. **New Orleans, LA** – 343,000 population – Hurricane Isaac notifications
6. **Ventura County, CA** – 831,771 population – Spring 2014 fire, system was used for pre-evacuation, actual evacuation, and all clear notifications
7. **Larimer County, CO** – 305-525 population – System is used hundreds of times per year for fast moving grass fire evacuations and severe weather
8. **Middletown, CT** - 47,749 population – Natural Gas Explosion – notifications to effectively brief citizens of the situation which headed off panic calls to 911 centers
9. **South Central Task Force** (8 county combined system in PA) – 1.9 million population – Recently used during Gettysburg reenactment weekend to coordinate support teams from across the state as well as provide ongoing notifications to citizens throughout the weekend about service disruptions and updates
10. **Galveston, TX** – 60,000 population – Hurricane Ike notifications

MANDATORY REQUIREMENTS

4.1 Mandatory Contract Services Requirements and Deliverables: Contract Services must meet or exceed the mandatory requirements listed below.

- 4.1.1 In addition to the notification requirements described above, the service selected will also serve as the emergency alerting vehicle for dissemination of important alerts and warnings, including CDC's Health Alert Network (HAN) messages. Information for alerting will be imported from existing databases or spreadsheets with remote update capability, or will be separately built and loaded into the system from every West Virginia county as well as the Center for Threat Preparedness itself.**

Everbridge facilitates data management processes by allowing organizations to quickly create or update multiple contact records through a simple comma separated value (CSV) file upload into the Everbridge system. This process helps maintain data security and accuracy by allowing you to easily update data without requiring the use of specialized tools or vendor assistance. Once uploaded into the Everbridge system, data with proper address information is automatically geo-coded and immediately available within the platform for crisis notifications or daily operations communications. In addition, Everbridge also offers fully automated data imports. There is no limit to file size for data import purposes.

- 4.1.2 The service selected must meet the following criteria: Must comply with all applicable Public Health Information Network (PHIN) certification requirements as articulated in the "PHIN Communication and Alerting (PCA) Guide Version 1.3 (April 27, 2010)". The PCA Guide can be found at:**
<http://cdc.gov/phin/resources/guides.html>

Everbridge complies with industry standards and best practices for system administration, security policies, and application development. The Everbridge system is configured and developed to meet the following industry and government standards:

- Our data center locations are SOC 2 compliant
- Everbridge has obtained SOC 3 compliance (https://cert.webtrust.org/soc3_everbridge.html)
- Everbridge is Certified by the DHS and approved as an Anti-Terrorism technology under the SAFETY Act (<https://www.safetyact.gov/jsp/award/samsApprovedAwards.do?action=SearchApprovedAwardsPublic>)
- FedRAMP - Everbridge has achieved "In Process" status towards Federal Risk and Authorization Management Program (FedRAMP) compliance. <https://www.fedramp.gov/marketplace/in-process-systems/everbridge-everbridge-suite-saas/> Everbridge has completed testing by an accredited Third Party Assessment Organization (3PAO) to verify compliance with the stringent FedRAMP requirements (NIST SP 800-53) and is now in the final authorization phase.
- U.S. Federal compliance with the Privacy Act of 1974

- NIST SP 800-53 Rev. 4, Recommended Security Controls for Federal Information Systems
- NIST SP 800-122 to safeguard personally identifiable information
- TRUSTe: <http://privacy.truste.com/privacy-seal/Everbridge/validation?rid=68f98539-a559-42ef-a233-d628f7985e24>
- Everbridge has certified its compliance with the U.S.-European Union (EU) Safe Harbor Framework, and are listed with all current Safe Harbor companies at: <https://safeharbor.export.gov/companyinfo.aspx?id=23668>
- Everbridge security and compliance information: <http://www.everbridge.com/company/about-us/privacy-security-compliance/>
- Our privacy policy may be found at <http://www.everbridge.com/privacy-policy>.

To make our system the most secure, we comply with FISMA security guidelines set forth by NIST (National Institute of Standards in Technology). NIST completed their own Emergency Notification vendor evaluation, where they found that Everbridge best suited their needs.

In addition to our NIST compliance, the General Services Administration (GSA) has also completed several security audits on our application. These audits resulted in our being the only emergency notification vendor to receive an Authority to Operate and secure the GSA as a customer.

Finally, Everbridge adheres to other vital Emergency Standards, including:

- Homeland Security Act of 2002
- Executive Order 12148, 12472, 12656, 13286
- National Security Presidential Directive 51 / Homeland Security Presidential Directive 20, National Continuity Policy 2007
- Homeland Security Presidential Directive 8, National Preparedness, 2003
- National Continuity Policy Implementation Plan, 2007
- National communications system Directive 3-10, Minimum Requirements for Continuity communications Capabilities 2007
- Presidential Decision Directive 62, 1998
- Homeland Security Presidential Directive 1, 2001
- Homeland Security Presidential Directive 3, 2002
- Homeland Security Presidential Directive 5, 2003
- Homeland Security Presidential Directive 12, 2004
- Federal Continuity Directive 2 (FCD 2) 2008
- National Strategy for Pandemic Influenza Implementation Plan 2007

EVERBRIDGE CERTIFICATIONS



FedRAMP compliance is awarded to SaaS vendors that meet the stringent security and data privacy standards. Everbridge has achieved “In Process” status towards Federal Risk and Authorization Management Program (FedRAMP) compliance. As part of this process, Everbridge has completed testing by an accredited Third Party Assessment Organization (3PAO) to verify compliance with the stringent FedRAMP requirements (NIST SP 800-53) and is now in the final authorization phase.

Everbridge Certified as Qualified Anti-Terrorism Technology under SAFETY Act


RECENTLY APPROVED TECHNOLOGIES



Everbridge, Inc.

June 22, 2015 - Everbridge, Inc. provides the Unified Critical Communications Suite (the “Technology”). The Technology is a software-as-a-service (“SaaS”) mass notification and emergency communications system with a multimodal delivery system. The Technology is designed to facilitate communication between first responders, emergency managers, and constituents, such as residents in a given city or town, during emergency situations, including

DHS Telecommunication Service Provider (TSP) Level 3 Certification



Telecommunications Service Priority

TSP is an FCC program that directs telecommunications service providers (e.g., wireline and wireless phone companies) to give preferential treatment to users enrolled in the program when they need to add new lines or have their lines restored following a disruption of service, regardless of the cause. The FCC sets the rules and policies for the TSP program and the U.S. Department of Homeland Security, manages the TSP program. The TSP program is in effect all the time--it is not contingent on a major disaster or attack taking place. Federal sponsorship is required to enroll in the TSP program.

Everbridge is TRUSTe Certified



Everbridge has been awarded TRUSTe's Privacy Seal signifying that this Privacy Statement and associated practices have been reviewed by TRUSTe for compliance with TRUSTe's program requirements including transparency, accountability, and choice regarding the collection and use of your personal information. TRUSTe's mission, as an independent third party, is to accelerate online trust among consumers and organizations globally through its leading privacy trustmark and innovative trust solutions.

Everbridge complies with SSAE-16 SOC 3



Everbridge publishes a Service Organization Controls 3 (SOC 3) report. The SOC 3 report is a publically available summary of the Everbridge SOC 2 report and provides the AICPA SysTrust Security Seal. The SOC 3 report includes the external auditor's opinion of the operation of controls (based on the AICPA's Security Trust Principles included in the SOC 2 report), the assertion from Everbridge management regarding the effectiveness of controls, and an overview of Everbridge Infrastructure and Services. This is a great resource for customers to validate that Everbridge has obtained external auditor assurance and compliance.

- 4.1.3 Continuous and uninterrupted availability of this service is critical. While it will not necessarily be used on a daily basis, the service must continuously be available for use in times of need. Accordingly, the service must be distributed across multiple call centers utilizing different telephone and bandwidth providers within the United States to minimize the likelihood that an outage in any geographic area or affecting a single provider would affect service availability. Security measures must be deployed to ensure all possible safeguards are in place to protect data in storage at each of the locations. The service must be able to automatically route calls over the least congested networks to ensure rapid message delivery, and must be able to utilize the Government Emergency Telecommunication Service (GETS)**

<http://gets.ncs.gov/> as provided by National Communications System, for emergency call prioritization. The service must have redundancy or servers in different geographical locations.

Everbridge's system is designed to provide a true zero point of failure system. We employ multiple data centers for all of our test and production systems in a fully redundant, geographically dispersed configuration. Data is continuously replicated between the various sites, and each site can provide the full range of Everbridge services. If service is disrupted at any site, all traffic is dynamically rerouted to another site so that Everbridge's systems remain constantly available. This transition is invisible to the client, who experiences no downtime as a result. Every system and tier within the Everbridge infrastructure is individually fault tolerant, with redundant power, networking, and hardware, telephony, and data communication wherever possible. The shared SaaS architecture methodology enables Everbridge to be available to our clients at 99.99% or greater.

All support and technical operations are conducted from within the Everbridge corporate office locations in Glendale, CA, Burlington, MA, Colchester, UK, and Beijing, China. Everbridge maintains up-to-date BCDR plans which include "rolling" support services throughout the globe should a catastrophic event strike one or more of our corporate office locations.

All notification platform services are hosted in SOC 2 CenturyLink CyberCenter facilities located in Denver, Colorado and Burbank, CA. These facilities are fully redundant, and Everbridge leverages a shared SaaS design allowing both datacenters to simultaneously support all clients while providing full geographic fault-tolerance.

Should a catastrophic event occur, and the recovery of systems is required, the maximum Recovery Time Objective (RTO) is 15 minutes (or less), the Recovery Point Objective (RPO) is 24 hours (or less), and the Maximum Tolerable Downtime (MTD) is 30 minutes (or less).

The Everbridge Mass Notification platform employs a "tiered" approach to the system infrastructure, segregating the various tiers of the notification platform (Telephony layer, Database layer, Application layer, and Web layer). Each "tier" is designed with clustering, allowing fault tolerance among all "tiers" of the architecture. Access among the various tiers of the Everbridge infrastructure is tightly controlled through the use of Access Control Lists (ACL's) and all queries are "wrapped" in validations to ensure system security among all layers.

The "public" facing tier of the Everbridge system is the "Web Layer" and no connection from the public is allowed, at any time, to access the backend tiers of the Everbridge platform. Everbridge filters all network traffic at the perimeter of the Everbridge production systems, allowing only secured TLS connections over Port 443 to access the web service. No data is stored within the "Web Layer" of the system at any time.

In October 2014, Everbridge applied for and received certification as a Level 3 TSP System (Telecommunication Service Priority) by the Department of Homeland Security. Everbridge was the first mass notification company to receive this certification. It means that Everbridge's systems have been designated as essential to public health and receive restoration priority at Level 3. This is the highest priority that the company can receive as Level 1 and Level 2 are reserved for Executive Office and Federal Government agencies only. This certification helps demonstrate that Everbridge's infrastructure will be available and dependable for our clients under the most serious and difficult circumstances.

For more information: <http://www.dhs.gov/about-office-emergency-communications>.

4.1.4 The successful vendor must include unlimited inbound or outbound calls in their bid. In addition, the system database must allow for unlimited names/contact information to be included.

Yes. Please refer to the pricing information Everbridge has supplied to the West Virginia Purchasing Division in support of its response for a Mass Notification System for the WV DHHR.

4.1.5 The successful vendor shall agree to work with the current vendor (Intermedix) to ensure a timely, accurate, and complete transition of the project operations. The successful vendor selected must import existing data from the West Virginia Public Health Alert System (WVPHAlert), the incumbent emergency notification system (all call groups from each user location in counties and State) into the new system within one (1) month of contract award. If the incumbent system is not available to export existing call group data from the state and LHDs, then the successful vendor must rebuild all the call groups from each of those agencies within one (1) month of contract award. This will include personal interaction with staff from each of the agencies and any technical assistance needed.

Based on implementation strategy sessions identifying the various information required for migration, Everbridge and the WV DHHR would detail which areas could be leveraged via the available Everbridge Migration Tool and which would require a manual process to port over without loss of information. In all aspects, Everbridge would need to review current system data elements to outline the full migration process. Also, depending on WV DHHR's current contact data and if it can be exported from its current system into a CSV file for easy import into Everbridge, and depending on the existing group/subgroup structure currently in place, WV DHHR may have to contract with Everbridge Professional Services to facilitate the initial data upload and group/subgroup configuration in order to meet the desired timeline.

4.1.6 The successful bidder shall ensure the new system is fully operational within one (1) month of contract award.

Because Everbridge products are offered on-demand as a service over the Internet and telephone, no hardware or software installation is required, and the Onboarding

process for our products is designed to enable your organization to benefit quickly from the use of Everbridge.

Everbridge Onboarding a critical strength of our company and our onboarding Milestones are straightforward and simple. The Everbridge Client Services Onboarding team is typically able to get clients fully deployed within 10-15 days; however, this is dependent on the complexity of the implementation project, and we will work with your project team to scope a project to fit your organization's business needs.

- 4.1.7 The successful bidder shall cooperate with the agency and any subsequent vendor should the Contract resulting from this solicitation be terminated, and to deliver any and all electronic files, documentation, and associated work products to the Agency within thirty (30) days of receipt of notice of contract termination. The format for exporting data from the terminated vendor's current system to the new successful bidders' system will be provided upon award.**

Everbridge complies with agreed-upon written arrangements for the movement of information and data between Client and Everbridge and between Everbridge and any other entities authorized in the agreement. If not otherwise specified, either party returns proprietary information to the Client or completely destroys proprietary information by shredding or burning, or in the case of proprietary information contained in electronic form, by erasure and/or overwriting in such a fashion that proprietary information cannot be retrieved by data retrieval or other utilities.

In regards to data retention, when a customer's contract expires, the organization's account will be deactivated and listed for deletion. Thirty-days from the contract expiration date, the organization's data will be flagged for purging and all of the organization's data will be removed from the active system. Everbridge retains the organization's data for one month in the event the organization wishes to extend its subscription.

- 4.1.8 The successful bidder's service must provide for secure transmission of notification messages and report results back to the West Virginia State Center for Threat Preparedness or other designated facility. The service center must also have multiple points of communication from contact requests including, the internet (with or without a Virtual Private Network (VPN)), a dedicated dial-up line, and a private peering network).**

Everbridge Mass Notification enables our clients to communicate very quickly with any number of desired recipients, targeting a variety of devices for contacting those individuals (pagers, telephones, text messaging, email, etc.). The platform hosted with full geographic redundancy, for all clients, in a shared SaaS solution. This means that all hardware, software, and capacity related to the notification system are hosted and managed entirely by Everbridge and authorized Everbridge personnel only. The only requirement for web-based access to the system is to leverage an internet browser

which supports HTTPS 256-bit encryption. Everbridge also provide other means of access to the system, such as via telephone and web enabled mobile phones.

Everbridge provides real time notification metrics (Dashboard Tab) available for each broadcast that includes full broadcast summary details, total number of notification results (confirmations, not confirmed, confirmed late and unreachable or based on polling responses) along with full delivery details that outline each individual within the broadcast, their confirmation status, confirmation time, attempt time, first attempt time, confirmed path, polling results and full call results information. Additionally Everbridge has a robust Ad-Hoc reporting feature that can generate a report that can draw from all data fields in the notification details and contact database.

4.1.9 Each of the following service functionalities are mandatory requirements of the successful vendor's system, and the system must perform according to these functionalities during the life of the Contract :

4.1.9.1 Must have the capability to send notifications rapidly via multiple communication mediums utilizing assigned roles; (Must be able to use both "land lines" and mobile phone, fax, instant messaging, and Simple Mail Transmission Protocol (SMTP) Short Message Service (SMS) messaging such as email, alphanumeric papers and other wireless devices.)

Everbridge supports a total of 28 delivery methods per member (6 phones, 5 phones with extension, 2 SMS devices, 1 One Way SMS [often used for SMS paging], 3 email addresses, 3 TTY/TDD devices, 1 Everbridge recipient app, 1 TAP Pager, 1 Numeric Pager, 3 Fax numbers, 1 plain text email 1-way, and 1 plain text email 2-way). The paths are customizable allowing your administrators to set up as many or as few of each type as needed. In addition to these paths, Everbridge is able to interface with CMAS/WEA, trigger Alertus desktop alerts, and post to social media sites such as Facebook and Twitter.

Our SMS messaging uses SMPP, native text messaging (NOT merely an SMTP email gateway). This helps ensure that the messages are not identified as spam, causing them to be delayed or not delivered at all.

4.1.9.2 Must be capable of delivering customized messages, both in the content and the delivery mechanism, to each individual, and in the case of voice messages, using a text-to-speech engine to dynamically create the messages.

Everbridge Mass Notification provides clients with the ability to create an unlimited number of standardized templates for a variety of communications as well as the ability to edit templates and create customized communications messages.

Everbridge supports the following methods to record a live voice: ·

- Record a new message via phone or with a microphone connected to the PC.
- Call in with a telephone and record a message.
- Select a pre-recorded voice message.
- Upload a .WAV file from your computer.
- Record directly on your mobile phone via our ManageBridge application

In addition to including a text-to-speech (TTS) engine which can be used with any notification, Everbridge holds US Patent # 8,149,995 covering the use of text to speech in a notification.

- 4.1.9.3 Must have the ability to send the notification to one device and, if there is no answer within a specified timeframe, as determined by the type of incident, send the notification to the next device listed in the user's profile. This includes being able to select which phone device the message is being sent to (i.e. cell phone vs. work phone vs. home phone). This process must continue until contact attempts for all listed devices defined in the user's profile are exhausted. The message initiator must have the ability to require the system to continue contact attempts until contact is successful.**

Yes. Everbridge is designed to seek confirmation from recipients unless disabled by the message initiator. Through a rotational methodology, the Everbridge system will rotate through each contact's devices, individually, and seek confirmation. Once confirmation is received, it is registered with the Everbridge system and no further notifications are deployed to that contact. However, if the recipient does not confirm, the Everbridge system rotates to the next available device for the target recipient and attempts to contact them again. This process continues until the member confirms or until the Broadcast Duration and/or Contact Cycles have expired.

Confirmations can be received in a number of different ways. These include clicking a link in an email, pressing a key on the telephone, responding to a text message, pressing a button in a mobile app, responding to an email on a plain text email device (such as a two-way pager), or calling into a toll free number and entering a PIN.

The goal of Everbridge is to contact a person, not just a device.

- 4.1.9.4 Must allow the user's profile to contain delivery device preference order based on at least two self-defined timeframes; (Example: Call pager first on Monday – Friday, 8:00 A.M. – 5:00 P.M. and home phone first at all other times. Call mobile phone second at all times.)**

Within the Everbridge Contact Self-Serve recipient portal, Everbridge supports a priority for order of contact settings, and recipients can set their own desired device preference order (for example, home phone first, cell

phone second, SMS third,). However, these priority settings are for each device that a contact chooses to utilize and do not have a window of time setting/option (except for automated weather alerts).

4.1.9.5 Must be able to deliver notifications based on prioritization of individuals/roles (i.e. send to those in more authority first, then other users.)

WV DHHR will be able to create an unlimited number of groups and subgroups that can all be easily accessed within a single directory for easy targeting for notifications. Also, WV DHHR can create an unlimited number of templates ahead of time and target specific individuals and groups within the creation of the template.

Contact recipients in a pre-defined order or use when you need a precise number of responses. A notification is sent to a primary set of recipients, and then after a wait period, it is automatically sent to additional contacts. Escalation has many configuration options including total responses needed, number of contacts at each level (unlimited), and how many different escalation levels. The Escalation wait time can be set from a minimum 1 minute to hours.

4.1.9.6 Must have the capacity to notify predefined groups and “on-the-fly” ad-hoc groups, not only by name, but by all fields (i.e. roles, agency worked for, geographic location, and political jurisdiction).

Yes. Through the use of user-defined fields, Everbridge Mass Notification allows additional information to be added for each user. It supports dynamic grouping based upon filtered search criteria. The user-defined fields allow messages to be sent to people in a particular location with particular skills for example.

Clients may create an unlimited number of groups and sub-groups, as well as automatically add contacts to those groups as part of the data management process.

4.1.9.7 Must have the capacity to notify ‘subgroups’ (i.e. group(s) within a group), as applicable.

Yes. Please see response 4.1.9.5.

