

## **Everbridge, Inc. - Head of Strategic Sales, Public Safety at Atos Public Safety**

**Interview conducted on November 08, 2021**

Current Head of Strategic Sales, Public Safety at Atos, a strategic channel partner of Everbridge. In this role, the expert is currently shaping the company's mission/work within Public Safety, primarily within North America solutions with local states and governments. The expert also holds the role of Solution Director and participates on a global level with their peers around the world in similar roles. Axos is a strategic partner of Atos and the expert has been involved with Everbridge for many years. The expert was sales lead for a deal with the state of California that included Everbridge. Today, the expert continues to assist clients with what they can use from Everbridge's product offerings.

Q: Approximately how much business do you do with Everbridge annually (in Everbridge licenses)?

A: "Definitely way less than that." (In reference to the <5% rule at 13.5 Million-5% of Everbridge's Annual Revenue from 2020).

Q: Which Everbridge products/modules do you sell?

A: All of them. Started off with the Alert + Warning, and then we started using their IT incident report platform internally.

Q: Can you speak to current trends in your Everbridge business?

A: Yes, absolutely.

Q: Can you speak to the competitive landscape in Critical Event Management/Mass Notification?

A: Yes, I definitely can.

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### **Tegus Client**

Thanks for taking the time to chat with us. We're doing some research on Everbridge, and thought you'd be a good person to help us understand sort of the business trends and competitive positioning and things like that. So I guess if you wouldn't mind by starting with a bit of your background of what your current role is, where you're focused and I guess specifically sort of what your experience is with Everbridge?

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### **Head of Strategic Sales, Public Safety at Atos Public Safety**

Yes, sure. Happy to do so. So I have been in the public safety industry now for almost 29 years always on the vendor side, sold a number of different solutions with just a mere four companies over those 29 years currently with Atos, Head of their Strategic Sales. My role is primarily an overlay to our account people that we have. And more importantly, it's to assist them and closing more deals. I also get to do a lot of work and that's primarily in the U.S. I also got to do a lot of work globally as one of our public safety solution directors where I get to collaborate with those around the world kind of hear what it is that they're doing and saying, so kind of me as a background.

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### **Tegus Client**

Got it. Okay. And I guess as far as maybe some of the other vendors you work with, what technologies are you primarily selling in public safety?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

So the primary product that we sell is actually one that our own company has. And it's a lot of the next-generation 911 infrastructure and then applications. In addition to that, we work with a few different hardware manufacturers on a really strategic basis. Dell is one of them. Lenovo is another. Cisco is a third.

And then from an application perspective, we deal a lot with two different firms that are really focused on geospatial routing of calls and incidents within the 911 or next-generation 911 ecosystem. And then finally, there's a few different cloud applications that we deal with, Everbridge being one of them. And we kind of focus primarily on their Mass Notification, Crisis Management, starting to look more and more again into the E911 solution that they have now that they acquired RedSky. And then as I was saying, the whole Crisis Management and finally, the IT Alerting from Everbridge. We also do work with all three hyperscalers, so AWS, Microsoft Azure and Google Cloud platforms.

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**Tegus Client**

Got it. And you're primarily selling to sort of government agencies and local police departments? Or do you have corporate customers as well?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

Me personally, primarily state and local government, some federal, but mainly state and local government.

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**Tegus Client**

Got it. Okay. And I guess on Everbridge, do you sell their CEM platform as well or primarily sort of Mass Notification and E911?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

In my mind, the CEM platform is kind of the roll-up of all of those. So yes, definitely, while we speak of the individual applications, oftentimes we start out or end with the CEM platform solution.

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**Tegus Client**

Got it. Okay. And so I guess, can you say roughly how much you do, I guess, just directionally in terms of Everbridge license revenue annually?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

Annually, it's a tough number. The primary account that we've signed at this point in time is a contract with the State of California. But to us is worth about \$180 million, \$190 million for five years. Everbridge is a small portion of that contract. The interesting part of that is that we don't get paid until items are actually turned up and go live. So from an alert and warning perspective, that contract equates to somewhere around that the \$5 million annual amount.