4.1.9.8 Must have the capacity to select individuals even if they are not in a group or subgroup, as applicable.

Yes. Everbridge allows users to quickly target one or more individuals or groups and subgroups, using lists, geographic locations, and robust filtering capabilities (or any combination thereof).

4.1.9.9 Must have capability of allowing for multiple administrators, 350 at a minimum.

Yes. There are no concurrency limits with Everbridge as the system supports an unlimited number of message senders and administrators who can simultaneously access the system at no additional cost.

4.1.9.10 System must allow for agency control over the number and type of call groups, when necessary.

Yes. To help ensure notifications are received by the target recipients, Everbridge designed a truly rotational contact methodology which leverages multiple contact delivery paths such as telephone calls, native SMS, email and many more. This provides a natural call throttling ability. The system will rotate through each target recipient's devices, individually, and seek confirmation. Once confirmation is received, it is registered with the Everbridge system and no further notifications are deployed to that contact. However, if the contact does not confirm, the Everbridge system rotates to the next available device for the target recipient and attempts to contact them again, seeking confirmation. This process continues until the contact confirms or until the broadcast duration and/or contact cycles have expired.

The rotational contact methodology further allows the Everbridge system to automatically handle the "last mile" issues by simply side-stepping any congested or non-available network(s) and attempting to contact the target recipient on their next available device (potentially on a different network or using a different technology entirely). In addition, this system of rotating through multiple contact paths provides an inherent throttling capability that not only increases reliability of communication streams but also reduces overall congestion on various carrier networks.

Finally, for those clients who understand limitations in their internal voice infrastructure (such as a limited number of phone lines available in an office space with a large amount of people), Everbridge offers client definable broadcast throttling capabilities. This allows clients to fully define an unlimited number of global dialing strings, and when Everbridge places any calls to these "dialing patterns", the volume of calls simultaneously placed will be throttled based on the client's defined maximum. If a telephone number dialed does not meet the defined throttling pattern, a default throttling volume can be used as a "fall back" – or throttling may be skipped altogether.

This blend of rotational delivery and our global throttling flexibility provides our clients with high degrees of flexibility when handling diverse notification target environments and this functionality is not available in any other product on the marketplace.

- 4.1.9.11 Must initiate a broadcast directly from another application through an Application Program Interface (API) protocol solution (supplied by the successful vendor) so that contact data can be maintained in another system and broadcasts can be initiated directly from another application. This process should be provided through a web-services API using a standards-based SOA (service oriented architecture). In addition to initiating the broadcast, the API should also handle cancellation and status of the notification.**

Everbridge Mass Notification supports integration with web service architectures and applications clients may maintain internally using our APIs. Everbridge's API structures are JSON-based RESTful APIs which allow clients to manage contact data, generate reports, and trigger notification launches from other backend systems. Our Broadcast API requires the following elements to launch a message: who to contact, what to say to them, and how to deploy the message. Our Contact API allows the management of any data element in a contact profile. Additional details regarding our APIs are available under NDA and upon down-select.

Everbridge has included access to our Broadcast API and Contact API in our pricing section. IF WVDHHS requires additional assistance to build out integrations with a current system, then additional professional services may need to be purchased.

- 4.1.9.12 Must allow for the activation of alerts via the Internet or telephone; security must be in place to only permit a notification request from specific, predefined phone numbers and systems user identification accounts. Additionally, a log of notification requests from any source, successful or not, must be maintained in the system (not through manual logging) and made available as an automated report.**

Everbridge supports this requirement. Everbridge clients may launch notifications using a variety of methods and from anywhere around the world: from any desktop/laptop using a web browser which supports HTTPS, using our ManageBridge smartphone apps for iOS, Android, using our Universal Mobile URL which supports any handheld device with a TLS 1.2 supported web browser, and via any type of telephone (landline, cellular, VoIP, satellite) by contacting our Live Operator Service. Optionally, clients have the ability to launch notifications using other backend systems hosted internally by leveraging the Everbridge Broadcast API.

Clients maintain full control over all client users granted access to the Everbridge system and at any time, clients may alter/revoke permission as desired (using the web based console). Everbridge clients are able to define an unlimited number of "admin level" users within the platform and maintain full

control, at all times, over granting/revoking access for users. Everbridge provides various Security Roles for our clients to assign to any user within their environment, allowing full access for some users and restricted access for others. The following list is a summary of those available roles: Account Admin, Org Admin, Group Manager, Dispatcher, Operator and Data Manager. Roles such as Group Manager, Dispatcher, and Operator may be restricted to accessing/leveraging specific Groups or Rules within the platform.

The Everbridge Dashboard tracks notifications in real time to display compiled results in a clear and easy-to-read interface for quick informed decision-making. The dashboard reporting screen automatically refreshes every 60 seconds, or it can be manually refreshed while the broadcast is active to provide up-to-the-second information. Officials can easily access detail-level reporting to see who has received and confirmed messages and who has not.

4.1.9.13 System must provide immediate receipt confirmation for each notification. Results of the notification and confirmation must be available through live, on-line inquiry and through historical reports.

Yes. Everbridge supports a total of 28 delivery methods per member all of which can receive and confirm delivery of recipient of a notification.

- A message delivery to a phone is typically confirmed by pressing one for a notification or selecting from up to 9 choices for a polling notification.
- An SMS Text message will prompt a user to text back the word “yes” to confirm receipt of the text message.
- Email is delivered with an active hyper-link that allows a user to click and confirm receipt.
- Alpha Numeric Pagers are provided a toll free number and PIN to enter to confirm receipt.
- The Everbridge ContactBridge recipient app for iOS and Android devices can also confirm receipt of a notification. In addition to being able to receive a message via Wi-Fi or cellular data, the recipient can reply with additional information. If the recipient was at an important location, he or she could reply with a message that included something similar to “I am seeing severe weather at the town center,” and additionally provide a GPS location and attach a photo of the weather that he or she is seeing. The message sender could then see the recipient’s location on a map and view and/or forward the image he or she has just submitted. This powerful two way communication tool assists organizations in making informed decisions while continuing the alerting process.

Everbridge offers the most powerful sets of reporting tools in the Emergency Notification market. These include reports for use during emergency

activations as well as afterwards. The system provides four types of notification reports, giving you the information you need, when you need it. All reports are capable of export. The four standard reports are:

- Notification Dashboard (real-time reporting)
- Broadcast Reports
- Event Analysis Reports
- Detailed Notification Analysis (DNA) Reports

WV DHHR will also be able to create and save custom reports on any data field in the system using our Ad Hoc report writing capability.

The Notification Dashboard displays a graphical summary view of messaging activity in real-time, in a single snapshot. This allows users to more easily manage communications by providing insight into live event and broadcast activity, contact counts, and template creation graphs. The dashboard can be manually refreshed or automatically refreshes every 60 seconds.

- 4.1.9.14 For emergency notification, notification recipients must have the capability of replying to the call or calling back into the system (not to a person) and reporting their availability for emergency response. The system must be able to record their responses, and include their availability in reports back to the sender. The service must be able to receive at least 25 inbound calls per minute. The service must have no set number of outbound calls or messages to receive per minute.**

Please refer to the response immediately above for more information about Everbridge's confirmation capability. The Everbridge system is designed to deliver notifications across a wide spectrum of devices and allow recipients to confirm receipt of that notification. Recipients will not have to call back into a system to confirm receipt of a phone notification.

- 4.1.9.15 Must provide the capability to access reports via both the internet and fax. Reports must be available in real-time for emergency notification and within user-defined time periods for non- emergency notifications, allowing for ongoing status reports of those notified. Reports will include calling results and time of results, such as individual reached, message left, no-answer, number out-of-service, etc., and, for emergency notification, will include responder reported availability.**

Everbridge Mass Notification offers the most powerful sets of reporting tools in the Emergency Notification market. These include reports for use during emergency activations as well as afterwards. The system provides four types of notification reports, giving you the information you need, when you need it. All reports are capable of export.

Notification Dashboard Reporting (Real-time Reporting)

The first type of report is the Notification Dashboard reporting. This dashboard is a reporting system that tracks notifications in real time, allowing you to observe the results of the broadcast as they occur. Receiving real-time broadcast results allows you to make faster, more informed decisions.

The dashboard reporting screen automatically refreshes every 60 seconds, or it can be manually refreshed while the broadcast is active to provide up-to-the-second information. You can easily access detail-level reporting to see who has received and confirmed messages and who has not.

Broadcast Reports

The second type of report is the Detailed Broadcast Report, which provides detailed breakdowns of each notification sent. Detailed Broadcast Reports are available online through the Web-based administration console. They can also be automatically e-mailed or faxed at the conclusion of a broadcast.

Ad Hoc Reports

The third type of report is the Ad Hoc Report, which allows administrators to extract specific data from the system. Ad hoc reports can be downloaded in CSV and PDF format as well as HTML format. Everbridge Mass Notification allows users to retrieve call records via a wide variety of record search and reporting options. Unlike some mass notification systems that provide only static report features, Everbridge's Ad Hoc Reporting functionality will allow you to pull reports that are important and meaningful for your specific needs.

Users can create custom Contact Reports, and Notification Reports by choosing from a large selection of data fields from which to query.

Event Analysis Reports

Everbridge Mass Notification provides the ability for multiple messages to be viewed in a single report. Reports can be filtered to include a single notification – or spanning multiple notifications. Furthermore, using Event Reporting, clients may look, top down, at all messages/response details related to the same Event in a graphical and “top down” style.

Detailed Notification Analysis Reports

The final type of report is a detailed Notification Analysis report which allows clients to investigate the delivery details, over time and among all users targeted, for any notification campaign launched from the platform. Details about the notification are included such as the settings that were configured for the deployment, confirmation status information (with pie chart representation), and the overall number of delivery attempts made over time (with line chart representation).

WV DHHR can easily access detail-level reporting to see who has received and confirmed messages and who has not in real-time by accessing the Dashboard tab. This Dashboard refreshes every 30 seconds, or it can be manually refreshed quicker.

This graphic shows a few examples of call results:

Connected (Machine) - Delivered
Connected (Machine) - Fax machine error
Connected (Machine) - Not Conferenced
Connected (Machine) - Delivered
Connected (Voice) - Caller hung up
Connected (Voice) - Member hung up
Connected-Delivered - Not Conferenced

4.1.9.16 Must have capability for the sender to schedule notification to be sent at a later time and/or date.

Yes. In addition to sending a message immediately and saving broadcast templates for later use, customers can also choose to schedule a message to go out at a specific date and time or as a recurring message to be sent on a daily, weekly, or monthly basis.

4.1.9.17 Must allow for multiple layers of authorization/authority. Multiple authorized users must be able to send a non-emergency notification via e-mail or fax, but only those with approved authority can send emergency notifications.

Yes. Clients maintain full control over all client users granted access to the Everbridge system and at any time, clients may alter/revoke permission as desired (using the web based console). Everbridge clients are able to define an unlimited number of “admin level” users within the platform and maintain full control, at all times, over granting/revoking access for users. Everbridge provides various Security Roles for our clients to assign to any user within their environment, allowing full access for some users and restricted access for others.

4.1.9.18 Must be able to have multiple layers of administrator rights as to what access is given (i.e. view, change, add, and notify rights determined by the State office).

Yes. Please refer to the response above for more information.

4.1.9.19 Must have the capability of producing reports identifying costs for use by notification event, individual sender, and/or organization.

Pricing is based on the number of contacts the WV DHHS enters into the system, and includes an unlimited use for the entire organization.

4.1.9.20 Must have the ability to send multiple notifications at the same time to the same or different recipients.

Yes. Everbridge provides the following Service Level Objectives to all of our clients:

- **Broadcast Availability:** Everbridge makes every effort to ensure Everbridge services are available to our clients with a Broadcast Availability of 99.99% or greater. Broadcast Availability” includes the ability to access the Everbridge solution in conjunction with the ability to deploy notifications to one or more contact paths (devices) per recipient.
- **Broadcast Performance:** During a 60 minute period, Everbridge shall make a minimum number of notification attempts to the 1st contact path for all client broadcasts, using the standard configuration, per the table below. Notification attempts do not include third party network delivery. Note: Minimum numbers below do not apply when a Client uses the broadcast delivery throttling feature or intervals between delivery methods.

Notification Type	Standard Configuration	Minimum Number of Notification Attempts in 60 Minutes
Mobile Member Notification	500 characters	600,000
Voice	30 seconds	300,000
SMS	500 characters	600,000
Email	500 characters	600,000

Should additional details regarding Everbridge’s Service Level Objectives be required, please contact your assigned Everbridge Account Representative.

4.1.9.21 Must have the ability to provide login audit tracking.

Yes. High level log information is available for user record changes directly in the console (who last updated the record, when it was last updated, etc.) and clients may generate Ad-Hoc Reports based on this information.

Since Everbridge manages and maintains all aspects of the notification solution internally, more detailed audit logs are available only to internal authorized Everbridge personnel only. We would be happy to discuss audit/logging capabilities further as part of the final selection process.

4.1.9.22 Must have the ability to maintain privacy of all contact information through access control where only administrators with appropriate rights can view or update recipient and contact information.

Yes, Everbridge complies. By assigning our Dispatcher or Operator Security Role(s), Everbridge clients have the ability to control access to contact data to only authorized client users in the platform.

4.1.9.23 Must have the ability to customize the telephone number display (caller identification (ID) for voice messages and the email addresses for text messages.

Yes. Everbridge fully supports customizable caller ID and sender email addresses. This caller ID and email can be set as a default or changed when desired for a specific notification.

4.1.9.24 Must have the ability to override call-blocking.

Everbridge is “white-listed” as a registered SMS content provider which reduces the chances of any large SMS notification sent being flagged as “spam”.

From an email perspective, Everbridge will also provide “email whitelist” information to our clients to allow our email notifications to flow through junk mail/filters easily within the client environment.

Finally, regarding voice calls, Everbridge has been designed to circumvent many call blocking systems and provides best practice guidelines to decrease the likelihood of your calls being blocked.

Though we cannot guarantee the ability to avoid all call-blocking technologies, our rotational contact methodology allows the user to sidestep this issue by contacting recipients on other devices/telephones if they don't confirm on the number where call blocking is enabled.

4.1.9.25 Must have the ability to leave a message when a voice-delivered message reaches an answering machine or voicemail.

Yes. Everbridge will deliver a voicemail if a contact is not reached. After leaving a voicemail, Everbridge will continue attempting to reach a live recipient.

4.1.10 Support for the successful bidder's services must be available and provided (as needed) 24 hours-a-day, 7 days-a-week, 365 days-a-year, including holidays, (24/7/365) via telephone and the Internet.

Yes. We believe that client care does not end with implementation. True client care continues throughout the life of the partnership. Your organization will receive ongoing support provided via the Internet, e-mail, and telephone. Everbridge Technical Support is available to you at any time of day or night, 24x7x365.

Technical Support staff members are full-time Everbridge employees located on-site. We do not outsource our client care services to third parties that do not have the Everbridge expertise. When you reach out to Everbridge Technical Support, you will get a professional who is well-versed in the Everbridge system and is more than capable of assisting you.

Additionally, Everbridge has support personnel deployed at all of our offices around the world to ensure that in large scale disaster scenarios your organization will be guaranteed the highest level of support possible.

- 4.1.11 Due to the emergency use of this system, routine maintenance, system upgrades or emergency repairs for system degradation or failure must be managed in as expeditious a process as possible. Routine maintenance and system upgrades must be done outside the hours of 6am – 6pm EST Monday through Friday (unless system maintenance can be completed in a phased approach without loss of system integrity). Agency must be notified in advance of routine maintenance and system upgrades. Emergency interventions must be initiated immediately (within one hour) upon discovery of a problem and every effort must be made to complete repairs, or provide appropriate temporary system-wide solutions until permanent repairs can be completed, as quickly as possible with a minimum of system disruption/downtime. Problem resolution must be applied when the resolution/solution is found and not wait to be applied during a scheduled routine update.**

Everbridge performs maintenance updates quarterly and major feature updates semi-annually. Upgrades and maintenance to the Everbridge system happen seamlessly to clients due to the nature of the fully redundant, geographically dispersed SaaS design. This design allows a single data center to be upgraded with new software revisions while the remaining data center continues to support clients. As the first data center upgrade is completed and tested, the center will then begin supporting clients and the other data center environment will be upgraded. This approach allows for continuous support of the entire Everbridge client base without interruption in notification services. Clients are typically notified 30 days in advance by our Client Care team. There is also no loss of service or down time when we apply upgrades or perform maintenance.

- 4.1.12 The successful vendor must provide three(3) levels of training.**

- 4.1.12.1 Initial training: The successful vendor must provide on-site training on the use of the vendor's service/system for up to 350 administrators at a minimum. This training must be completed within one (1) month of contract award. Training facilities with computers will be provided by the State in or near Charleston, WV. Training materials will become the property of the State to copy at will for additional users.**

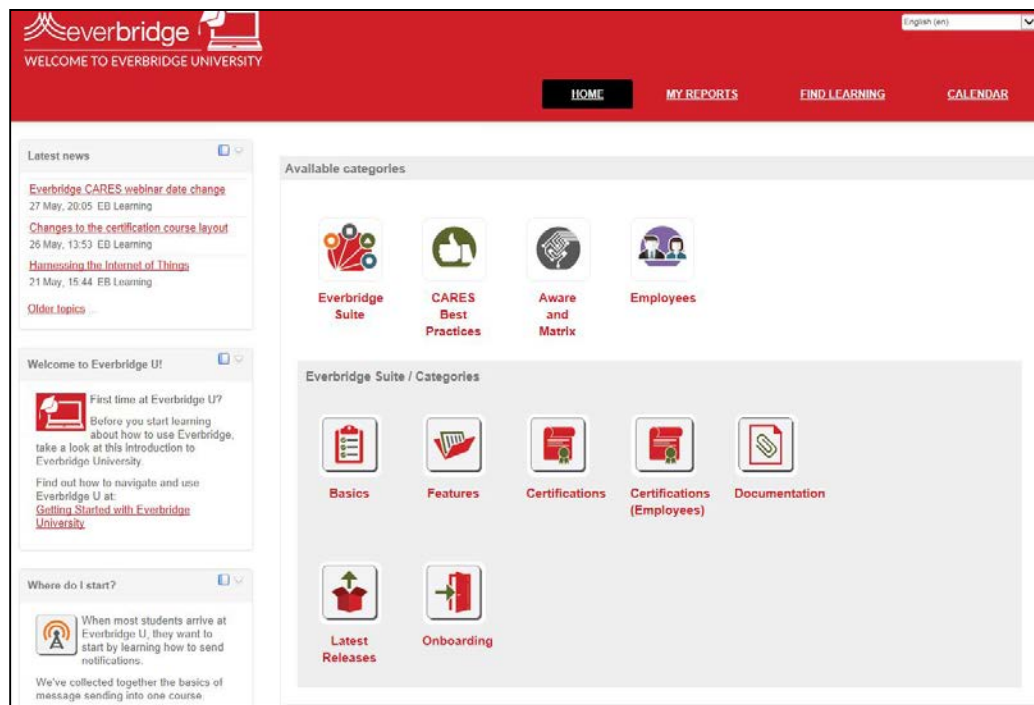
Please review the response below for Everbridge University on-site which is a component of Everbridge premium implementation.

4.1.12.2 Update training: The successful bidder must provide training when updates or changes are made to the system, if those changes mandate new ways to operate the systems. This training can be provided via web training or CD (or other electronic media as approved by the Agency).

Everbridge University is the training mechanism for ongoing training and going forward training as EBU will always be updated with the latest training information. Please see the response below for more information.

4.1.12.3 New User training. The successful bidder must provide a way for later added users to obtain Initial training, such as web training or CD (or other electronic media as approved by the Agency).

Everbridge University is Everbridge’s online Learning Management System, and it provides interactive, web-based training to ensure customer’s initial and ongoing system proficiency. The training incorporates the skills, techniques, concepts, and best practices needed for anyone, even a non-tech savvy individual, to effectively leverage the Everbridge notification solution. Everbridge University can be revisited at any time for refresher training or for training on newly released products.