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**Tegus Client**

\$5 million annually for Everbridge?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

For just the Everbridge solution, yes.

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**Tegus Client**

Okay. And do you know which of Everbridge modules that includes?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

That is primarily the Mass Notification. We are looking at rolling into I think they call it the Citizen Connect application. But again, primarily, it's the Mass Notification. So currently none of the CEM solution as part of that.

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**Tegus Client**

There's no CEM. So like things like Safety Connection or Visual Command Center, that wouldn't be included.

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

Correct. Definitely add-on opportunities for us both on that one.

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**Tegus Client**

Okay. And I guess on the Mass Notification, is it Mass Notification? Or is it also Population Warning like the UMS acquisition they did a few years ago?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

So let me describe what it is, and then we can fit it into the products. So there's two different types of notifications that they will do. Some people still have a fixed landline and what we're doing in that case is actually using the database that's used for 911 directly now to go ahead and send out those notifications to those phone numbers.

The routing of who gets those messages is controlled by the various alerting authorities. In addition to those, you can subscribe or register to receive messages through your cell phone, through text message, through e-mail and also phone calls. So we manage all of those through this platform.

One of the key requirements is to create these geospatial boundaries of the various alerting authorities within the state and also the 911 centers. What they wanted to be out to do it, get a notification in county X when county Y and Z above them sent out alerts. They wanted that one that's below them to also get a notification that where alerts were being sent out. A big use case for that would be evacuation orders. And if you've got two counties that were evacuating, you kind of know where they're going. They're going to the neighboring county. So for the neighboring counties to get that information is really, really key.

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**Tegus Client**

Got it. Okay. And Everbridge is involved in all of those communications and geospatial capabilities?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

Correct. They are not necessarily involved in the creation of those geospatial boundaries at the onset, but they're definitely involved in utilizing them and then tweaking for their use.

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**Tegus Client**

Got it. Okay.

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

Let me double-check, it's \$5.1 million annually for the percentage that for us, at least that's alert and warning, the Everbridge content on that is less.

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**Tegus Client**

Got it. So it's \$5.1 million to Atos for basically warning. And then the overall contract is in the tens of millions per year.

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

Correct, hundreds of millions, almost \$200 million. For five years, yes.

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**Tegus Client**

Got it. And is this the first large deal? I mean, I remember when it was announced publicly, but was this the first large deal or the beginning of the relationship between Atos and Everbridge? Or you were working with them previously?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

I had done some work with them previously. Knew of them, knew of some of their account team, but this really started kicking off a much deeper relationship.

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**Tegus Client**

Got it. Okay. And does Atos also have a corporate relationship with Everbridge that you know of or they do and you're not responsible for that piece or they don't have it yet?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

No, definitely, we have a corporate relationship with them. We're a global company in 73 countries. So yes, we leverage that partnership across all those countries. We do have one primary contact for that relationship. And then I assist, as I mentioned, globally in just being a subject matter expert and then in the U.S. leading some of the strategic sales and partnering with them on strategic states and/or initiatives.

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**Tegus Client**

Okay. And just to clarify what I meant by corporate, I meant like selling Everbridge to enterprises. Is that what you mean?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

Oh, it wasn't what I meant. But yes, that is part of what we do as well. And in fact, the IT Alerting application or product from Everbridge, we actually use internally now and are looking at working that into all of our IT contracts with companies globally.

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**Tegus Client**

Okay. And so the overall access relationship with Everbridge, I guess, even specifically on the enterprise side, selling to enterprise customers, is that a newer relationship or that's also pretty old?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

No, that's a newer relationship within the last less than two years.

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**Tegus Client**

Okay. And do you have any idea how large that business is for Atos overall?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

No, there's nothing that we actually publish now.

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**Tegus Client**

Okay. Got it.. And I guess just at a high level, I guess, how do you and Atos view Everbridge sort of strategically? Like what's the opportunity in partnering with them? How do you think about sort of the attractiveness of the technology and sort of the size of the market?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

Yes. I think it's really twofold from the public sector perspective, whether it be state or local government, whether it be federal or countries, there's a much higher demand for all of that critical event management to the fact that any of the natural or even man-made disasters that have occurred over just the last five years even.