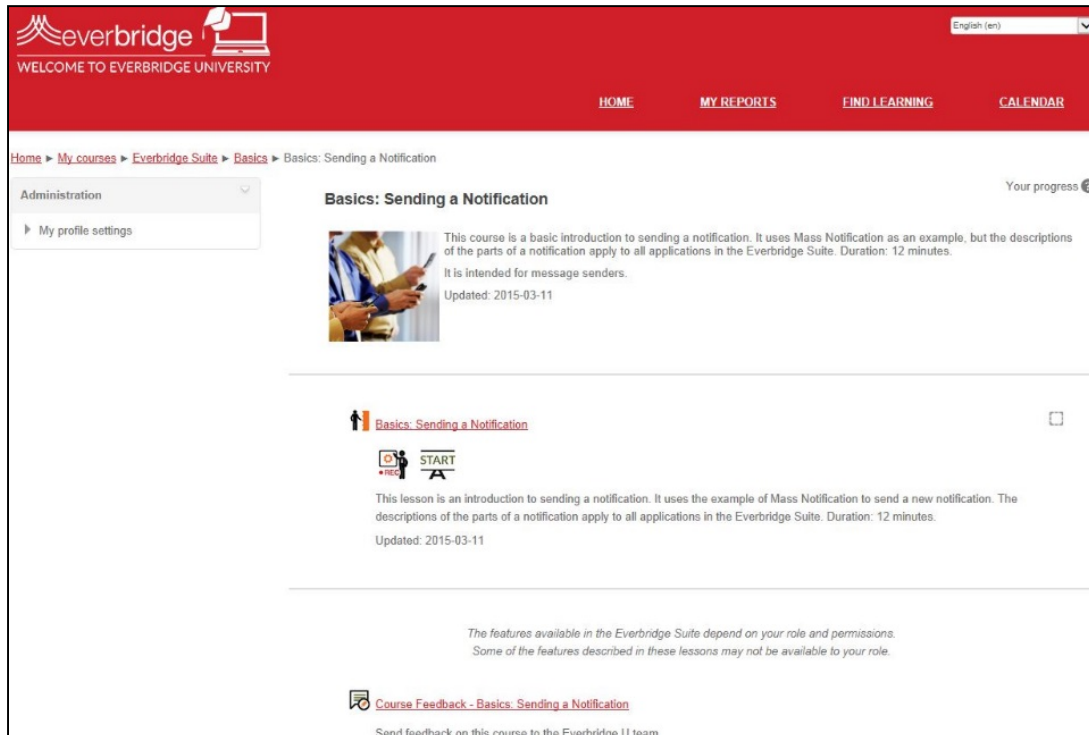
Everbridge University On-Line

Everbridge University courses consist of self-paced lessons that are 10 minutes or less in length, learning paths and user certifications with assessments by product or user role. More than 40 courses, over 200 lessons, and more than 20 hours of training are already available with more sessions on the way. In the past six months, more than 4,000 Everbridge customer users have enrolled and completed 31,000 + lessons!

The courses are built from an extensive library of short, media-rich training modules, allowing users to access individual modules for as-needed training. Everbridge University On-Line covers all of the Everbridge core products.

Benefits

- Continuously available
- Uses Adobe flash videos with audio narrations
- Self-paced training 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
- Instant access to updates
- Everbridge Sender Certification



The screenshot shows the Everbridge University On-Line interface. At the top, there is a red header with the Everbridge logo and the text "WELCOME TO EVERBRIDGE UNIVERSITY". Below the header, there are navigation links: HOME, MY REPORTS, FIND LEARNING, and CALENDAR. The main content area displays the course "Basics: Sending a Notification". The course description states: "This course is a basic introduction to sending a notification. It uses Mass Notification as an example, but the descriptions of the parts of a notification apply to all applications in the Everbridge Suite. Duration: 12 minutes. It is intended for message senders. Updated: 2015-03-11". Below the description, there is a "START" button. At the bottom of the page, there is a "Course Feedback - Basics: Sending a Notification" link and a note: "Send feedback on this course to the Everbridge U team".

Everbridge University On-Site (Optional add-on service)

Everbridge University On-Site leverages basic knowledge developed through on-line training to develop advanced skills and reinforce best practices. During the on-site training, a highly qualified Everbridge instructor customizes the course to address the customer's implementation specifics. Everbridge University On-Site may be combined with Professional Services offerings creating a blended learning solution to swiftly deploy and train advanced configurations and best practices.

Benefits

- Customized hands-on trainings
- Interactive and enthusiastic trainers with years of experience
- Development of sample maps to be used at any time by the customer



4.1.13 WVDHHR's Responsibilities To Contract:

- 4.1.13.1 The Center for Threat Preparedness will collaborate with the vendor and will serve as the point of contact. Additionally, they will:**
- 4.1.13.1.1 Meet by the end of Week 1 of the first year of the contract with the vendor to develop project plan.**
 - 4.1.13.1.2 Provide vendor with contact person/address/phone number for each LHD and other agency that has call groups to be loaded into system (or built).**
 - 4.1.13.1.3 Provide location for training, with computers for use.**
 - 4.1.13.1.4 Meet quarterly with vendor to discuss project status, receive updates on technological or contract upgrades/revisions.**
 - 4.1.13.1.5 Provide drills/exercises to test system's performance.**

With respect to Everbridge, WV DHHR will be assigned a Senior Account Manager who will serve as WV DHHR's primary account contact post-implementation.

Senior account managers have a minimum of seven years of customer-focused experience. Your senior account manager will take ownership of existing accounts, develop meaningful relationships at multiple levels within your account, and maintain a keen understanding of your business and service requirements in order to ensure our responsiveness to your needs. Your senior account manager will also proactively review your system usage and service case activity to identify and mitigate potential service escalations. In addition, he/she will share best practices and help maximize the value of your purchased products and services.

4.1.14 Deliverables, Scope of Work and Timeframe:

4.1.14.1 YEAR 1

4.1.14.1.1 Deliverable 1: By the end of Week 1 of the first year of the contract: Vendor will meet with CTP to set up implementation strategy. This portion of the deliverable can be accomplished by in-person meeting, a telephone conference call, or "web ex" type presentation. Vendor will then meet with Notification System Workgroup (State developed) to initiate implementation process. An in-person meeting must be conducted in Charleston, WV with CTP staff.

Please refer to the implementation overview below for more information.

4.1.14.1.2 Deliverable 2: By end of the first month of the first year of the contract: Vendor will develop/implement State and Local Health components of Notification System. This will include development of capacity to push messages/information to State and Local Health- developed call groups as well as internal and overall message management capability. This also includes the provision of the vendor-supplied API Protocol, described under Section 4.1.9.11.

WV DHHR will need to purchase the Everbridge API. Please refer to the implementation overview below for more information.

4.1.14.1.3 Deliverable 3: By end of the first month of the first year of the contract: Vendor will complete data transfer (call groups) from incumbent system -OR- complete building and import of new State and LHD call groups into Notification System.

Please refer to the implementation overview below for more information.

- 4.1.14.1.4 Deliverable 4: By end of the first month of the first year of the contract: Vendor will develop initial user training curriculum/delivery mechanism and complete initial user training for State and LHDs as described above in this document in Section 4.1.12.**

Please refer to the implementation overview below for more information.

- 4.1.14.1.5 Deliverable 5: By end of the first month of the first year of the contract: Vendor will complete “dry run” performance tests and correct any residual issues. This will be executed and evaluated on site in Charleston, WV. System will be initialized and placed in-service. Vendor presence will be required in Charleston, WV during the performance test and initiation of the system.**

Please refer to the implementation overview below for more information.

- 4.1.14.1.6 Deliverable 6: From the first day of the second month of the first year of the contract through the end of contract (first year): Vendor will maintain system in “ready” state, constantly monitoring for any operational irregularity and be prepared to respond to ensure constant availability of system. Vendor will support its use during notifications or information exchanges and drills and provide system upgrades and maintenance as required.**

Everbridge provides a high performance, scalable and reliable Software as a Service solution (the “Service”). The Service will have a monthly broadcast availability of 99.99% or greater, allowing for real-time call prioritization which provides optimal service to customers at all subscribed service levels.

Everbridge performs maintenance updates quarterly and major feature updates semi-annually. Upgrades and maintenance to the Everbridge system happen seamlessly to clients due to the nature of the fully redundant, geographically dispersed SaaS design. This design allows a single data center to be upgraded with new software revisions while the remaining data center continues to support clients. As the first data center upgrade is completed and tested, the center will then begin supporting clients and

the other data center environment will be upgraded. This approach allows for continuous support of the entire Everbridge client base without interruption in notification services. Clients are typically notified 30 days in advance by our Client Care team. There is also no loss of service or down time when we apply upgrades or perform maintenance.

4.1.14.1.7 Deliverable 7: From the first day of the second month of the first year of the contract through the end of contract (first year): Technical assistance will be performed as needed upon contact by State or Local staff at a minimum not to exceed quantity of 15 hours of technical assistance per month (vendor may provide more hours in any month as part of this deliverable, but must provide at least 15 hours, and may not charge for any hours in addition to the 15).

Every client is assigned a vertically focused, dedicated Senior Account Manager, who is responsible for conducting an account review and introducing new system capabilities and best practices on an on-going basis as appropriate. The Senior Account Manager can be utilized as a support resource.

Technical Support is available from our live highly trained staff 24x7x365. Our technical support staff is made up of highly trained Everbridge employees located in the United States; we do not use external support resources or contractors. Help is available via:

- Live technical support via telephone
- Client Services support via e-mail
- Client self-service via Everbridge's Web-based Client Portal
- Live Operator service is available 24x7x365 for help sending broadcasts in any situation, day or night

Everbridge Implementation Overview

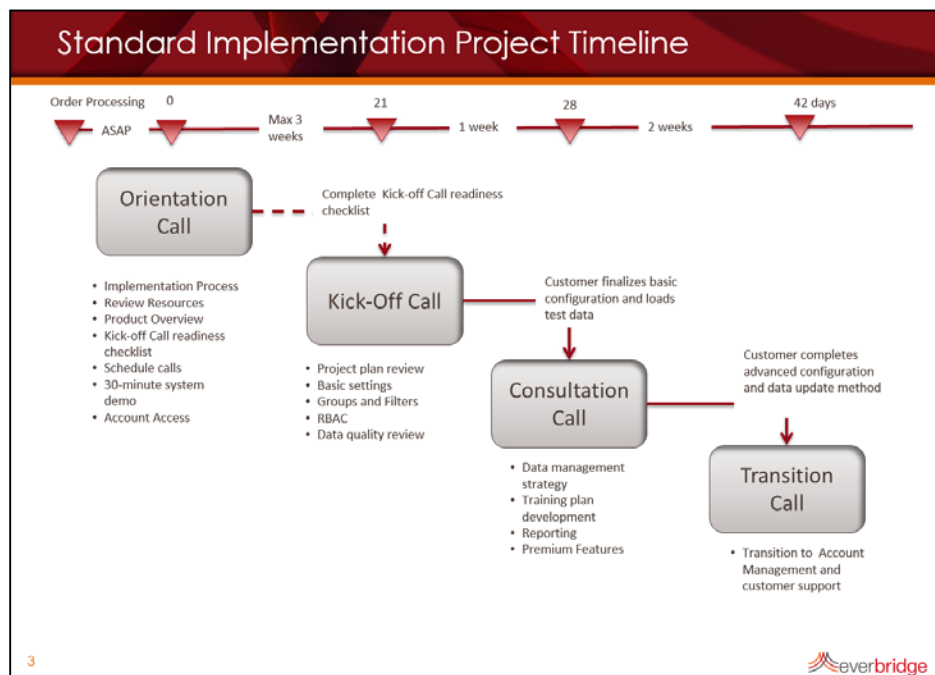
The following information is meant to provide an overview of Everbridge's Standard and Premium Implementation services. **We will work with your project team to scope a project to fit your organization's business needs.** If a customer utilizes internal resources for configuration, testing, training, etc. then the project timeline would resemble that of a standard implementation with dependencies on the customer and their resources. If a customer decides to utilize more

services and resources from Everbridge and accelerate the time to value upfront in a premium implementation (3 consequent days onsite) the timeline would resemble that of a premium implementation.

Standard Implementation

Scope

- Orientation to your on-boarding resources
- Access to your functional account
- 30-minute hands-on demo for project team
- Best practices guidance
- The implementer will ensure the client has demonstrated the ability to upload a sample of their contact data, send a notification and interpret the results



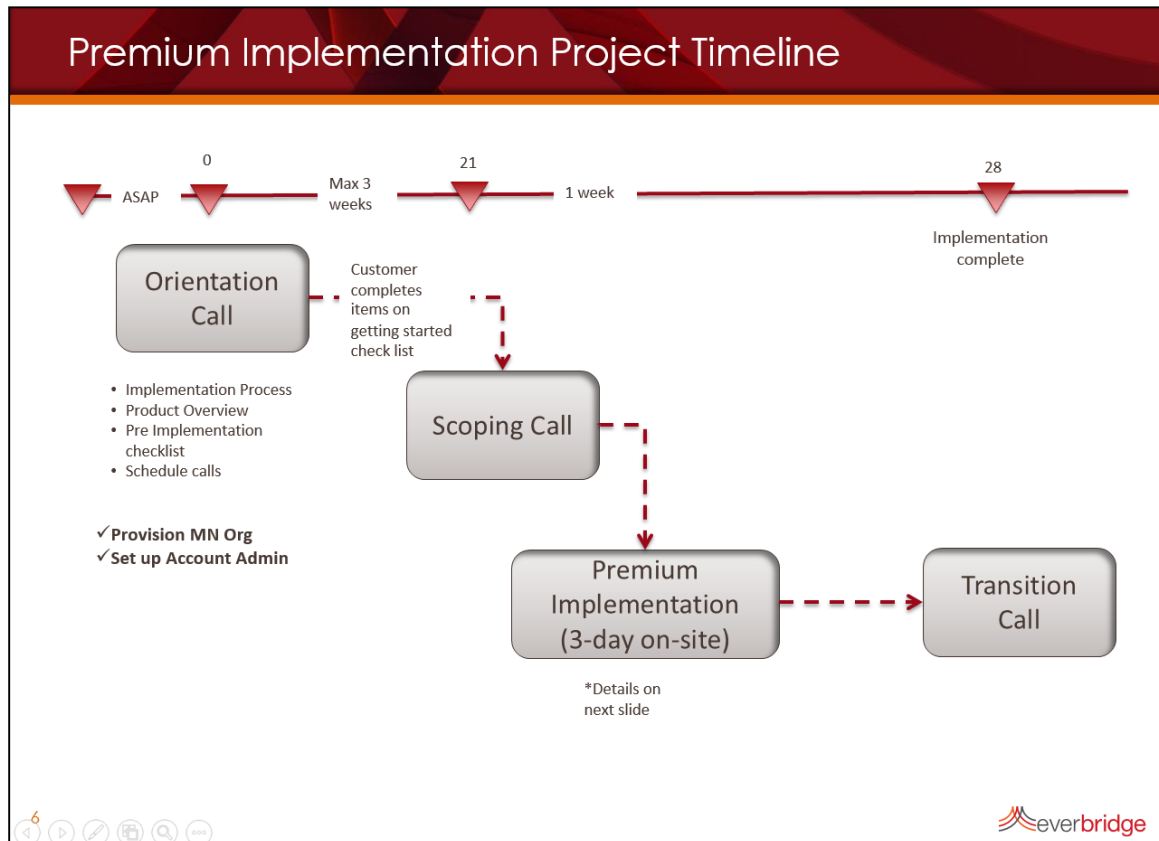
Milestones

Milestone	Description
<ul style="list-style-type: none"> • Initial Organization Set-up 	Organization is created and configured with account defaults.
<ul style="list-style-type: none"> ☑ Implementation Stakeholders 	Identify the people who will be involved in the Everbridge Implementation from Project Lead and System Administrators to the Management or Executive stakeholders who should receive project update reports.
<ul style="list-style-type: none"> ☑ Project Orientation Call 	Introduction to your Everbridge Team, review of the plan for successful implementation, and identification of internal goals, timeline, priorities and stakeholders.
<ul style="list-style-type: none"> ☐ System Access 	Identified Project Lead, and System Administrators are added as users and sent email invitations to register.
<ul style="list-style-type: none"> ☐ Everbridge University Training 	System Administrators and key Stakeholders watch the Everbridge University Training within the Everbridge Client Portal to gain a better understanding of how the Everbridge tool works, and best practices for Set-up Customization.
<ul style="list-style-type: none"> ☐ Customize Organization Configuration 	Modify the system defaults as required to support your communication plan according to internal organization goals and procedures. Including: Default E-mail identification, Caller ID, and record custom Greetings.
<ul style="list-style-type: none"> ☐ Contact Database 	Complete the initial member data entry or upload. Develop a plan database maintenance.
<ul style="list-style-type: none"> ☐ Create Member Portal 	Customize member portal with a banner, and set up collection of information for Community Alerts, Special Needs, Volunteer, Zip Codes, and Languages
<ul style="list-style-type: none"> ☐ Database Maintenance 	Develop a database maintenance plan.
<ul style="list-style-type: none"> ☐ Acceptance Testing 	Complete System Testing and provide sign-off on the successful completion of the Everbridge Implementation.

Premium Implementation

Scope

- Scoping Session with your technical resources
- 3 day onsite system to accelerate time to value and use of system
- Best practices guidance
- The consultant will ensure the client has demonstrated the ability to administrator application, upload a sample of their contact data, send a notification and interpret the notification results



Description of Services

Everbridge Professional Services consultants will work directly with WV DHHR staff to define and implement a robust notification solution. In the execution of this engagement, Everbridge will gather requirements, recommend system designs, educate system administrators and users, and customize best practices. The scope of the engagement will cover the following areas:

- Organizational hierarchy and group management
- Member data management and data source integration
- Education and training program development
- Message management
- Testing strategies

Agenda				
<u>Day 1, Date TBD</u>	<u>Time</u>	<u>Location</u>	<u>Participants</u>	<u>Notes</u>
Introduction/Kick-Off	9 - 10 am	TBD	TBD	Review agenda and expectations. Update logistics
Review Use Cases and Communication Requirements	10 - 12 pm	TBD	TBD	May require input/review from some group leaders
Lunch	12 PM			
Organizational Hierarchy and Group Structure	1 - 2 pm	TBD	TBD	May require input/review from some group leaders
Data Quality and Completeness Assessment	2 - 4 pm	TBD	TBD	Access to source files and member database
Configuration and Documentation	4 pm	TBD	TBD	
<u>Day 2, Date TBD</u>				
Data Management Strategy Definition	9 - 10 am	TBD	TBD	May require input from IT or data owners
Member Portal Requirements	10 - 11 am	TBD	TBD	Self-service data and subscription management requirements
Lunch	12 PM			
Reporting	1- 2 pm	TBD	TBD	Business and admin reporting requirements
Interactive Visibility Requirements and Set up <ul style="list-style-type: none"> × ManageBridge Training × ContactBridge Notifications 	2 - 3 pm	TBD	TBD	Weather, mobile member, and social media feeds
Project Planning and Awareness	3 - 4 pm	TBD	TBD	Project plan to go-live with contact community outreach
Configuration and Documentation	4:00 pm	TBD	TBD	
Configuration and Documentation	--			

Agenda				
<u>Day 3, Date TBD</u>	<u>Time</u>	<u>Location</u>	<u>Participant</u> <u>s</u>	<u>Notes</u>
<u>Training Session 1</u>	9:00 AM ET			
Account & Organization Leader Training	(2 hours)	TBD	TBD	Administration and configuration
<u>Training Day 2</u>	1:00 PM ET			
Group Leader Training	(2 hrs)	TBD	TBD	Message and group management
Wrap up & Next Steps	4:00 PM ET	TBD		

4.1.14.2 Optional Renewal YEAR 2

4.1.14.2.1 Deliverable 1: By end of the third month of the second year of the contract: Vendor will develop user update training curriculum/delivery mechanism for all users as described above in this document in Section 4.1.12. Training to be provided via 2 “web ex” presentations or 1 reproducible DVD.