Government are still not 100% prepared for those. And many countries rely on us for things like Border Protection and many other security and safety applications. And that was just a natural fit that the Everbridge critical event management solution really plays well within that public safety space. But we have other industries that we work very closely in things like health care, utilities, manufacturing and all of those can benefit from in feature functionality that Everbridge provides.

So at the end of the day, it's a very complementary suite of products that we can quite quickly go and sell to our existing client base. Our clients are always looking for innovation, doesn't necessarily have to be innovation that's made in-house. It's just some of our partners that we can bring to the table and say, "Hey, check out this innovation. This will help you by doing X, Y or Z."

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**Tegus Client**

Okay. And do you think the full CEM suite is something that local and state governments would experience a high ROI from investing in? Or is it kind of like they're first trying to sort of do what California did with Mass Notification capability and the full suite of CEM, the sort of single pane of glass platform, a lot of state or local governments will feel like that's overkill for the time being?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

I think I know they all see value in it. The challenge is always how do they get funding to make it a sustainable system. Many of the state and local government agencies are able to get grant funding where they can do, we'll call it, a proof of concept or a trial. But unless they have that sustainable funding model, that's all it is.

But yes, definitely states and certainly those that are susceptible to more of the natural disasters that is in tropical storms and such. They're looking more and more towards some sort of a critical event management solution. where they can pull in news feeds, data feeds, weather feeds, be able to do that alert residents and visitors all of those different things.

I think two aspects of it that many state and local government haven't really looked at, at this point in time is the automating IT incident response. And primarily, they haven't looked at that because they have contracts

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with IT providers that should be doing that for them. So it's like why do we need to put something in place to do what you should be doing for us. I see a slight shift in that these days with some of the more local governments than state level.

But the other one is how to how do you keep employees notified? How do you keep them safe? I really see that right now as more of the playing into some of the industries like health care, utilities, manufacturing, whatever it may be. I don't think the state and local government has quite got that aspect. Many are still challenged with the remote worker, right? The pandemic changed a lot. So they're like, okay, slow down a little bit. We've just gotten into the remote working capabilities, and we're all finally used to using Zoom or whatever platform.

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## **Tegus Client**

Okay. And I guess, on the state and local side, just trying to think your sort of what adoption of CEM looks like today? And in public sector, I guess, it's still pretty small. And sort of how many state and local governments, you think will sort of adopt CEM over time? Like basically, what inning are we in? And maybe a different way to phrase it is sort of like if Atos' business in the public sector with Everbridge is X today, like what multiple of X can it be in five years?

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## **Head of Strategic Sales, Public Safety at Atos Public Safety**

Yes. That's an interesting one. And when you look at the various states across the U.S. and you just start looking at their adoption rates of technology, it's just so different, right? You get the California's and Texas and Florida's and Illinois that are leading the way, but then you get North Dakota, South Dakota that are so far behind many others. I think it comes down to the point that I made earlier, the funding, I think, will end up being one of the biggest challenges for everybody to get on that same page.

But we're seeing a very rapid adoption of this type of technology. As I mentioned, California, we know Florida has got statewide solutions, and we're talking to many entities within that state. Texas, another big one. We know that they are trying to pass some legislation to help fund and make this a statewide initiative.

As for percentages of adoption, yes. I think, first and foremost, we need to let this infrastructure build. It's hopefully about to get passed, get digested and see what that really means. There was meant to be about \$10 billion push towards next-generation 911 in public safety, and that got reduced down to a whole, whole lot less.

So once we better understand what that is and what money is available, then I think it's still, I think, too early to tell how people will adopt some of this stuff. And then again, the pandemic once we can finally get out of this and not need to worry as much as states are at this point in time will change the viewpoint.

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## **Tegus Client**

That makes sense. And you mentioned traction in Florida. How should I think about when Everbridge wins a statewide deal in Florida and then tries to sell the solution to individual counties or municipalities or other local government entities, like what's the multiplier on like if Florida were to go all-in on Everbridge in like most of the counties where it's relevant versus sort of the initial deal that signed?