EVERBRIDGE UNIVERSITY ON-LINE

Everbridge University provides interactive training to ensure customer’s ongoing system proficiency. The training incorporates the skills, techniques, concepts, and best practices needed for anyone, even a non-tech savvy individual, to effectively leverage the Everbridge notification solution. Everbridge University On-Line is a training feature that allows participants to interactively and effectively learn at their own pace. Everbridge provides access to training content and tracks the learner’s progress anytime and anywhere through a Learning Management System.

The courses are built from an extensive library of short, media-rich training modules, allowing users to access individual modules for as-needed training. Everbridge University On-Line covers all of the Everbridge core products.

BENEFITS

- Continuously available
- Uses Adobe flash videos with audio narrations
- Self-paced training 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
- Instant access to updates
- Everbridge Sender Certification

4.1.14.2.2 Deliverable 2: By end of the third month of the second year of the contract: Vendor will complete new user training for State and LHDs as described above in this document in Section 4.1.12. Training to be provided via 2 “web ex” presentations or one reproducible DVD.

Please refer to the response immediately above for more information.

4.1.14.2.3 Deliverable 3: Throughout contract period (Year two): Vendor will maintain system in “ready” state, constantly monitoring for any operational irregularity and be prepared to respond to ensure constant availability of system. Vendor will support its use during notifications or information exchanges and drills and provide system upgrades and maintenance as required.

Everbridge provides a high performance, scalable and reliable Software as a Service solution (the “Service”). The Service will have a monthly broadcast availability of 99.99% or greater, allowing for real-time call prioritization which provides optimal service to customers at all subscribed service levels.

Everbridge performs maintenance updates quarterly and major feature updates semi-annually. Upgrades and maintenance to the Everbridge system happen seamlessly to clients due to the nature of the fully redundant, geographically dispersed SaaS design. This design allows a single data center to be upgraded with new software revisions while the remaining data center continues to support clients. As the first data center upgrade is completed and tested, the center will then begin supporting clients and the other data center environment will be upgraded. This

approach allows for continuous support of the entire Everbridge client base without interruption in notification services. Clients are typically notified 30 days in advance by our Client Care team. There is also no loss of service or down time when we apply upgrades or perform maintenance.

4.1.14.2.4 Deliverable 4: Throughout contract period (Year 2): Technical assistance will be performed as needed upon contact by State or Local staff at a minimum not to exceed quantity of 10 hours of technical assistance per month (vendor may provide more hours in any month as part of this deliverable, but must provide at least 10 hours, and may not charge for any hours in addition to the 10).

Every client is assigned a vertically focused, dedicated Senior Account Manager, who is responsible for conducting an account review and introducing new system capabilities and best practices on an on-going basis as appropriate. The Senior Account Manager can be utilized as a support resource.

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4.1.14.3 Optional Renewal YEAR 3

4.1.14.3.1 Deliverable 1: By end of the third month of the third year of the contract: Vendor will develop user update training curriculum/delivery mechanism for all users as described above in this document in Section 4.1.12. Training to be provided via 2 "web ex" presentations or 1 reproducible DVD.

EVERBRIDGE UNIVERSITY ON-LINE

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incorporates the skills, techniques, concepts, and best practices needed for anyone, even a non-tech savvy individual, to effectively leverage the Everbridge notification solution. Everbridge University On-Line is a training feature that allows participants to interactively and effectively learn at their own pace. Everbridge provides access to training content and tracks the learner's progress anytime and anywhere through a Learning Management System.

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BENEFITS

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- Instant access to updates
- Everbridge Sender Certification

4.1.14.3.2 Deliverable 2: By end of the third month of the third year of the contract: Vendor will complete new user training for State and LHDs as described above in this document in Section 4.1.12. Training to be provided via 2 “web ex” presentations or one reproducible DVD.

Please refer to the response immediately above for more information.

4.1.14.3.3 Deliverable 3: Throughout contract period (Year 3): Vendor will maintain system in “ready” state, constantly monitoring for any operational irregularity and be prepared to respond to ensure constant availability of system. Vendor will support its use during notifications or information exchanges and drills and provide system upgrades and maintenance as required.

Everbridge provides a high performance, scalable and reliable Software as a Service solution (the “Service”). The Service will have a monthly broadcast availability of 99.99% or greater, allowing for real-time call prioritization which provides optimal service to customers at all subscribed service levels.

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4.1.14.3.4 Deliverable 4: Throughout contract period (Year 3): Technical assistance will be performed as needed upon contact by State or Local staff at a minimum not to exceed quantity of 5 hours of technical assistance per month (vendor may provide more hours in any month as part of this deliverable, but must provide at least 5 hours, and may not charge for any hours in addition to the 5).

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4.1.14.4 Optional Renewal YEAR 4

4.1.14.4.1 Deliverable 1: By end of the third month of the fourth year of the contract: Vendor will develop user update training curriculum/delivery mechanism for all users as described above in this document in Section 4.1.12. Training to be provided via 2 “web ex” presentations or 1 reproducible DVD.

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BENEFITS

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- Self-paced training allows students to learn when they have time and at their own pace
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- No travel or facilities required, the classroom is anywhere a learner has Internet access
- Instant access to updates
- Everbridge Sender Certification

4.1.14.4.2 Deliverable 2: By end of the third month of the fourth year of the contract: Vendor will complete new user training for State and LHDs as described above in this document in Section 4.1.12. Training to be provided via 2 “web ex” presentations or one reproducible DVD.

Please refer to the response immediately above for more information.

4.1.14.4.3 Deliverable 3: Throughout contract period (Year 4): Vendor will maintain system in “ready” state, constantly monitoring for any operational irregularity and be prepared to respond to ensure constant availability of system. Vendor will support its use during notifications or information exchanges and drills and provide system upgrades and maintenance as required.

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4.1.14.4.4 Deliverable 4: Throughout contract period (Year 4): Technical assistance will be performed as needed upon contact by State or Local staff at a minimum not to exceed quantity of 5 hours of technical assistance per month (vendor may provide more hours in any month as part of this

deliverable, but must provide at least 5 hours, and may not charge for any hours in addition to the 5).

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- Client self-service via Everbridge's Web-based Client Portal
- Live Operator service is available 24x7x365 for help sending broadcasts in any situation, day or night

4.1.14.5 Vendor should provide with its bid a copy of any hardware or software licensing and/or support terms and conditions to which the State of West Virginia or the Agency must agree to or accept, either in writing or digitally, in order to order and receive the commodities or services offered as part of this Contract. Written terms will be required prior to the award of any contract resulting from this solicitation. Failure to provide additional terms and conditions may result in disqualification of the vendor's bid.

Please refer to the "Everbridge Core Platform Service Agreement" included with in the Everbridge Legal Comments and Exceptions section of this response.



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fax: 818.484.2299

www.everbridge.com

QUOTATION

Quote Number: 00019894

Confidential

1 of 2

Prepared for: Bob Kilpatrick
West Virginia Department of Health and Human Resources
505 Capitol Street
Suite 200
Charleston, WV 25301
(304) 558-0067 ext. 57531
robert.p.kilpatrick@wv.gov

Quotation Date: November 23, 2015
Quote Expiration Date: December 31, 2015
Rep: Corey Baker
(818) 230-9563
corey.baker@everbridgemail.com

Contract Summary Information

Contract Period: 1 Year
Contract Optional Years: 3 Years

MN Contacts up to: 2,000

ANNUAL SUBSCRIPTION - See attached Product Inclusion Sheet/s for product details.

<u>Service</u>	<u>Fee Type</u>	<u>Qty</u>	<u>Unit Price</u>	<u>Total Price</u>
Everbridge Mass Notification (MN) with Unlimited Domestic Minutes	Recurring	1	\$16,000.00	\$16,000.00

PREMIUM FEATURES / USAGE

<u>Service</u>	<u>Fee Type</u>	<u>Qty</u>	<u>Unit Price</u>	<u>Total Price</u>
Everbridge Open API (for Contact Integration)	Recurring	1	\$0.00	\$0.00
Everbridge Open API (Up to 100 Broadcasts)	Recurring	1	\$3,500.00	\$3,500.00

PROFESSIONAL SERVICES

<u>Service</u>	<u>Fee Type</u>	<u>Qty</u>	<u>Unit Price</u>	<u>Total Price</u>
Premium Implementation	One-Time	1	\$8,000.00	\$8,000.00



500 N Brand Blvd, Suite 1000
Glendale, CA 91203 USA

tel: 888.366.4911
fax: 818.484.2299

www.everbridge.com

QUOTATION

Quote Number: 00019894

Confidential

2 of 2

Pricing Summary:

Year One Fees*: \$27,500.00

One-time Implementation and Set Up Fees: \$0.00

Total Year One Fees: \$27,500.00

Optional Year(s) Ongoing Annual Recurring Fees: \$19,500.00

1. Additional rates apply for all international calls.
2. Quote subject to the terms and conditions of the service agreement, including any amendments, executed between Everbridge, Inc. and the customer listed above.
3. Subject to sales taxes where applicable.
4. Except for currency designation, the supplemental notes below, if any, supplied in this Quote are for informational purposes and not intended to be legally binding or override negotiated language of the Everbridge Inc. Service Agreement.

(*Year One Fees are the total of the first year annual subscription fees and any one-time fees, i.e., Professional Services.)

Supplemental Notes:

Authorized by Everbridge:

To accept this quote, sign, date and return:

Signature

Date

Authorized Signature

Date

Print Name

Title

Print Name

Title

EVERBRIDGE LEGAL COMMENTS AND EXCEPTIONS

Everbridge respectfully proposes that the Everbridge Core Platform Service Agreement (the “Everbridge Service Agreement”) govern the terms of the relationship. As a Software as a Service (SaaS)-provider of a critical communications suite utilized by over 3000 clients, we have tailored our standard service agreement to address the rights and obligations that are appropriate for SaaS-based products. Our solutions operate in a multi-environment, with all client accounts operating on the same platform. There is little variance in the use-case among various client engagements; correspondingly, the rights and obligations remain constant among these client engagements. The Everbridge Service Agreement properly accounts for these rights and obligations.

An agreement that has been tailored to technology services in general, and SaaS in particular, may vary substantially from general contracts. General contracts may also fail to account for provisions that are fundamental to SaaS transactions, such as the granting of intellectual property rights that are appropriate for a SaaS-subscription.

Everbridge addresses the provisioning of intellectual property rights by granting a license for the term of the agreement (Section 6 of the Everbridge Service Agreement). Because no software is custom developed for any one client, the right to access the multi-tenant platform terminates at the end of the relationship. Clients retain all ownership of the data they have uploaded to the solution, and Everbridge retains all ownership of the software platform.

Another issue that is fundamental to SaaS transactions that is often lacking from general contracts consists of the appropriate rights and obligations with respect to data upload and transmission. Each party’s contractual responsibilities must reflect the respective roles of Everbridge handling a client’s data, and a client’s responsibility to appropriately use our communications solutions. Section 3 of the Everbridge Service Agreement stipulates that a client retains all ownership of its data, as well as the responsibility for ensuring its legality.

These are two areas of fundamental importance to an agreement for a SaaS transaction, and which are often addressed in general contracts in a way that does not fit the context of a SaaS transaction. We have found that using the Everbridge Service Agreement allows for a more efficient contracting process, and ultimately produces a contract that more appropriately reflects each party’s rights and responsibilities. Everbridge has significant experience serving state and local governmental entities and we will be able to address unique contractual requirements, such as those that may be required by law or regulation to which technology purchases by West Virginia Purchasing Division (“WVPD”) is subject.

In sum, we respectfully propose that the Everbridge Service Agreement govern the terms and conditions of this relationship to allow us to quickly and effectively resolve the contracting process. Should WVPD have any concerns or need for clarification regarding these terms, we respectfully request the opportunity to address those prior to a final determination by WVPD.



Everbridge, Inc. Core Platform Service Agreement

This Core Platform Service Agreement (“**Agreement**”) is entered into by and between Everbridge, Inc. (“**Everbridge**”), and _____ (“**Client**”), effective on the date of Client’s signature below (“**Effective Date**”). Everbridge and Client are each sometimes referred to as a “**Party**” and collectively, the “**Parties**”.

1. SERVICES.

1.1 Orders. Everbridge shall provide Client access to its proprietary interactive communication solutions(s) (the “**Solution(s)**”) subject to the terms and conditions set forth in this Agreement and the description of services and pricing provided in the applicable quote or other ordering document (e.g., statement of work) (the “**Quote**”). If applicable, Everbridge shall provide the training and professional services (“**Professional Services**”) set forth in the Quote. Collectively, the Solutions and Professional Services are referred to as the “**Services**”. Everbridge shall provide Client with login and password information for each User (as defined below) and will configure the Solutions based on the maximum number of Contacts, (as defined below), households or Users, as applicable depending on the Solutions ordered.

1.2 Affiliates. An Affiliate (as defined below) may purchase Services to the same extent as Client, provided, that the Affiliate purchases the Services on the same terms and conditions as are contained in this Agreement pursuant to a fully executed Quote agreed to by Everbridge and such Affiliate. Solely as to the Agreement between Everbridge and such Affiliate, all terms and references to “Client” shall refer to such Affiliate upon execution of an applicable Quote. By executing a Quote each Affiliate agrees to be bound by all the terms and conditions herein as to such Affiliate. “**Affiliate**” means any entity which directly or indirectly controls, is controlled by, or is under common control with the subject entity. “**Control**”, for purposes of this definition of Affiliates, means (i) the ownership of greater than fifty percent (50%) of the voting power to elect directors of the subject entity, or (ii) direct or indirect ownership or control of more than 50% of the voting interests of the subject entity. An entity that otherwise qualifies under this definition will be included within the meaning of Affiliate even though it qualifies after the execution of this Agreement.

2. PAYMENT TERMS. Client shall pay the fees set forth in the Quote (“**Pricing**”). If Client exceeds the usage levels specified in the Quote, then Everbridge may invoice Client for any overages at the then applicable rate. Everbridge shall invoice Client annually in advance for all Solutions and Professional Services. All payments shall be made within thirty (30) days from date of invoice, after which interest shall accrue at a rate of one and one-half percent (1.5%) per month or the highest rate allowed by applicable law, whichever is lower. Such interest shall be in addition to any other rights and remedies of Everbridge. Unless otherwise provided, Pricing does not include any local, state, federal or foreign taxes, levies or duties of any nature, all of which Client is responsible for paying, except for those relating to Everbridge’s net income or property. If Everbridge is legally obligated to collect or pay taxes for which Client is responsible, the appropriate amount shall be invoiced to and paid by Client, unless Client provides a valid tax exemption certificate.

3. RESPONSIBILITIES.

3.1 Users. If Client has purchased Mass Notification or Incident Communications, Client shall in its discretion authorize

certain of its employees and contractors, and the employees and contractors of Affiliates, to access that Service as Users. If Client has purchased any other Solution, Client shall authorize the number of Users set forth on the Quote as applicable to that Service. Collectively, Client’s employees and contractors who access any Solution as provided in this subsection are referred to as “**User(s)**”. A “**Contact**” is any individual person that Client contacts through the Solutions and/or provides their personal contact information to Everbridge, including through an opt-in portal, as applicable. Client shall undergo the initial setup and training as set forth in the Onboarding Inclusion sheet provided with the Quote. If Client fails to complete such onboarding process within sixty (60) days of the Effective Date, unless such delay is the fault of Everbridge, any additional onboarding services will be subject to additional charges. There is no requirement to purchase additional services.

3.2 Client Data. “**Client Data**” is all electronic data Client transmits to Everbridge to or through the Solutions. Client shall retain all ownership rights in Client Data. Client shall have sole responsibility for the accuracy, quality, integrity, and legality of all Client Data. By ordering the Solutions, Client represents that it has the right to authorize and hereby does authorize Everbridge and its Solution Providers to collect, store and process Client Data including Contact data subject to the terms of this Agreement. “**Solution Providers**” shall mean communications carriers, data centers, colocation and hosting services providers, short messaging services (“**SMS**”) providers and content and data management providers that Everbridge uses in providing the Solutions. Client shall maintain a copy of all Client Contact data it provides to Everbridge. Client acknowledges that the Solutions are a passive conduit for the transmission of Client Data and any data submitted by Contacts, and Everbridge has no obligation to screen, preview or monitor content, and shall have no liability for any errors or omissions or for any defamatory, libelous, offensive or otherwise unlawful content in any Client Data or data submitted by Contacts, or for any losses, damages, claims, or other actions arising out of or in connection with any data sent, accessed, posted or otherwise transmitted via the Solutions by Client or Contacts.

3.3 Limitations on Use. Client is responsible for all activity occurring under Client’s account(s) and shall comply with all applicable Privacy Laws (as defined below) and all other applicable laws and regulations in connection with Client’s use of the Services, including its provision of Client Data to Everbridge. Where applicable, Client shall obtain the required consent of Contacts to send communications through the Solutions. Client shall use the Service in accordance with Everbridge’s then applicable Acceptable Use Policy posted on www.everbridge.com. Client shall promptly notify Everbridge of any unauthorized use of any password or account or any other act or omission that would constitute a breach or violation of this Agreement.

3.4 Security of Services. Everbridge’s IT security and compliance program includes the following industry standards generally adopted by U.S. based SaaS providers: (i) reasonable and appropriate technical, organizational and security measures against the destruction, loss, unavailability, unauthorized access or alteration of Client Data in the possession or under the control of Everbridge, including to ensure the availability of information following interruption to, or failure of, critical business processes; and (iii) a third party audit of its security controls as provided in the “**Privacy and Security Compliance**” link on www.everbridge.com. “**Privacy Laws**” means all United States federal and state laws and regulations regarding consumer and data protection and privacy.

4. TERM. This Agreement shall begin on the Effective Date and shall continue in effect until all underlying Quotes with Client have expired in accordance with the terms of such Quote(s), or if this Agreement is terminated earlier as provided herein. Services under an applicable Quote will begin as set forth in such Quote and shall continue for the initial term specified therein (“**Initial Service Term**”). If a Quote contains Services added to an existing subscription, such added Services shall be billed on a pro-rated basis and will be coterminous with the Initial Service Term or applicable renewal Service term (“**Renewal Term**”), unless otherwise agreed to by the parties. If at the end of the applicable Quote, Client intends to renew the Agreement, but has not provided a timely executed written renewal prior to the end of such term, then Everbridge, in its sole discretion, shall continue the Service(s) hereunder for thirty (30) days (the “**Grace Period**”) in order to secure an executed renewal by Client, provided that Client shall pay to Everbridge the annual fee then in effect divided by twelve (12) (the “**Monthly Holdover Fee**”). The Grace Period is provided to Client as a courtesy so that Services will not be terminated prior to the execution of a renewal. Due to insurance and liability reasons Everbridge can only provide one Grace Period and will charge the Monthly Holdover Fee. The Monthly Holdover Fee is instituted in order to protect Client from termination or suspension of the Services, and to insure that timely renewals are entered into. Monthly Holdover Fees shall not be returned or refunded to the Client as a credit towards any renewal.

5. TERMINATION; SUSPENSION.

5.1 Termination by Either Party. Either Party may terminate this Agreement upon the other Party's material breach of the Agreement, provided that (i) the non-breaching Party sends written notice to the breaching Party describing the breach in reasonable detail; (ii) the breaching Party does not cure the breach within thirty (30) days following its receipt of such notice (the “**Notice Period**”); and (iii) following the expiration of the Notice Period, the non-breaching Party sends a second written notice indicating its election to terminate this Agreement.

5.2 Termination by Everbridge. If Client fails to pay any amounts due within thirty (30) days of their due date, Everbridge may terminate this Agreement or suspend the Services pursuant to the notice provisions above in Section 5.1. Termination for non-payment shall not relieve Client of its outstanding obligations (including payment) under this Agreement. If Everbridge suspends access to the Solution(s), Client's account shall not be reactivated until Client is in compliance with this Agreement and has paid all past due amounts plus a reconnection fee of up to the lesser of 10% of their annual Solution subscription or \$1,000.

5.3 Suspension. Everbridge may suspend the Solution or any portion, for (i) emergency network repairs, threats to, or actual breach of network security; (ii) any substantive violation by Client of Section 3 or 6.2; or (iii) any legal, regulatory, or governmental prohibition affecting the Solution. In the event of a suspension under (i) or (iii), Everbridge shall use its best efforts to notify Client through its Client Portal and/or via email prior to such suspension and shall reactivate any affected portion of the Solution as soon as possible. In the event of suspension under (ii), Everbridge shall use best efforts to notify Client within two (2) hours of such suspension.

6. PROPRIETARY RIGHTS.

6.1 Grant of License. Subject to the terms and conditions of this Agreement, Everbridge hereby grants to Client, during the term of this Agreement, a limited, non-exclusive, non-transferable, non-sublicensable right to use the Solutions.

6.2 Restrictions. Client shall use the Solution solely for its internal business purposes and shall not make the Solution available to, or use the Solution for the benefit of, any third party except as expressly set forth in this Agreement. Client shall not (i) sell, transfer, assign, distribute or otherwise commercially exploit or make available to any third party the Solution except as expressly set forth herein; (ii) modify or make derivative works based upon the Solution; (iii) reverse engineer the Solution; (iv) remove, obscure or alter any proprietary notices or labels on the Solution or any materials made available by Everbridge; (v) use, post, transmit or introduce any device, software or routine (including viruses, worms or other harmful code) which interferes or attempts to interfere with the operation of the Solution; (vi) defeat or attempt to defeat any security mechanism of any Solution, or (vii) access the Solution for purposes of monitoring Solution availability, performance or functionality, or for any other benchmarking or competitive purposes; provided, however, that this subpart (viii) shall not preclude Client's ability to issue test messages as specified in Exhibit A. Client shall not and shall not attempt to access the Everbridge systems programmatically except as set forth on the System Inclusion sheet for Everbridge Open APIs.

6.3 Reservation of Rights. The Solutions (including all associated computer software (whether in source code, object code, or other form), databases, indexing, search, and retrieval methods and routines, HTML, active server pages, intranet pages, and similar materials) and all intellectual property and other rights, title, and interest therein (including copyrights, trade secrets, and all rights in patents, compilations, inventions, improvements, modifications, extensions, enhancements, configurations, derivative works, discoveries, processes, methods, designs and know-how pertaining to any of the foregoing) (collectively, “**IP Rights**”), whether conceived by Everbridge alone or in conjunction with others, constitute Confidential Information and the valuable intellectual property, proprietary material, and trade secrets of Everbridge and its licensors and are protected by applicable intellectual property laws of the United States and other countries. Everbridge owns (i) all feedback and other information (except for the Client Data) provided to Everbridge by Users, Client and Contacts in conjunction with the Services, and (ii) all transactional, performance, derivative data and metadata generated in connection with the Solutions. Except for the rights expressly granted to Client in this Agreement, all rights in and to the Solutions and all of the foregoing elements thereof (including the rights to any work product resulting from Professional Services and those to any modification, extension, improvement, enhancement, configuration or derivative work of the Solutions or any the foregoing elements thereof) are and shall remain solely owned by Everbridge and its respective licensors, and Client hereby assigns any such rights to Everbridge. Everbridge may use and provide Solutions and Professional Services to others that are similar to those provided to Client hereunder, and Everbridge may use in engagements with others any knowledge, skills, experience, ideas, concepts, know-how and techniques used or gained in the provision of the Solutions or Professional Services to Client, provided that, in each case, no Client Data or Client Confidential Information is disclosed thereby.

7. CONFIDENTIAL INFORMATION.

7.1 Definition; Protection. As used herein, “**Confidential Information**” means all information of a Party (“**Disclosing Party**”) disclosed to the other Party (“**Receiving Party**”), whether orally, electronically, in writing, or by inspection of tangible objects (including, without limitation, documents or prototypes), that is designated as confidential or that reasonably should be understood to be confidential given the nature of the information and the circumstances of disclosure. Confidential Information includes without limitation, all Client Data, all Everbridge Technology, and

either Party's business and marketing plans, technology and technical information, product designs, reports and business processes. Confidential Information shall not include any information that: (i) is or becomes generally known to the public without breach of any obligation owed to the Disclosing Party; (ii) was known to the Receiving Party prior to its disclosure by the Disclosing Party without breach of any obligation owed to the Disclosing Party; (iii) was independently developed by the Receiving Party without breach of any obligation owed to the Disclosing Party; or (iv) is received from a third party without breach of any obligation owed to the Disclosing Party. The Receiving Party shall not disclose or use any Confidential Information of the Disclosing Party for any purpose other than performance or enforcement of this Agreement without the Disclosing Party's prior written consent. If Receiving Party is compelled by law to disclose Confidential Information of Disclosing Party, including under the Freedom of Information Act or other public information request (i.e., "state sunshine" laws) it shall provide Disclosing Party with prior notice of such compelled disclosure (to the extent legally permitted) and reasonable assistance, at Disclosing Party's cost, if Disclosing Party wishes to contest the disclosure. Receiving Party shall protect the confidentiality of Disclosing Party's Confidential Information in the same manner that it protects the confidentiality of its own confidential information of like kind (but in no event using less than reasonable care). Receiving Party shall retain Confidential Information in accordance with its standard records and data retention policies. Receiving Party shall promptly notify Disclosing Party if it becomes aware of any breach of confidentiality of Disclosing Party's Confidential Information.

7.2 Upon Termination. Upon any termination of this Agreement, the Receiving Party shall continue to maintain the confidentiality of the Disclosing Party's Confidential Information and, upon request and to the extent practicable, destroy all materials containing such Confidential Information. Notwithstanding the foregoing, either Party may retain a copy of any Confidential Information if required by applicable law or regulation, in accordance with internal compliance policy, or pursuant to automatic computer archiving and back-up procedures, subject at all times to the continuing applicability of the provisions of this Agreement.

8. WARRANTIES; DISCLAIMER.

8.1 Everbridge Warranty. Everbridge shall provide the Solutions in material compliance with the functionality and specifications set forth on the relevant Solution system inclusion sheet. Everbridge shall provide 24X7X365 customer support in accordance with its most recently published Support Services Guide. Professional Services shall be performed in a professional manner consistent with industry standards. THE FOREGOING REPRESENT THE ONLY WARRANTIES MADE BY EVERBRIDGE HEREUNDER AND EVERBRIDGE EXPRESSLY DISCLAIMS ALL OTHER WARRANTIES OF ANY KIND, WHETHER EXPRESS, IMPLIED, STATUTORY, OR OTHERWISE, WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW.

8.2 Disclaimer. NEITHER EVERBRIDGE NOR ITS LICENSORS OR SERVICE PROVIDERS WARRANT THAT THE SOLUTION WILL OPERATE ERROR FREE OR WITHOUT INTERRUPTION. WITHOUT LIMITING THE FOREGOING, IN NO EVENT SHALL EVERBRIDGE HAVE ANY LIABILITY FOR PERSONAL INJURY (INCLUDING DEATH) OR PROPERTY DAMAGE ARISING FROM FAILURE OF THE SOLUTION TO DELIVER AN ELECTRONIC COMMUNICATION, HOWEVER CAUSED AND UNDER ANY THEORY OF LIABILITY, EVEN IF

EVERBRIDGE HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.

8.3 SMS Transmission. CLIENT ACKNOWLEDGES AND AGREES THAT THE USE OF SMS SERVICES, ALSO KNOWN AS SMS MESSAGING OR TEXT MESSAGING, AS A MEANS OF SENDING MESSAGES INVOLVES A REASONABLY LIKELY POSSIBILITY FROM TIME TO TIME OF DELAYED, UNDELIVERED, OR INCOMPLETE MESSAGES AND THAT THE PROCESS OF TRANSMITTING SMS MESSAGES CAN BE UNRELIABLE AND INCLUDE MULTIPLE THIRD PARTIES THAT PARTICIPATE IN THE TRANSMISSION PROCESS, INCLUDING MOBILE NETWORK OPERATORS AND INTERMEDIARY TRANSMISSION COMPANIES. CLIENT FURTHER UNDERSTANDS, ACKNOWLEDGES, AND AGREES THAT IT ASSUMES ALL RISK ASSOCIATED WITH ANY SUCH DELAY, LACK OF DELIVERY OR INCOMPLETENESS.

9. INDEMNIFICATION.

9.1 By Client. Client shall defend, indemnify and hold Everbridge harmless against any loss or damage (including reasonable attorneys' fees) incurred in connection with any third party claim, suit or proceeding ("**Claim**") arising out of any data sent, posted or otherwise transmitted via the Solution by Client or Contacts, or Client's breach of the tax provisions in Section 2 or any breach by Client of Sections 3 or 6.

9.2 By Everbridge. Everbridge shall defend, indemnify and hold Client harmless from and against any Claim against Client alleging that the Solution as contemplated hereunder infringes an issued patent or other IP Right in a country in which the Solution is provided to Client.

9.3 Indemnification Process. The indemnifying party's obligations under this Section 9 are contingent upon the indemnified party (a) promptly giving notice of the Claim to the indemnifying party once the Claim is known; (b) giving the indemnifying party sole control of the defense and settlement of the Claim (provided that the indemnifying party may not settle such Claim unless such settlement unconditionally releases the indemnified party of all liability and does not adversely affect the indemnified party's business or service); and (c) providing the indemnifying party all available information and reasonable assistance. With respect to Everbridge's indemnification obligations, if (x) any aspect of the Solution is found or, in Everbridge's reasonable opinion is likely to be found, to infringe upon the IP Right of a third party as specified above, or (y) the continued use of the Solution is enjoined, then Everbridge will promptly and at its own cost and expense at Everbridge's option: (i) obtain for Client the right to continue using the Solution; (ii) modify such aspect of the Solution so that it is non-infringing; or (iii) replace such aspect of the Solution with a non-infringing functional equivalent. If, after all commercially reasonable efforts, Everbridge determines in good faith that options (i) - (iii) are not feasible, Everbridge will remove the infringing items from the Solution and refund to Client on a pro-rata basis any prepaid unused fees paid for such infringing element. The foregoing remedies are Client's exclusive remedy for Claims for infringement of an IP Right. Everbridge shall have no obligation or liability for any claim pursuant to this Section to the extent arising from: (i) the combinations, operation, or use of the Solution supplied under this Agreement with any product, device, or software not supplied by Everbridge to the extent the combination creates the infringement; (ii) the unauthorized alteration or modification by Client of the Solution; or (iii) Everbridge's compliance with Client's designs, specifications, requests, or instructions pursuant to an engagement for Everbridge Professional Services relating to the Solution to the extent the claim of infringement is based on the foregoing.

10. LIABILITY LIMITS. To the maximum extent permitted by law, neither Party shall have any liability to the other Party for any indirect, special, incidental, punitive, or consequential damages, however caused, under any theory of liability, and whether or not the Party has been advised of the possibility of such damage. Except for its indemnification obligations under Section 9.2, notwithstanding anything in this Agreement to the contrary, in no event shall Everbridge's aggregate liability, regardless of whether any action or claim is based on warranty, contract, tort, indemnification or otherwise, exceed amounts paid or due by Client to Everbridge hereunder during the 12 month period prior to the event giving rise to such liability. The foregoing limitations shall apply even if the non-breaching party's remedies under this Agreement fail their essential purpose.

11. MISCELLANEOUS.

11.1 Non-Solicitation. As additional protection for Everbridge's proprietary information, for so long as this Agreement remains in effect, and for one year thereafter, Client agrees that it shall not, directly or indirectly, solicit, hire or attempt to solicit any employees of Everbridge; provided, that a general solicitation to the public for employment is not prohibited under this section.

11.2 Force Majeure; Limitations. Everbridge shall not be responsible for performance under this Agreement to the extent precluded by circumstances beyond Everbridge's reasonable control, including without limitation acts of God, acts of government, flood, fire, earthquakes, civil unrest, acts of terror, labor problems, computer, telecommunications, Internet service provider or hosting facility failures, or delays involving hardware, software or power systems, and network intrusions or denial of service attacks. The Solution delivers information for supported Contact paths to public and private networks and carriers, but cannot guarantee delivery of the information to the recipients. Final delivery of information to recipients is dependent on and is the responsibility of the designated public and private networks or carriers. Client acknowledges and agrees that territories outside the U.S. and Canada may have territorial restrictions resulting from applicable law, telecommunications or internet infrastructure limitations, telecommunications or internet service provider policies, or communication device customizations that may inhibit or prevent the delivery of certain SMS, text or other notifications, or restrict the ability to place or receive certain calls such as outbound toll free calls. Everbridge shall have no liability to the extent such restrictions impede the Solution.

11.3 Waiver; Severability. The failure of either Party hereto to enforce at any time any of the provisions or terms of this Agreement shall in no way be considered to be a waiver of such provisions. If any provision of this Agreement is found by any court or other authority of competent jurisdiction to be invalid, illegal or unenforceable, that provision shall, to the extent required, be deemed deleted or revised, and the remaining provisions shall continue in full force and effect to the maximum extent possible so as to give effect to the intent of the parties.

11.4 Assignment. Neither party may assign this Agreement to any third party except upon the other Party's prior written consent, which consent shall not be unreasonably withheld or delayed; provided, that no such consent shall be required in the event of an assignment to an Affiliate or to a successor-in-interest to the business of the assigning Party resulting from a merger, reorganization, or sale of all or substantially all assets. Notwithstanding the above, neither Party shall assign this Agreement to any third party which is a competitor of the other Party.

11.5 Governing Law; Attorney's Fees. This Agreement

shall be governed and construed in accordance with the laws of the State of Delaware, without regard to its conflicts of laws rules. The U.N. Convention on Contracts for the International Sale of Goods shall not apply. The prevailing party in any action arising out of this Agreement shall be entitled to its reasonable attorneys' fees and costs.

11.6 Notices. Legal notices (i.e., claimed breach or termination) to be provided under this Agreement shall be delivered in writing (a) in person, (b) by nationally recognized overnight delivery service, or (c) by U.S. certified or first class mail to the other party as set forth on the signature page hereto. All legal notices shall be deemed to have been given upon receipt or, if under (c), three (3) business days after being deposited in the mail. Either party may change its address by giving notice of the new address to the other party pursuant to this Section and identifying the effective date of such change. Everbridge may provide all other notices to Client's billing contact on the Client Registration Form or, with respect to availability, upgrades or maintenance of the Solutions, to the Everbridge Support Center.

11.7 Marketing. Client consents to Everbridge referencing Client's name and logo as an Everbridge Client in Everbridge publications, its website, and other marketing materials.

11.8 Equal Employment Opportunity. Everbridge, Inc. is a government contractor and is subject to the requirements of Executive Order 11246, the Rehabilitation Assistance Act and VEVRAA. Pursuant to these requirements, the Equal Opportunity Clauses found at 41 Code of Federal Regulations sections 60-1.4(a) (1-7), sections 60-250.4(a-m), sections 60-300.5 (1-11) and sections 60-741.5 (a) (1-6) are incorporated herein by reference as though set forth at length, and made an express part of this Agreement.

11.9 Export Compliant. Neither Party shall export, directly or indirectly, any technical data acquired from the other pursuant to this Agreement or any product utilizing any such data to any country for which the U.S. Government or any agency thereof at the time of export requires an export license or other governmental approval without first obtaining such license or approval.

11.10 U.S. Government End-Users. The Solutions and related documentation are "commercial items" as defined at 48 C.F.R. 2.101, consisting of "commercial computer software" and "commercial computer software documentation" as such terms are used in 48 C.F.R. 12.212. Consistent with 48 C.F.R. 12.212 and 48 C.F.R. 227.7202-1 through 227.7202-4, U.S. government customers and end-users acquire licenses to the Solutions and related documentation with only those rights set forth herein.

11.11 General. This Agreement, including its Exhibits and any Quote, constitutes the entire agreement between the Parties and supersedes all other agreements and understandings between the Parties, oral or written, with respect to the subject matter hereof, including any confidentiality agreements. This Agreement shall not be modified or amended except by a writing signed by both Parties. ANY NEW TERMS OR CHANGES INTRODUCED IN A PURCHASE ORDER OR OTHER DOCUMENT ARE VOID AND OF NO FORCE OR EFFECT. EVERBRIDGE'S ACKNOWLEDGEMENT OF RECEIPT OF SUCH DOCUMENT OR ACCEPTANCE OF PAYMENT SHALL NOT CONSTITUTE AGREEMENT TO ANY TERMS OTHER THAN THOSE SET FORTH IN THIS AGREEMENT. There are no third party beneficiaries to this Agreement. Any right, obligation or condition that, by its express terms or nature and context is intended to survive the termination or expiration of this Agreement, shall survive any such termination or expiration hereof. This Agreement, and any other document referencing and governed by this Agreement may

be executed in one or more counterparts, each of which shall be deemed an original but which together shall constitute the same agreement. Each Party agrees to be bound by its digital or electronic signature, whether transmitted by fax machine, in the form of an electronically scanned image (e.g., in .pdf form), by

email, or by other means of e-signature technology, and each Party agrees that it shall accept the signature of the other Party transmitted in such a manner.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by their duly authorized representatives.

<p>EVERBRIDGE, INC.</p> <p>By: _____ Print Name: _____ Title: _____ Date: _____</p> <p>Address: 500 N. Brand Blvd., Suite 1000 Glendale, California 91203</p> <p>For legal notice: Attention: Legal Department</p>	<p>CLIENT: _____</p> <p>By: _____ Print Name: _____ Title: _____ Date: _____</p> <p>Client's Address: _____ _____ _____</p> <p>Attn: _____</p> <p>Address for Legal Notice: _____ _____ _____</p> <p>Attn: _____</p>
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EXHIBIT A
Additional Business Terms

The following additional business terms are incorporated by reference into the Agreement as applicable based on the particular products and services described on the Quote.

Nixle® Branded Products and Community Engagement:

1. Client grants to Everbridge a non-exclusive, royalty free, worldwide and perpetual right and license (including sublicense) to (a) use, copy, display, disseminate, publish, translate, reformat and create derivative works from communications Client sends through the Solutions for public facing communications to citizens, other public groups and public facing websites, including social media (e.g., Google®, Facebook®) (collectively, "**Public Communications**"), (b) use and display Client's trademarks, service marks and logos, solely as part of the Public Communications to Contacts who have opted in to receive those Communications, and on other websites where Everbridge displays your Public Communications, as applicable, and (c) place a widget on Client's website in order to drive Contact opt-in registrations. Client further acknowledges and agrees that all personal information from individuals registering through such widget is owned expressly by Everbridge and such information will be governed by the applicable Privacy Policy.

Everbridge Branded Products:

"**Data Feed**" means data content licensed or provided by third parties to Everbridge and supplied to Client in connection with the Solution (e.g., real time weather system information and warnings, 911 data, third party maps, and situational intelligence).

"**Incident Administrator**" means an individual who is authorized by Client as an organizational administrator for the Incident Management or IT Alerting Solution.

"**Incident Operator**" means an individual who is authorized by Client as an operator of the Incident Management or IT Alerting Solution.

1. **Data Feeds.** Notwithstanding anything to the contrary in this Agreement, to the extent that Client has purchased or accesses Data Feeds, such feeds are provided solely on an "AS IS" and "AS AVAILABLE" basis and Everbridge disclaims any and all liability of any kind or nature resulting from any inaccuracies or failures with respect to such Data Feeds. The sole and exclusive remedy for any failure, defect, or inability to access the content of such Data Feed shall be to terminate the Data Feed with no further payments due.
2. **Incident Management/IT Alerting.** For Clients purchasing the Incident Management or IT Alerting Solution, unless designated as unlimited: (a) Clients may only designate the number of Users set forth on the Quote, and such individuals shall only have the access rights pursuant to such designation and role; (b) Incident Administrators shall have the ability to build incident templates, report on incidents, and launch incident notifications; (c) Incident Operators shall only have the ability to launch or manage incidents; (d) IT Alerting Users shall have the ability to build, launch or manage incidents as well as participate in an on-call schedule to receive IT outage notifications, and (e) Client shall be provided the number of incident templates purchased pursuant to the Quote.
3. **Secure Messaging.** For Customers purchasing peer to peer secure messaging solutions ("**Secure Messaging**"), Everbridge shall comply with all applicable privacy laws including, the Health Insurance Portability and Accountability Act of 1996 ("**HIPAA**"), Health Information Technology for Economic and Clinical Health Act ("**HITECH Act**"), and the Gramm-Leach-Bliley and the Fair Credit Reporting Act, as applicable based on solution purchased. Any Business Associate Agreement executed in connection with this Agreement shall be incorporated and made a part of this Agreement. Customer acknowledges and agrees that Secure Messaging solutions are intended to deliver non-critical, non-emergency messages between users as a convenience to facilitate communications and are not intended for or suitable for use in situations where a failure or time delay of, or errors or inaccuracies in, the content, data or information provided through the services could lead to death, personal injury or property damage.