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## **Head of Strategic Sales, Public Safety at Atos Public Safety**

For Florida specifically, I really can't provide a number because I'm not privy to say exactly what it is that they've sold. If I do the comparison though over to California and what was sold, the multiplier is at least in my estimation would be at least a 5x multiplier.

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## **Tegus Client**

Got it. And that's based on from selling the statewide deal, you then sell what all of the big counties in California on Mass Notification or it comes from selling like upselling incremental modules?

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## Head of Strategic Sales, Public Safety at Atos Public Safety

Upselling incremental modules. So they get the Mass Notification, then it's how do we create value around things like Visual Command Center, how do we create value around some of the other applications, how do we roll in the whole CEM solution. And as I mentioned earlier, I know a lot of the larger cities and counties in California specifically, could quite easily and quickly benefit from using the IT Alerting.

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### Tegus Client

Got it. But so taking IP Alerting, for example, you could sell the IT Alerting solution to like the state government of California, but then could you also sell it to basically L.A., San Francisco, Anaheim and all that? Like is that factored into your sort of 5x multiplier?

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## Head of Strategic Sales, Public Safety at Atos Public Safety

Yes, absolutely. So if you think of the state government, especially within California, many of the agencies have got their own CIOs and CTOs and their own, we'll call it, IT departments within their individual agency. There's not one overarching but really controls everything that's done.

As an example, we work with the California Office of Emergency Services. They have their own IT group. And while that group, Cal OES reports into the governor, he's got other agencies that also do IT for their very specific use case in clientele. Many of those are completely separate to city and county of San Francisco. You look at somebody like that, that's a tremendous opportunity.

Los Angeles or L.A. County, any of the big ones. There's the city agencies or the county agencies have got lots of infrastructure, lots of IT infrastructure that could benefit from that whole, call it, the workflow automation, right? So something happens, who gets notified, how does it get fixed?

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### Tegus Client

Yes. Okay. And when we're talking about IT Alerting, do you think the xMatters acquisition was incremental to the solution they already had? Like is that what they're going to be selling to these agencies or it's going to be the original solution?

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## Head of Strategic Sales, Public Safety at Atos Public Safety

I'm not sure at this point in time, honestly. I haven't seen where the difference is at this point in time. And primarily because I'm focused more on public safety than this one. It's just kind of been one of those, maybe there is something that we can do.

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### Tegus Client

Got it. And you don't have any forecasts for what you think your Everbridge business might do over the next like year or two? Or just any color on trends you're seeing in the business outside of that one big California deal?

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## Head of Strategic Sales, Public Safety at Atos Public Safety

Yes, not a forecast that I can share. But from a prediction, I go back three years ago yes, three years ago. And Everbridge was never part of our sales discussions with any clients versus today, it's part of every single discussion. So it's kind of a natural add-on whether they've got budget to do it right away or creating that demand and subsequent budget years, we'll be funding for it.

But I personally think just the fact that we are now talking about it with every potential client is proof that it's going to expand. It's going to grow. And that's true not just in the U.S., but throughout the world, we're tracking dozens of opportunities today that include Everbridge or public alerting and such. And three years

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ago, that was almost zero.

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**Tegus Client**

Got it. And those opportunities, those dozens of opportunities that you're tracking that for all kinds of solutions from CEM to Mass Notification and Population Warning and to IT Alerting it's everything?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

Yes, not so much the IT Alerting, I would say, but definitely the first two. IT Alerting is relatively new. But a very exciting aspect especially for a company like ours that all we do is IT, digital transformation. It's quite good. And we're using it internally now as well.

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**Tegus Client**

Right. Okay. And I mean this is going to be tough to answer, but just annual opportunity that you think is reasonable for your public sector Everbridge business, like if I frame it as basically like California, you said \$5 million for you and then Everbridge is some piece of that. Like just in terms of orders of magnitude globally, we're talking like hundreds of millions of revenue, like dozens of millions, just like roughly if you had to guess?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

Yes. I mean what some of the industry analysts have to say about just size of the space. They kind of put it as X. And some of those reports are available publicly. But I mean the global opportunity is for what we chase is definitely in the hundreds of millions a year and then with Everbridge if you took the comparison of a California where annually, it's \$40 million for us. And of that \$40 million, \$5 million is Everbridge. That would be a good factor that we're tracking at least \$100 million annually of opportunities, and it would be about that same factor. So yes, you could extrapolate that out a good \$20 million a year. And that's an opportunity. Obviously, I'd love it if we close every single one of those deals, but we are faced with competition.

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**Tegus Client**

Yes, understood. And that's specifically on the public safety side, not corporate or enterprise?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

Correct. Yes.

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**Tegus Client**

Okay. And do you have any sense of trends in the corporate part of Atos' business with them? Like are they seeing the same sort of increased interest that you're seeing or less? Or just how do you think about that?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

I know that it's part of many discussions these days. Whereas, again, just even two years ago, those entities wouldn't have even known who Everbridge was. So definitely, the amount of discussions that we're having with our clients that could include an Everbridge has quadrupled over the last year.

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**Tegus Client**

Conversations on the enterprise side of quadruple?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

Oh, yes. That include an Everbridge solution, yes. Absolutely. Because two years ago, they weren't part of any discussion. It's a very easy one to increase that quickly. And it's probably more than that even.

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**Tegus Client**

Got it. But do you think that's an accurate reflection of what's going on in the market for Everbridge as a whole? Or that's more of a function of Atos is focused on it increasing?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

Definitely, the Atos exposure to an understanding of the solution is the factor for us. But I think in general, I mean, going back to a previous comment, whether it's a corporation or a state or local government, people are wanting to have more of that complete visualization of what's going on, whether it's on their IT side or whether it's on like the CEM side.

Where yes, I'm not caring about my routers that are in the network right now and concerned about my people and my facilities and all of these things. People who just have a higher awareness of wanting to know the status of stuff. So I think that's across the board. We see that trend.

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**Tegus Client**

Got it. Okay. And do you think, to some degree, that was accelerated by the pandemic, the general heightened awareness? And again, I'm talking about maybe specifically on the enterprise side, just heightened awareness of critical response and sort of automating the workflows around and visualization around responding to all of that. Do you think that's sort of been a tailwind and should help them? Or that was building momentum anyway?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

Yes. I think a little bit of both. I think that momentum was gaining anyways. But your analogy of the tailwind is definitely accurate as well.

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**Tegus Client**

Got it. Okay. And I guess what's your perception of how companies view the criticality of Everbridge CEM solution? I guess a couple of years ago, my impression was it was sort of an expensive platform that was in some way sort of an insurance policy, and it was difficult for a lot of CIOs to kind of underwrite what the return on investment would be from having the Everbridge platform. Do you think that's become clear to companies at this point or that's still the tension in selling it?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

No, I know companies are more focused on it now than ever. And especially as people are starting to return to offices and all of those things, as we've been saying, it's no longer nice to have, right. You really need to be accountable for in a CEM-type environment. You need to be aware of your security. You've got to know about business continuity, am I going to be able to keep everything going.

But then you got to know about your employees, right? Where are they? Are they all safe? And then many people I know, tie in other aspects that we've been talking about, the IT stuff, no others are using it for like the supply chain management. All of those things together are certainly top of mind for any CIO, CTO at all major companies now.

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**Tegus Client**

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That makes sense. And so I guess, what are the alternatives? So if you decide not to go with CEM from Everbridge, I guess there are some companies that are marketing a similar platform. I don't know if you have a perspective on whether Everbridge is significantly better than those. But I know OnSolve, for example, is talking about having a competing solution. So like is that competitive? Or if a company decides not to go with Everbridge, they're basically replicating a lot of this functionality through a patchwork of point solutions, maybe for IT Alerting, you can use like ServiceNow and PagerDuty or something like that.