Non-Critical Messaging

1. If Client is using the solution to send non-emergency calls, text messages or emails to consumers, Client expressly agrees to comply with the Telephone Consumer Protection Act of 1991, including its implementing regulations, the CAN-SPAM Act of 2003, and any other similar laws and regulation (collectively, "**Consumer Protection Law**"). Client shall not violate these or others applicable laws and warrants that it shall receive express consent from Contacts if its messages fall within these Consumer Protection Laws. Client shall defend, indemnify and hold Everbridge harmless from any violation by Client of Consumer Protection Law. Client further agrees, that any marketing or sales related text messages will comply with the policies and guidelines of the Mobile Marketing Association. More information can be found at <http://mmaglobal.com/policies>.

EXHIBIT B
IPAWS- CMAS/WEA Addendum

This addendum is incorporated by reference into the Agreement as applicable based on the particular products and services described on the Quote.

1. IPAWS Authorization: Client represents and warrants to Everbridge that any employee, agents, or representatives of Client who access IPAWS-OPEN using Client's credentials provided by FEMA (each, an "IPAWS User"), are authorized by FEMA to use IPAWS-OPEN, have completed all required training, and Client has executed an IPAWS Memorandum of Agreement ("MOA") with FEMA. Client shall contact Everbridge immediately upon any change in Client or any IPAWS User's right to access IPAWS-OPEN. Client shall only access IPAWS-OPEN using its designated credentials and FEMA issued digital certificate ("Digital Certificate"). Client acknowledges and agrees that Everbridge shall not have access to its credentials and that Client assumes full responsibility for maintaining the confidentiality of any credentials issued to it. Client shall be solely responsible for any and all claims, damages, expenses (including attorneys' fees and costs) that arise from any unauthorized use or access to IPAWS-OPEN.
2. Credentials: Client shall load and maintain within its Everbridge account Organization, its Digital Certificate, COG ID, and Common Name. Client authorizes and requests Everbridge to use the foregoing stored information to connect Client to IPAWS-OPEN.
3. Messaging: Client acknowledges and agrees that: (i) upon submission of messages to IPAWS-OPEN, Everbridge shall have no further liability for the distribution of such message, and that the distribution through IPAWS-OPEN, including, but not limited to, delivery through the Emergency Alert System or the Commercial Mobile Alert System, is in no way guaranteed or controlled by Everbridge; (ii) Everbridge shall not be liable as a result of any failure to receive messages distributed through IPAWS-OPEN; (iii) IPAWS may include additional features not supported through the Everbridge system, and Everbridge shall not be required to provide such additional features to Client; and (iv) Client shall be solely responsible and liable for the content of any and all messages sent through IPAWS-OPEN utilizing its access codes.
4. Term: Client acknowledges and agrees that access to IPAWS-OPEN shall be available once Client has provided Everbridge with the Digital Certificate and any other reasonably requested information to verify access to the system. Upon termination of the Agreement access to IPAWS-OPEN shall immediately terminate. In addition, Everbridge may immediately terminate, without liability, access to IPAWS-OPEN, if Client breaches this Addendum, the MOA, or FEMA changes the IPAWS-OPEN system so that it materially change the business terms and/or feasibility for Everbridge to provide such access.

EVERBRIDGE FOR GOVERNMENTS

ABOUT US

Communication failures have historically plagued organizations in their ability to respond to and minimize the human, operational, and financial impact of critical events and emergency incidents. In operation since 2002, Everbridge began with a shared vision: empowering a single person to communicate with any number of people as easily as communicating with one person to save lives, protect assets, minimize loss, and ensure continuity of operations.

Everbridge brings technology and expertise together at every level for a complete solution. Everbridge solutions match your unique needs, from safety and survival during a crisis to cutting costs and achieving efficiencies in your everyday operations. Our understanding of mass notification and interactive communication challenges is leveraged in everything we do, from how we build our technology from the ground up to the expertise of the people we hire and best practices we share with the community.



Everbridge gives you the tools to keep your community and citizens safe.

RECENT ACQUISITIONS

NIXLE

In January 2015, Everbridge acquired Nixle, which delivers real-time, relevant information from public safety agencies to local communities, encouraging interaction and engagement. Nixle has grown to support over 7,000 public safety and government agencies at the local, county and state level, and millions of opt-in users. The combined Everbridge/Nixle team will expand the use of community notifications and shared intelligence to reach residents, educators, public safety professionals, local businesses and community leaders. Nixle's innovative approach to community engagement, has redefined the way that organizations communicate and collaborate with local residents, schools and businesses.

VOCAL

In March 2014, Everbridge acquired Vocal, the leading UK provider of Business Continuity and Communication solutions. The strategic acquisition further elevates Everbridge's status as the world's largest provider of emergency notification and critical communication solutions. With the addition of Vocal, Everbridge now offers the broadest product family in the industry, delivered through 12 distributed datacenters, and supported by employees in 7 offices in North America, Europe, and Asia.

DHS TELECOMMUNICATION SERVICE PRIORITY LEVEL 3 CERTIFICATION

In October 2014, Everbridge applied for and received certification as a Level 3 TSP System (Telecommunication Service Priority) by the Department of Homeland Security. Everbridge was the first mass notification company to receive this certification. It means that Everbridge's systems have been designated as essential to public health and receive restoration priority at Level 3. This is the highest priority that the company can receive as Level 1 and Level 2 are reserved for Executive Office and Federal Government agencies only. This certification helps demonstrate that Everbridge's infrastructure will be available and dependable for our clients under the most serious and difficult circumstances.

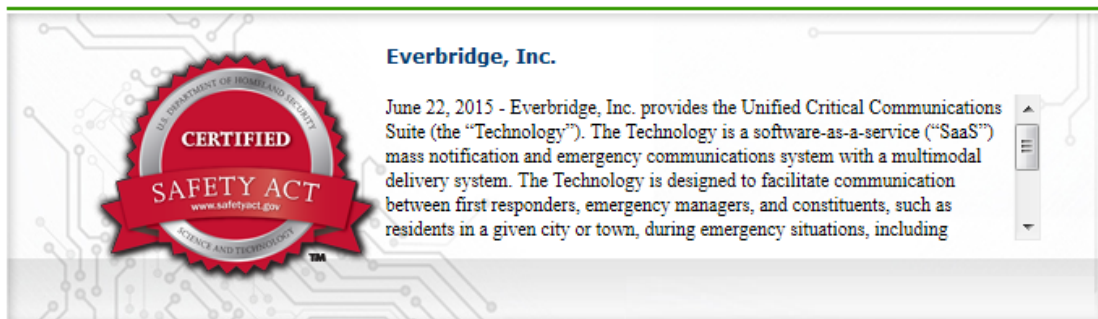
For more information: <http://www.dhs.gov/about-office-emergency-communications>.

EVERBRIDGE CERTIFIED AS QUALIFIED ANTI-TERRORISM TECHNOLOGY UNDER SAFETY ACT

In June 2015, the DHS certified Everbridge as a Qualified Anti-Terrorism Technology (QATT), and Everbridge has been placed on an approved technology/products list for Homeland Security. Everbridge is the only unified critical communications company to be approved for anti-terrorism by DHS and attain this certified status. There have been only 350 companies in total since 2002 to be certified, and Everbridge was among 14 out of 64 companies who recently submitted applications and received certified status. For more information:

<https://www.safetyact.gov/pages/homepages/Home.do>

RECENTLY APPROVED TECHNOLOGIES



Everbridge, Inc.

June 22, 2015 - Everbridge, Inc. provides the Unified Critical Communications Suite (the "Technology"). The Technology is a software-as-a-service ("SaaS") mass notification and emergency communications system with a multimodal delivery system. The Technology is designed to facilitate communication between first responders, emergency managers, and constituents, such as residents in a given city or town, during emergency situations, including

OVERVIEW

Disasters happen. Wildfires rage out of control. Hurricanes strike. Riverbanks overflow. Violent crimes persist. And legacy notifications systems are like the trusty old town siren—while they can sound an alarm, they don't always reach all citizens or employees with the information and instructions they need or provide system administrators with important recipient feedback or key information administrators could be getting from social media and data feeds.

Whether it's a critical safety issue or just convenience at stake, government and military agencies are the ones charged with notifying their employees and citizens in a clear and timely manner, with information that's relevant to the situation, in a way to which the intended recipients will respond. Built to comply with rigorous government security and reliability standards, Everbridge systems provide interactive communication and mass notification solutions that help government organizations to increase citizen and stakeholder connectivity, improve staffing operations and protect lives and infrastructure.

SAMPLE USE CASES

CITIZEN PROTECTION AND LIFE SAFETY

Weather Alerts	Alert residents about severe weather, wildfires, earthquakes, hurricanes, nor'easters, floods, and more.
Citizen Safety Alerts	Rapidly notify citizens about missing persons, power outages, gas leaks, chemical spills, crime, and other emergencies.
Disaster-tracking communications	Communicate rapidly and reliably to citizens based on their location and the progression of an incident
Public health emergencies	Sustain communications throughout public health emergencies, such as H1N1. Provide safety and prevention tips, symptom information, vaccine logistics (locations, times, follow-up shot reminders), etc.
Evacuation instructions	Manage evacuations, provide shelter-in-place guidance, and issue status updates and re-entry instructions.
Wellness checks	Conduct wellness checks with the elderly and special needs populations through real-time polling.
Important community news	Notify citizens with important community information, such as road closures and crime bulletins, based on citizen-specified preferences.

PERSONAL ACCOUNTABILITY AND STAFFING

- Accountability status checks** Rapidly send notifications to check the whereabouts and safety of all or selected personnel located anywhere during an emergency
- Volunteer coordination** Leverage quota notifications to recruit a specific number of volunteers. Standard and polling notifications help you to deploy and manage volunteers on an ongoing basis

EMERGENCY RESPONSE AND STAFFING

- First-responder mobilization** Mobilize response and recovery organizations. Alert other government agencies and coordinate resource-sharing efforts.
- Inter-agency briefings** Coordinate briefings with county services, PSAPs, and city officials using on-the-fly conference calling.
- Situation updates** Provide ongoing status updates as an incident progresses and is resolved.

CONTINUITY OF OPERATIONS

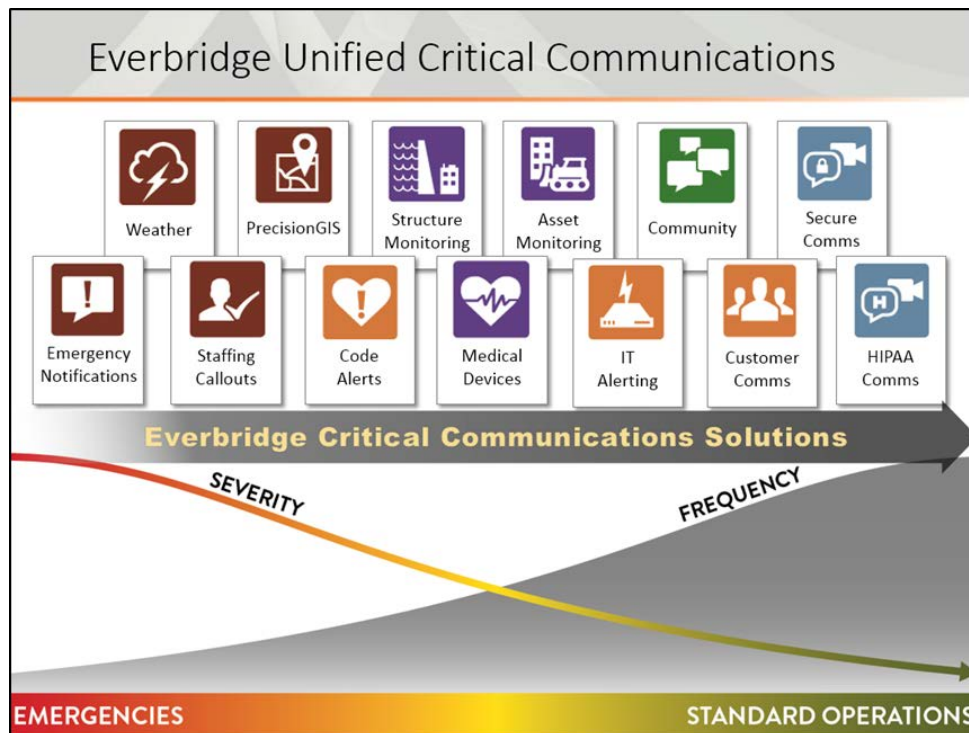
- Compliance** Comply with the National Preparedness Plan, NIMS, and Homeland Security Target Capabilities, including citizen evacuation and shelter-in-place protection, emergency public information and warning, and more.
- COOP-compliant and COG-compliant notifications** Everbridge helps ensure uninterrupted operations with notification automation, a variety of notification types, and targeted messaging capabilities that meet COOP and COG requirements.
- Operations notifications and alerts** Respond to immediate or evolving situations that require rapid communication and coordination of resources. Notify selected personnel immediately and leverage polling and quota notifications to gather information, response team status and reporting times, and more.

EVERBRIDGE SYSTEM OVERVIEW

THE EVERBRIDGE APPROACH—UNIFIED CRITICAL COMMUNICATION SUITE

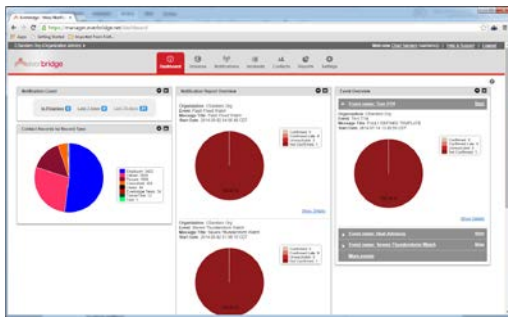
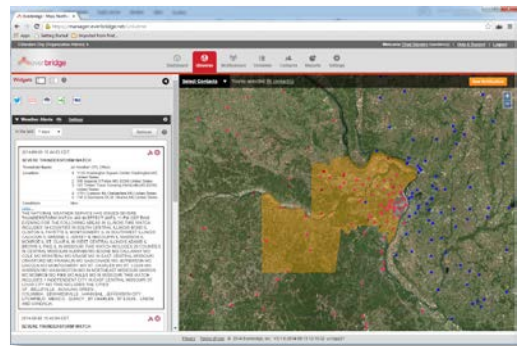
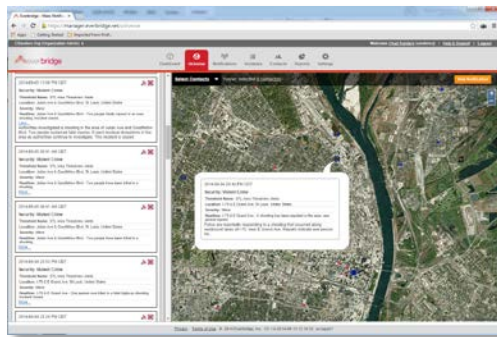
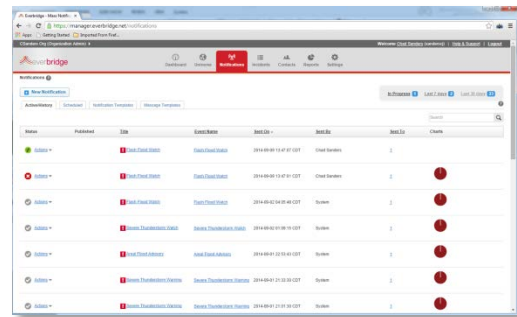
The key to successfully managing incidents, both crisis and day-to-day operational incidents, revolves around making informed decisions and having the visibility to communicate quickly and effectively. Everbridge provides a robust suite of products to empower better decisions throughout the incident lifecycle to protect your most important assets. With over 70 million users and more than 3,000 organizations in all major industries and government sectors—such as the *State of Connecticut*, *Cook County, IL*, *Ventura County, CA*, *Pierce County, WA*, *Larimer County, CO*, and the *City of Galveston*—Everbridge brings technology and expertise to match your unique needs.

Our Unified Critical Communications Suite helps clients be better prepared, make better decisions, and respond quickly and confidently during disruptive events. When an incident happens, whether it's a natural disaster or an IT service outage, we automate communications to ensure that the right messages get to the right people at the right time. Everbridge enables users to send notifications to individuals or groups using lists, locations, visual, and external intelligence. Via a single, interactive communications console, users get a birds-eye geographical view of the state of the organization in real-time. This comprehensive notification system keeps everyone informed before, during, and after all types of events—emergency or non-emergency. Mass Notification delivers the most accurate information in real time to key decision makers by providing them with simultaneous visibility and interactivity. This leads to better decisions every time.



EVERBRIDGE MASS NOTIFICATION

Mass Notification is highly flexible and customizable. A set-up tailored to West Virginia Department of Health and Human Resources's needs can be implemented very quickly and with no impact to your organization.

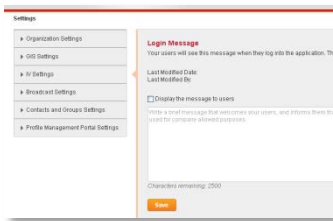
Name	Published	Time	Event Name	Event ID	Event ID	Event ID	Event ID	Event ID
Alert	2014-08-11 14:47:01	14:47:01	Alert	2014-08-11 14:47:01	2014-08-11 14:47:01	2014-08-11 14:47:01	2014-08-11 14:47:01	2014-08-11 14:47:01
Alert	2014-08-11 14:47:01	14:47:01	Alert	2014-08-11 14:47:01	2014-08-11 14:47:01	2014-08-11 14:47:01	2014-08-11 14:47:01	2014-08-11 14:47:01
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Alert	2014-08-11 14:47:01	14:47:01	Alert	2014-08-11 14:47:01	2014-08-11 14:47:01	2014-08-11 14:47:01	2014-08-11 14:47:01	2014-08-11 14:47:01
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Alert	2014-08-11 14:47:01	14:47:01	Alert	2014-08-11 14:47:01	2014-08-11 14:47:01	2014-08-11 14:47:01	2014-08-11 14:47:01	2014-08-11 14:47:01

Customers choose Everbridge Mass Notification for its robust analytics, GIS capabilities, flexible and customizable contact management system, and a unique *globally local* approach that makes it simple to notify or manage contacts and/or manage contact data across multiple distributed data stores from a single access point.

An interactive communications console provides administrators with a birds-eye geographical view of the state of your organization in real time and gives you the ability to keep people informed before, during, and after emergency and non-emergency events. Information delivered faster and with more accuracy leads key decision makers to better decisions every time. The next few pages will provide more detailed descriptions of the Mass Notification capabilities.

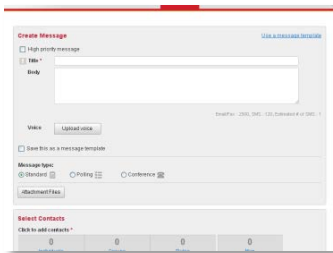
KEY FEATURES

CUSTOM SETTINGS



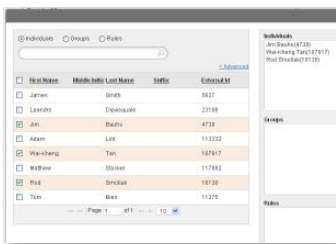
Customize a wide range of default preferences to personalize and optimize the Everbridge system based on your communication needs. Custom settings such as greeting messages, caller ID, broadcast duration, contact paths, login banner, among many others, can be leveraged to maintain consistent communication processes and improve your recipients' experience with the Everbridge system.

MESSAGE CREATION



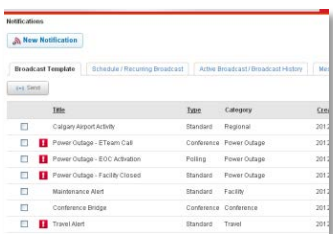
Complete the entire message creation process in a single screen. Pre-setting default preferences expedites the time to broadcast a message while reducing human errors. For maximum efficiency, both text and voice messages can be created and delivered via the same broadcast. All default settings are controlled by your administrator and do not require vendor assistance.

CONTACT LISTS



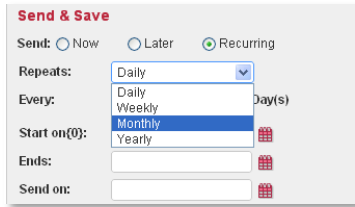
Target one or more individuals or groups using lists, geographic locations, robust filtering capabilities, or any combination thereof. Customers may create a centralized contact directory containing an unlimited number of groups and sub-groups, as well as automatically add contacts to those groups as part of the upload process.

SAVED TEMPLATES



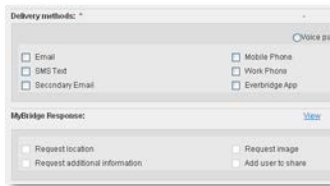
Create and save message/broadcast templates to expedite communications. Message templates contain pre-recorded voice and text content which can be applied to new notifications. Broadcast templates are pre-defined notifications which contain message content, target recipients, and settings. Once saved, broadcast templates can be quickly deployed individually or as a group in under 15 seconds. Templates are stored in a corresponding library for easy management.

MESSAGE SCHEDULING



Schedule messages to deploy on specific dates and times or as recurring messages to be sent on a daily, weekly, or monthly basis.

DELIVERY METHODS



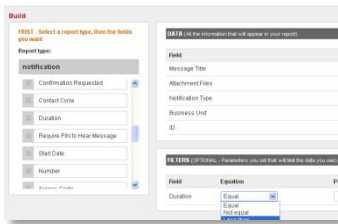
Customize delivery methods during the message creation process or simply utilize the delivery paths that have been pre-set at a global level for your organization. In addition to selecting contact paths, users can select all voice paths, text paths only, or all contact paths only, helping you to swiftly target your recipients. Up to 28 delivery paths are available.

NOTIFICATION DASHBOARD



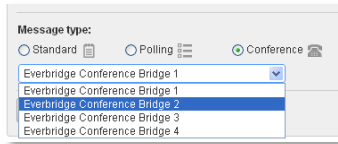
Manage your communications using the real-time feedback provided by the integrated notification dashboard. This feature displays a graphical summary view of messaging activity in a single snapshot. It gives users insight into event and broadcast activity, contact counts, and template creation graphs.

CUSTOMIZABLE REPORTING



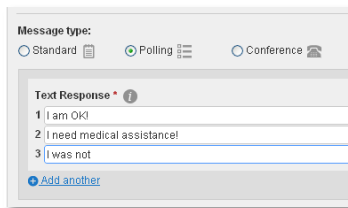
Select, drag, and drop any of the contact information fields to create customized reports that fit your specific needs. A graphical view of the reports may also be displayed for quick data analysis. With the ability to build customizable ad hoc reports, your reporting options are virtually unlimited.

CONFERENCE CALLING



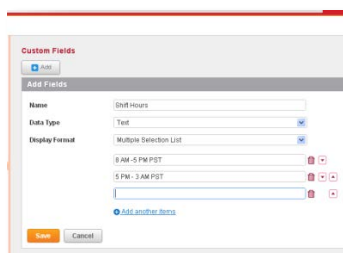
Invite others to join a conference call through the Everbridge system. If the invitation is accepted via phone, contacts will be automatically connected to the call. If the invitation is received or accepted via a text path, the telephone number and access code of the conference call will be provided so that contacts join by phone. A conference call is initiated following the same intuitive process like any other type of notification.

POLLING NOTIFICATION



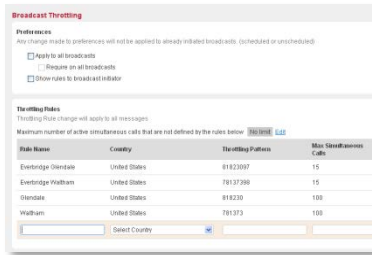
Actively collect information from targeted recipients using the polling notification feature. With this feature, you can survey contacts with such questions such as, “Are you OK?” or “Are you available to volunteer this weekend?” The system compiles the results on the fly for quick analysis allowing customers to promptly deploy follow-up messages. The polling notification feature allows you to offer up to nine different responses from which your recipients can choose upon receipt of your call.

CUSTOM USER-DEFINED FIELDS



Create customized fields to store, search, and target recipients using meaningful information specific to your organization, e.g., division, shift hours, commuter routes, etc. The possibilities are endless. Users can further leverage these fields to create and save advanced logical rules, i.e., Commuters Not Working in 00000 ZIP codes.

BROADCAST DELIVERY THROTTLING



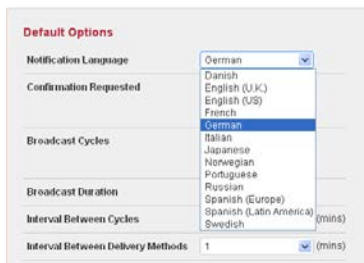
Large numbers of broadcasts being delivered to the same geographical location or the same PBX system at the same time can overwhelm telephony infrastructure. With our solution, broadcast administrators have flexible call throttling options that allow them to configure broadcast rules based on their organization's best practices. This ensures rapid delivery when it's needed the most.

MANAGEBRIDGE



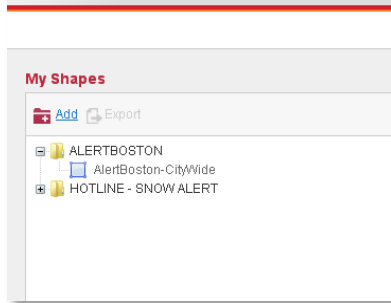
Using this application with your smartphone or tablet, you can access the Everbridge system for launching/managing notifications whenever you need it, no matter where you are. Built as a native application, ManageBridge reliably works under adverse network conditions and provides for you the full communication power of the Everbridge system whether you are working out in the field or just down the hall.

INTERNATIONAL SUPPORT



Record messages in any language or convert text messages in any of our supported 13 languages into speech. Clear voice prompts are also available in those 13 languages. Furthermore, robust international calling and SMS capabilities enable customers to communicate seamlessly with contacts across the globe.

SHAPE LIBRARY



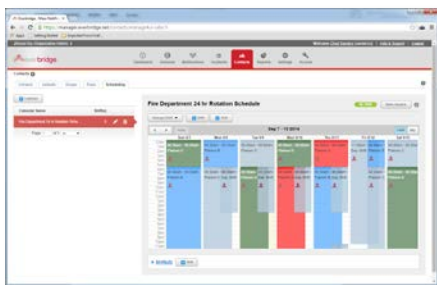
Upload shape files in ZIP and KML formats from other applications for use in targeting specific geographic areas. The files are conveniently stored in a shape library allowing customers to manage frequently used shapes or incident-related areas—such as neighborhoods and evacuation zones—for future or repeat use. Furthermore, with the ability to add custom layers, customers can easily view organization-specific data to target communications more precisely and effectively.

ESCALATION



Contact recipients in a pre-defined order or use when you need a precise number of responses. A notification is sent to a primary set of recipients, and then after a wait period, it is automatically sent to additional contacts. Escalation has many configuration options including total responses needed, number of contacts at each level (unlimited), and how many different escalation levels. The Escalation wait time can be set from a minimum 1 minute to hours.

SCHEDULING



Everbridge provides robust scheduling and shift management functionality within our platform which enables clients to create an unlimited number of Calendars/Schedules, an unlimited number of shifts within any schedule, and assign staff to any shift created. Our scheduling feature includes extensive customization in configuring the shift rotation, color-coding of the shift for easy review within the Everbridge interface, 12/24H shifts, custom shift timeframes, Start Date and End Date, and the ability to configure minimum staffing requirements for any shift. Clients may then use Calendars, assigned staff, and our Additional Information Fields/Rules to deploy notifications based on shifts created within the platform. This is a premium option and may require additional fees.

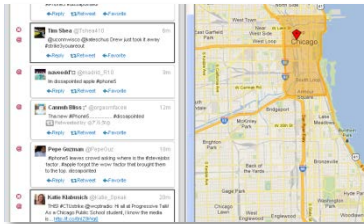
EVERBRIDGE INTERACTIVE VISIBILITY

Integrating recipient feedback, external data feeds, and social media in a single communications console, Interactive Visibility (IV) allows decision makers to simultaneously monitor events and communicate to designated recipients using insight gathered from multiple sources.

Supported by state of the art security protocols, an elastic infrastructure, advanced mobility, and interactive reporting and analysis, IV allows administrators to make better informed decisions and helps them manage the lifecycle of critical incidents with increased speed and efficiency.

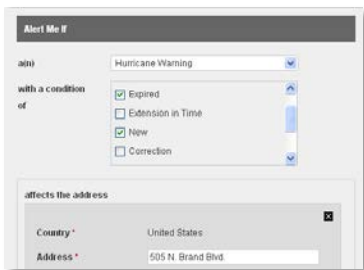
KEY FEATURES

DATA AGGREGATION



Fully integrated with the Everbridge Mass Notification solution, Interactive Visibility collects content-rich responses and submissions, including photos and feeds, from recipients. Leveraging social media, weather, travel feeds, and other external information, decision makers now have real time information and insight to help protect their most important assets.

FILTERING INFORMATION



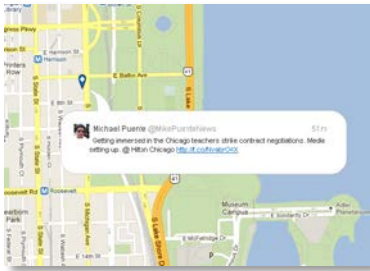
Data overload can sometimes become a problem. However, our solution allows customers to control this by establishing conditional settings to track only information that is important to their organization. For example, customers can filter inbound information by leveraging relevant weather categories, keywords, locations, time periods, and social media objects such as hashtag topics and usernames.

AUTOMATED ALERTS



Establish custom threshold settings to identify and monitor events and locations you care about without the effort of having to process data manually. Once a custom threshold is reached, i.e., five users have reported a fire, the system will automatically trigger an alert. Alerts are displayed and organized next to the map user interface, enabling users to quickly target their geo-coded contact database. For further automation, your administrator can also choose to automatically launch a broadcast to a target audience once a threshold is triggered.

LOCATION AWARENESS



The system map displays location-based information from an external data feed. With the click of a button, you can quickly plot geo-tagged feeds and external information which will enable you to identify affected locations or points of interest to rapidly and effectively communicate with contacts in the vicinity where the notifications were initiated.

SOCIAL NETWORK INTEGRATION



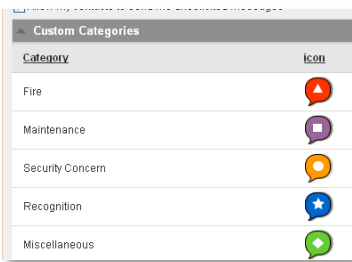
Integration with inbound Twitter feeds allows Everbridge customers to maintain situational awareness of events or topics surrounding their locations of choice. Additionally, customers are also able to reply, share, and follow individuals, as well as topics, from within the Everbridge platform.

CONTACTBRIDGE



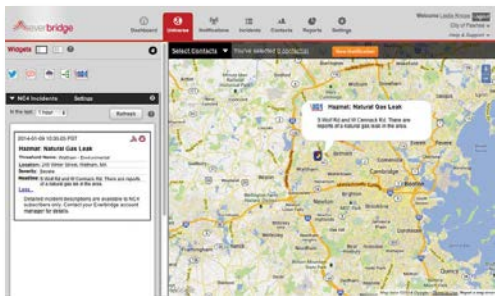
Your recipients can be the eyes and ears of your organization and supply real-time, on-the-scene data during a crisis using the optional ContactBridge app. ContactBridge allows recipients to share geo-location information (via email, SMS, and Twitter) and images through their favorite iOS and Android smartphone and tablet devices. Recipients can receive push notifications and respond via free-form text or to polling notifications. Furthermore, using ContactBridge, recipients can register for notifications, provide their contact information, and select their preferred contact delivery methods (email, phone, etc.).

CUSTOMIZE CATEGORIES



Customers are able to establish custom categories that can be used with Everbridge ContactBridge to proactively collect and categorize information that is most relevant to your organization. This allows your constituents and contacts to use custom categories to report maintenance issues, security concerns, or crisis situations that may require immediate attention such as system failures, fires, or closures.

INTERACTIVE VISIBILITY: THREAT VIEW POWERED BY NC4



Threat View combines the threat assessment intelligence of NC4 with the functionality and global reach of Everbridge's Critical Communication Suite. Threat View gives security, business continuity, and crisis management staff access to detailed NC4 Risk Center™ global threat assessment information from within the Everbridge interface. Threat View gives organizations information about potential threats sooner thereby raising awareness that can then be turned into an immediate and better planned response.

EVERBRIDGE IT ALERTING

As organizations rely more and more on technology and complex systems to maintain their departments, processes and services to constituents, it becomes vital for organizations to respond quickly when technology issues arise internally. On average, businesses lose between \$84,000 and \$108,000 for every hour of IT system downtime. IT outages can affect the entire organization. In these moments, it becomes imperative for organizations to be able to contact and collaborate with key personnel.

Everbridge IT Alerting can help organizations:

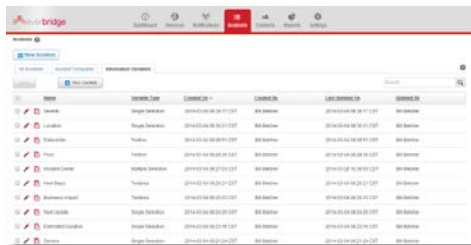
- Respond faster to IT incidents
- Get confirmation that a person who can fix the problem is notified
- Improve team collaboration to triage, investigate, and resolve incidents
- Increase employee accountability

“The beauty of IT Alerting is having a consistent, predictable, repeatable process with timely and relevant communications. And Everbridge facilitates every single piece of that.”

**Marky Hydar
Ericsson**

KEY FEATURES

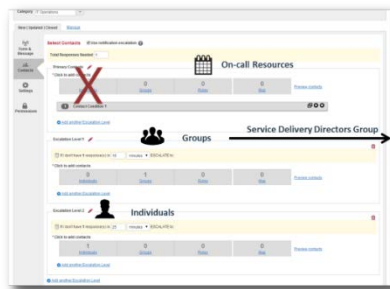
IT ALERTING TEMPLATES



Name	Severity	Contacted On	Contacted By	Last Modified On	Disabled On
IT Alerts	Group Services	2014-01-08 08:30:23 CST	88 Admin	2014-01-08 08:30:23 CST	88 Admin
IT Alerts	Group Services	2014-01-08 08:30:23 CST	88 Admin	2014-01-08 08:30:23 CST	88 Admin
IT Alerts	Group Services	2014-01-08 08:30:23 CST	88 Admin	2014-01-08 08:30:23 CST	88 Admin
IT Alerts	Group Services	2014-01-08 08:30:23 CST	88 Admin	2014-01-08 08:30:23 CST	88 Admin
IT Alerts	Group Services	2014-01-08 08:30:23 CST	88 Admin	2014-01-08 08:30:23 CST	88 Admin
IT Alerts	Group Services	2014-01-08 08:30:23 CST	88 Admin	2014-01-08 08:30:23 CST	88 Admin
IT Alerts	Group Services	2014-01-08 08:30:23 CST	88 Admin	2014-01-08 08:30:23 CST	88 Admin
IT Alerts	Group Services	2014-01-08 08:30:23 CST	88 Admin	2014-01-08 08:30:23 CST	88 Admin
IT Alerts	Group Services	2014-01-08 08:30:23 CST	88 Admin	2014-01-08 08:30:23 CST	88 Admin
IT Alerts	Group Services	2014-01-08 08:30:23 CST	88 Admin	2014-01-08 08:30:23 CST	88 Admin

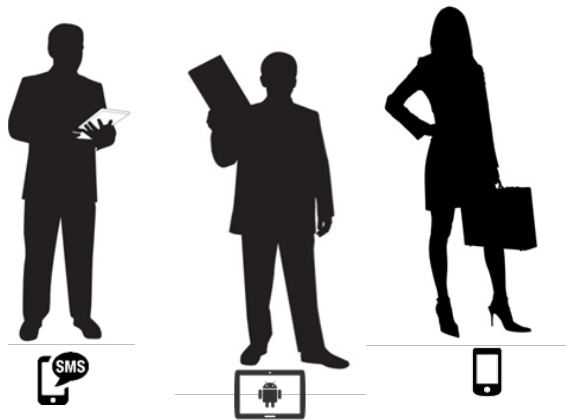
You know your organization and technology systems. You can create specific IT Alert templates that reflect your internal operations. Templates can include conditional settings such as incident type, severity, or time of day, which can trigger automatic adjustments to delivery settings, ensuring that the right people are contacted whenever the IT incident occurs.

FLEXIBLE ESCALATION OPTIONS AND SETTINGS



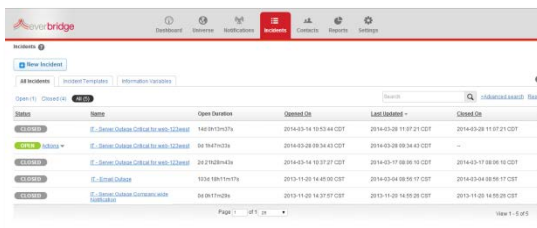
IT Alerting can be configured to escalate notifications until internal resources respond to confirm. An unlimited number of escalation levels can be set up to reach specific individuals, groups, or any other on-call resource. If no response has been recorded within 15 minutes of the initial notification, Everbridge automatically follows the escalation plan.

STATE/LOCAL DEPARTMENT NOTIFICATION



Keep internal stakeholders informed of the severity and likely duration of IT incidents by using their preferred contact paths.

INCIDENT REPORTING

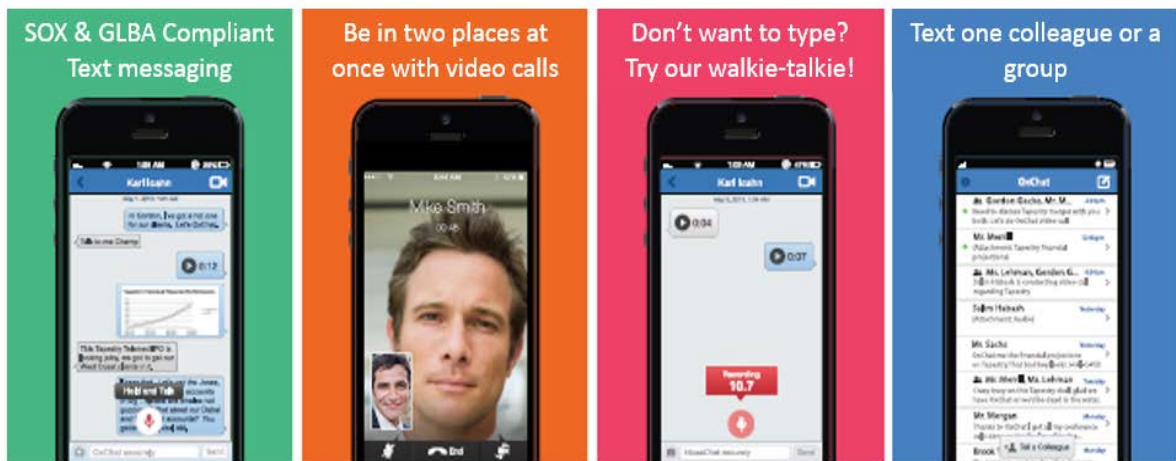


Status	Title	Open Duration	Closed On	Last Update	Closed On
Open	IT - Service Outage Critical for web...	140 09:13:17z	2014-03-14 10:53:44 CDT	2014-03-20 11:07:21 CDT	2014-03-20 11:07:21 CDT
Open	IT - Service Outage Critical for web...	06 19:47:03z	2014-03-20 09:34:43 CDT	2014-03-20 09:34:43 CDT	-
Open	IT - Service Outage Critical for web...	20 27:02:44z	2014-03-14 10:37:27 CDT	2014-03-17 08:56:10 CDT	2014-03-17 08:56:10 CDT
Open	IT - Service Outage	03:04 18:17:10z	2013-11-20 14:40:00 CDT	2014-03-04 08:56:17 CDT	2014-03-04 08:56:17 CDT
Open	IT - Service Outage Critical for web...	06 08:17:02z	2013-11-20 14:37:57 CDT	2013-11-20 14:50:28 CDT	2013-11-20 14:50:28 CDT

Everbridge provides a dashboard view of open and closed incidents that automatically refreshes to provide real-time updates. As with all reporting in the Everbridge system, IT Alerting reports can be exported to CSV, PDF or HTML formats.

EVERBRIDGE SECUREBRIDGE

SecureBridge is an easy to use secure text messaging app designed to work like ordinary text messaging on the iPhone, with the added security and compliance features required by businesses operating in regulated industries. SecureBridge was designed from the ground up to use the most powerful industry standard authentication and encryption algorithms available, with a multi-layered approach to securing and protecting all communications from end-to-end. In addition to security, SecureBridge includes retention, tracking and reporting features important to ensuring compliance. SecureBridge replaces non-secure texting apps and enables compliance with an array of regulations, including Sarbanes-Oxley (SOX), the Gramm-Leach-Bliley Act (GLBA), FINRA, FISMA, PCI, HIPAA and more.



INFRASTRUCTURE

The Everbridge unified critical communication suite is a Software as a Service (SaaS) platform that is fully redundant and geographically dispersed. Our platform does not require clients to purchase, install, or manage any hardware, software, or capacity within their organizations. This allows Everbridge clients to quickly begin using Everbridge services without the typical “ramp-up” or implementation time required by many other vendor systems currently in the marketplace.

To provide a highly scalable and global solution, Everbridge has designed a true “zero point of failure” system. Our infrastructure is hosted within SOC 2-compliant datacenter facilities in multiple locations around the globe:

- Savvis, a CenturyLink Company - Burbank, CA and Denver, CO facilities used for dedicated hosting services for the system infrastructure;
- Amazon Web Services (AWS) – cloud service provider used for dedicated hosting services for the system infrastructure;

- Elastic Hosts – Canadian cloud service provider used for dedicated hosting services for the system infrastructure; and
- Interoute – cloud service provider used for dedicated hosting services for the system infrastructure. European locations include datacenter pairings between UK and the Netherlands, Germany and the Netherlands; in both cases Netherlands acting as the disaster recovery location

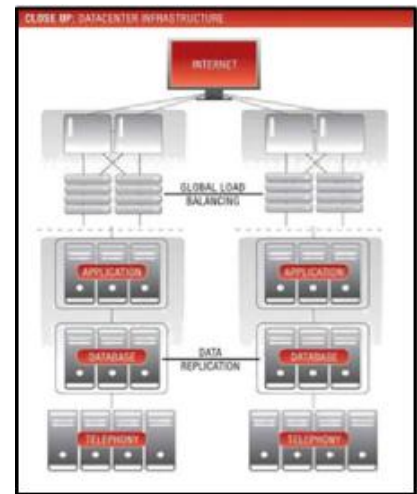


Our secure rack space in these SOC 2 facilities includes Everbridge's redundant network uplinks feeding dual routers, fully meshed with dual load balancers. Our tiered architecture approach includes a Web tier, application tier, GIS tier, database tier, and a tier for our notification engine. Each tier within our architecture is supported by a cluster of servers allowing for full redundancy, high performance, and easy scalability. The implementation described here is then replicated to our other datacenter facilities around the world while respecting data privacy regulations and jurisdictional boundaries. If service is disrupted at any site, traffic is rerouted to the remaining sites so that Everbridge's services remain constantly available to all of our clients.

Additionally, at times of high system demand, Everbridge combines the use of our dedicated resources with our "on-demand" resources, providing a significant amount of burstable capacity for our clients, "spinning up" additional capacity as required.

Everbridge has implemented this global infrastructure to provide:

- The ability for clients to select the location in which to store their data, allowing for direct compliance with local and international privacy laws as well as internal client data store requirements (US, CA, UK, DE available)
- The ability for the platform to dynamically determine the best locale from which to deploy telephone calls and SMS. This not only provides clients with a more cost effective solution, but also solves many international telephony delivery or SMS deployment issues by leveraging “in country” telephonic and SMS infrastructure and partnerships



To ensure each of our clients are able to leverage our platform services at all times, Everbridge has developed sophisticated non-starvation algorithms that are used to make sure that no large workload (client broadcasts, data uploads, etc.) will ever cause smaller workloads to be delayed. Furthermore, we conduct advanced capacity planning accounting for historical and seasonal utilization patterns while factoring in our growth and our clients’ growth.

The combination of Everbridge’s global, fully redundant and geographically dispersed architecture, our dynamic expansion capabilities, and our sophisticated monitoring and platform management ensure our clients will experience high levels of performance as well as a reliable service that will be available at 99.99% or greater uptime.

SECURITY

Everbridge implemented rigorous security measures at all levels—encompassing people, processes, and technology—to protect all facets of West Virginia Department of Health and Human Resources’s information. In addition to meeting or exceeding 3rd party security reports including SOC 2 and SOC 3 and NIST 800-53, Everbridge provides the following security features.

PHYSICAL SECURITY AT ALL HOSTING FACILITIES

- 24/7 security staff
- Photo ID required for entry into the data centers
- Card key and biometrics scans required for collocation space
- Computerized Access Control System
- Video surveillance at all entrances and on every aisle
- Locked racks and cabinets

NETWORK SECURITY BASED ON THE PRINCIPLE OF “HIDE EVERYTHING, CONTROL ALL ACCESS”

- Firewalls are locked down to allow access only via HTTPS and SMTP (for mail) and DNS (our name servers)
- Administrative access is authenticated by the VPN server and is encrypted

- No direct access from the public is allowed to any Everbridge application or database servers
- Servers are locked down. No extraneous services are allowed to run on them

TRANSMISSION SECURITY

- TLS 1.2 (Transport Layer Security) protocol is used to transmit via the Internet
- Everbridge's 2048 bit TLS certificate was obtained from GeoTrust

APPLICATION SECURITY

- Application access is roles-based. Organizational leaders are granted access to all of their organization's data, group leaders are granted access to information pertaining only to the groups for which they are leaders, and members can access only their own personal information
- Access is controlled through member ID and passwords. Each member ID is assigned a role and access is granted as described above

DATABASE SECURITY

- Passwords are encrypted using bcrypt hash
- All other customer data is segregated using logical partition
- AES 256-Bit encryption is used to encrypt data at rest

EVERBRIDGE DATA MANAGEMENT TOOLS

Experience has shown us that many customers are somewhat nervous about their ability to manage contact data. We understand it can seem like an intimidating task. However, with Everbridge, you are in control of how you want to manage your data. And we are right beside you to help make it happen. We offer several different methods for managing contact data ranging from manual to more automatic processes.

SELF-SERVICE SINGLE CONTACT RECORD ADJUSTMENTS

Ideal for one-at-a-time entry for small additions or changes, Everbridge supports self-service single contact adjustments through the Everbridge Web Manager user-interface allowing you to easily add a single new contact or make minor changes on a per contact basis. Changes made are immediately available for use when sending notifications.



SELF-SERVICE CONTACT UPLOAD VIA CSV

Everbridge facilitates data management processes by allowing organizations to quickly create or update multiple contact records through a simple Comma Separated Value (CSV) file upload into the Everbridge system. This process helps maintain data security and accuracy by allowing you to easily update data without requiring the use of specialized tools or vendor assistance. Once uploaded into the Everbridge system, data with proper address information is automatically geo-coded and immediately available within the platform for crisis notifications or daily operations communications.

BULK CONTACT MANAGEMENT AUTOMATION VIA SFTP

Automated data management is made simple; Everbridge supports SFTP for secure data transfers, allowing you to utilize your choice of FTP tools with scheduling capabilities to ensure that your data accuracy is maintained with the least amount of effort from your administrators. Once received by the Everbridge system, data with proper address information is also automatically geo-coded and immediately available within the platform.

CUSTOMER-BRANDED CONTACT SELF-SERVE PORTAL

Using the Contact Self-Serve Portal, your organization can give constituents the ability to self-subscribe to alerts from within your publicly available secure portal or privately invite recipients with an existing account to augment and maintain their contact information. The portal takes away your data management burden and is designed to be completely configurable to your needs.

Additionally, contacts can specify an unlimited number of locations and multiple contact paths through which they would like to receive notifications, allowing for a high degree of flexibility for communication with your citizens.

AUTOMATED CONTACT MANAGEMENT VIA EVERBRIDGE CONTACT API

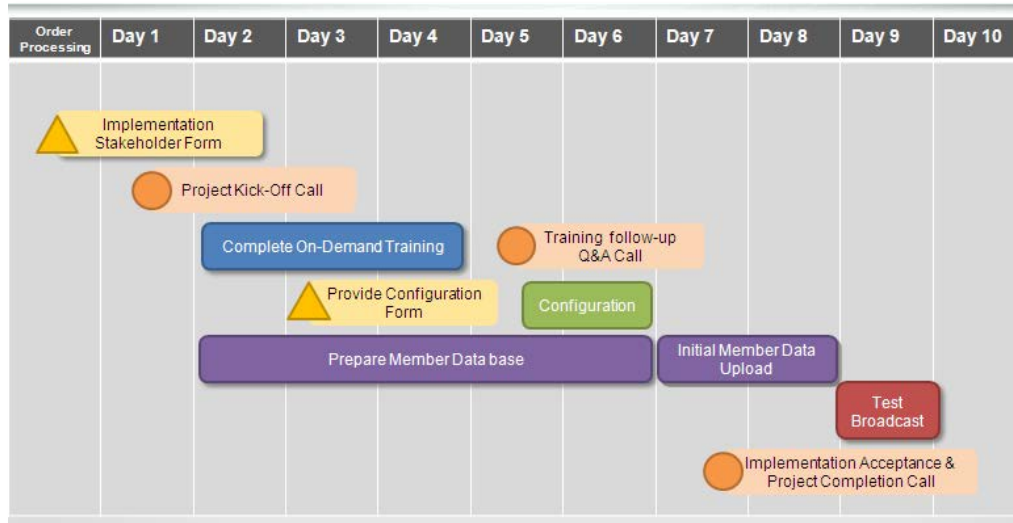
Integration with the Everbridge API is available as an option for all of our clients. Integration requires the development of a “middleware” application which will interface between the chosen backend data system (i.e. LDAP, Active Directory, PeopleSoft, SAP, Lawson) with the Everbridge platform online. The development of the “middleware” can be conducted internally by client resources or clients may choose to contract with Everbridge Professional Services to complete the development and integration, which will require additional scoping and development fees.

IMPLEMENTATION PROCESS

Because Everbridge products are offered on-demand as a service over the Internet and telephone, no hardware or software installation is required, and the implementation lifecycle for our products is designed to quickly enable your organization to benefit from the use of Everbridge.

Everbridge system implementations are a critical strength of our company, and our implementation milestones are straightforward and simple. The Everbridge Client Services Implementation team is typically able to get clients fully deployed within 10–15 days; however this is dependent on the complexity of the implementation project, and we work with your project team to scope a project to fit your organizations business needs.

An Everbridge Implementation Specialist will be assigned to work with your project team as the single point of contact, and will be available to ensure the success of your project. Below is a sample implementation project overview.



ONGOING CLIENT CARE

We believe that client care does not end with implementation. True client care continues throughout the life of the partnership. West Virginia Department of Health and Human Resources will receive ongoing support provided via the Internet, e-mail, and telephone. The Everbridge Customer Success team is available to you at any time of day or night—24x7x365.

Customer Success staff members are actual Everbridge employees located on-site. We do not outsource our client care services to third parties that do not have the Everbridge expertise and may not even be located in the United States. When you reach out to Everbridge Customer Success, you will get a professional who is well-versed in the Everbridge system and is more than capable of assisting you, no matter what your need may be.

EVERBRIDGE PROFESSIONAL SERVICES

Everbridge Professional Services leverages a proven methodology and domain expertise, honed through more than 1,000 deployments worldwide. We work with you to address the unique challenges of strategic communications within your organizational structure, your operational requirements, and specific training needs. We provide both bundled packages and customized options designed to your individual specifications.

EVERBRIDGE CARES—BEST PRACTICE TRAINING, ONBOARDING SUPPORT, CONSULTING AND MORE

Everbridge CARES brings together years of critical communications experiences and best practices to improve your success—ranging from certification courses, planning and policy forums, user groups, and

more. In addition, the Everbridge CARES program provides access to a team of experts and resources to deliver your critical communications exchanges with confidence.

EVERBRIDGE CARES—MESSAGE SENDING PROGRAM

Everbridge CARES is a comprehensive program to help ensure Everbridge clients understand best practices for launching an effective notification. The Everbridge CARES program is built upon real-world experiences of Everbridge experts and Everbridge users.

EVERBRIDGE ON-SITE TRAINING

In addition to free, unlimited Web-based training through Everbridge University and a comprehensive on-line knowledge base, Everbridge offers customized training and documentation development to formalize knowledge transfer and ensure ongoing self-sufficiency.

Whether you select from a list of popular topics or designate specific learning needs, Everbridge Professional Services supplies instructor-led training, course content, and documentation customized to match to your organization's unique structure and system usage requirements. This service is advantageous for large entities with well-defined communication processes and/or organizations with frequent employee turnover.

EVERBRIDGE PREMIUM IMPLEMENTATION

Everbridge Premium Implementation is offered through a three-day, on-site program that focuses on system knowledge and customized training to optimize the effectiveness of the Everbridge solution. Furthermore, Everbridge Premium Implementation leverages expertise and industry best practices to reduce time to adoption maturity and accelerate the time to your return on investment (ROI). The service is provided by a team of highly experienced, credentialed professionals with years of frontline boots-on-the-ground incident communications expertise.

EVERBRIDGE BEST PRACTICES ALIGNMENT SERVICE

The Best Practices Alignment Service is delivered three to six months after the Go-Live date as an on-site engagement to enhance system configurations, communication processes, and overall program governance. Everbridge will provide an assessment, which includes a gap report on the system deployment maturity and your readiness against industry best practices.

EVERBRIDGE UNIVERSITY AND CERTIFICATIONS

Everbridge University training modules are complimentary for our customers and cover a wide variety of topics that are available for viewing online. Once you've completed training, sign up to become Everbridge certified.

PREMIUM CLIENT CARE SERVICES

In addition to our in-house 24x7x365 client care/live operator service and self-service portal, Everbridge offers premium service packages that include proactive usage service plan reviews, Certified Emergency Management (CEM) professional operational reviews, dedicated client care representatives, bi-weekly service reviews, monthly custom Web-based training sessions, and

development of client-specific communications materials to increase internal awareness of system value and ROI.

TRAINING AND EDUCATION

Everbridge University provides interactive training to ensure customer's ongoing system proficiency. The training incorporates the skills, techniques, concepts, and best practices needed for anyone, even a non-tech savvy individual, to effectively leverage the Everbridge notification solution.

Everbridge offers two training options: readily available On-Line learning modules to develop core system concepts and refresh skills at any time, and a tailored On-site instructor-led training, which can be coupled with Everbridge Professional Services to ensure accelerated system deployment and adoption.

EVERBRIDGE UNIVERSITY ON-LINE

Everbridge University On-Line is a training feature that allows participants to interactively and effectively learn at their own pace. Everbridge provides access to training content and tracks the learner's progress anytime and anywhere through a Learning Management System.

The courses are built from an extensive library of short, media-rich training modules, allowing users to access individual modules for as-needed training. Everbridge University On-Line covers all of the Everbridge core products.

BENEFITS

- Continuously available
- Uses Adobe flash videos with audio narrations
- Self-paced training 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
- Instant access to updates
- Everbridge Sender Certification

EVERBRIDGE UNIVERSITY ON-SITE

Everbridge University On-Site leverages basic knowledge developed through on-line training to develop advanced skills and reinforce best practices. During the on-site training, a highly qualified Everbridge instructor customizes the course to address the customer's implementation specifics. Everbridge University On-Site may be combined with Professional Services offerings creating a blended learning solution to swiftly deploy and train advanced configurations and best practices.

BENEFITS

- Customized hands-on trainings
- Interactive and enthusiastic trainers with years of experience
- Development of sample maps to be used at any time by the customer

EVERBRIDGE TECHNOLOGY PARTNERS

Everbridge recognizes that having a comprehensive, multi-modal notification and communication platform throughout the incident lifecycle is vital to business continuity.

Since the company was founded in 2002, we have developed partnerships with leading business continuity service providers to deliver a seamless, integrated solution that allows our joint clients to leverage their existing systems to maximize performance and results.

Whether an organization needs to upload employee and/or customer contact information from their business continuity plan directly into the Mass Notification system or send severe weather alerts directly to a first responder group predefined in the notification application, Everbridge works in concert with complementary technology through our established partnerships.

BCDR Partner Planning

- + Launch notifications and access broadcast reports from BC/DR tools and Everbridge.
- + Contact names, data, and attributes flow from planning tool to Everbridge.



Situational Awareness

- + Service (event-driven contacts)
- + Notify first responders of incident via personal device
- + Archive copy of initial notification in the Everbridge system and forward as is or amend before forwarding



Multi-Level Communication Partners

- + Launch predefined notifications from Everbridge to digital signs and desktops
- + Send predefined notifications from VoIP paging systems to Everbridge



PRICING, TERMS, AND CONDITIONS

Everbridge is committed to delivering a powerful suite of solutions priced to ensure the greatest value and return on investment. Each Everbridge customer receives access to Everbridge's unlimited Everbridge University online training, 24x7x365 customer success support, and market-leading professional services.

Pricing is composed of (i) an annual base product fee (ii) an annual premium feature fee, and (iii) a one-time set-up fee. The Everbridge products are priced based on number of contacts. Included in the base package is a component of Unlimited Messaging. Unlimited U.S. and Canada domestic high priority messaging minutes for Mass Notification and unlimited inbound and outbound smart phone push notifications for Interactive Visibility are included. Furthermore, premium features, which include International Usage, Social Media Filters & Alerting, Automated Weather, Local Database Storing, to name a few, are priced by volume. Everbridge delivers its premium features to provide unparalleled control and flexibility as well as incremental value through volume-based pricing and multi-product bundles.

Our years of experience, customers' satisfaction, and market-leader position are testaments to our dedication to offer the best available pricing for the Everbridge suite of products and features, infrastructure availability, professional services, training and education, and the customer support that exceed our customers' needs.

See attached Everbridge Quote, Service Agreement, Terms of Use, and Privacy Policy.

SIGNED DOCUMENTS

Please find the following documents signed and included with Everbridge's response.

- Certification and Signature Page
- Purchasing Affidavit
- Addendum Acknowledgement Form

CERTIFICATION AND SIGNATURE PAGE

By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

Everbridge, Inc.

(Company)

Shawn Aschella, Steven Castellari, Deputy General Counsel
(Authorized Signature) (Representative Name, Title)

818.230.9563 Fax 818.484.2299 11/25/2015

(Phone Number) (Fax Number) (Date)

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

MANDATE: Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceed five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: Shannon Castellani for Everbridge, Inc.

Authorized Signature: Shannon Castellani Date: November 24, 2015

State of California

County of Los Angeles, to-wit:

Taken, subscribed, and sworn to before me this ___ day of _____, 20__.

My Commission expires _____, 20__.

AFFIX SEAL HERE

NOTARY PUBLIC _____

See attached form.

CS 11/24/15

ACKNOWLEDGMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California
County of Los Angeles)

On November 24, 2015 before me, Corey Meghan Best, Notary Public
(insert name and title of the officer)

personally appeared Shannon Kelley Castellani,
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) ~~is/are~~
subscribed to the within instrument and acknowledged to me that ~~he/she/they~~ executed the same in
~~his/her/their~~ authorized capacity(ies), and that by ~~his/her/their~~ signature(s) on the instrument the
person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature Corey Meghan Best (Seal)

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: BPH160000001

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

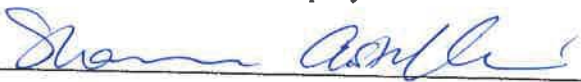
(Check the box next to each addendum received)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8 |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9 |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Everbridge, Inc.

Company



Authorized Signature

11/25/2015

Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.
Revised 6/8/2012