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### **Head of Strategic Sales, Public Safety at Atos Public Safety**

Yes. Those are two great applications that we use as well. Definitely, OnSolve is a competitor. We originally looked at them for the Mass Notification portion of our contract in California but ended up selecting Everbridge to do that. Rave Mobile Safety is another one for emergency notification that we looked at. But again went with Everbridge. When you look at OnSolve their CEM type application, I believe, is reactionary to what Everbridge is doing. So it's kind of the me-too whereas a Rave Mobile Safety is really focused on the emergency notification.

The other two companies that really could make a difference. One is a company called Dataminr and they do the risk detection in real-time. And I know they're actually a possible feed into the Everbridge CEM platform. But then the secondary company or group of companies are those that provide some sort of GIS or mapping solution. So whether it be an Esri who does all the mapping tools, the GIS tools or perhaps it's Google with the Google Maps. They've got a lot of solutions that can be leveraged by others to do very similar things for the CEM. It's just a matter of having all the plug-ins, right? Everbridge has done all the plug-ins much faster, much easier. They have them all today that are needed.

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### **Tegus Client**

Got it. Okay. And I guess maybe on ServiceNow, how much overlap is there between ServiceNow and Everbridge? Is there a functionality to monitor employee safety and like location or not really?

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### **Head of Strategic Sales, Public Safety at Atos Public Safety**

From my experience with ServiceNow, no, it's more of the trouble tickets, the major incident management things to do with infrastructure and staff versus people.

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### **Tegus Client**

Got it. And so like, do you think there's a reasonable state of the world where if you look at the Global 2000 enterprises that a good portion of them standardized on Everbridge or business resiliency. I mean is it that kind of application? Or you think it's sort of more niche than that?

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### **Head of Strategic Sales, Public Safety at Atos Public Safety**

I think Everbridge has an uphill battle on that one. The ServiceNow's of the world have been known for a long time. You look at the Everbridge side of it and certainly, they're growing that side of the business. You can see just through press releases and such. But I still think that's an area of growth opportunity that obviously comes with its own challenges. But yes, I think they're still playing catch-up to some of the others.

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### **Tegus Client**

Got it. But I guess I'm asking less whether they're going to be able to compete against ServiceNow and more whether there's sort of a credible case for a system of record for business continuity, basically tracking your employees, tracking your critical assets, similar to how you might have Workday for human capital management or ServiceNow for IT management. Do you think that the Everbridge platform is that sort of mission-critical and there are that many companies that find it helpful enough for that to be the state of the world or there's more of the gap there?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

No, I think it's definitely a way of the future. I think they're certainly credible in that space already. Yes, absolutely.

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**Tegus Client**

Okay. And I guess, what risks have you seen if there are any customers or questions or complaints about the platform that you've come across? Like what are the biggest risks that you've identified with sort of the product or the go-to-market?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

Everbridge does a good job at developing the overall suite. And I think a good area of focus for them would be more client engagement to fully understand what particular clients want versus the, hey, we've got this market. We understand it. This is the solution. This is how it works.

Thinking outside of the box is from the solution perspective, I don't see that it's always there. They do a great job of spinning something from, hey, who's a brand-new industry that can use exactly the same set of features that we're selling to somebody else. Let's just re-spin that here it is for that industry versus creating a true deep industry understanding.

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**Tegus Client**

Got it. You're saying they could benefit from that verticalization?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

Yes, absolutely. I mean I know they talk about industry-focused, and that was one of the things that drew us to them at a deeper partnership because they do a lot of those things. And when you look at a company like Atos, the solutions that we provide to each one of those industries, there's only maybe 10% or 15% commonality across all of them, and 85% is unique to that industry. I'd say the inverse is true for an Everbridge, 85% of it is common across all of those industries. And it's a smaller percentage as being done specific for them, again, my experience.

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**Tegus Client**

Yes. Got it. So I mean it seems like that should make it actually an easier sale in a lot of cases?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

I'm sure it would be. Yes. One of the ways of capturing that is that within public safety, we always caution ourselves not to be the ambulance chaser, right? Oh, there's an incident, let's go chase it and see what happens. Oh, there's a major incident in the news. The reaction is, hey, we got a solution that can fix that, take the incident in Houston with the concert with eight people dead, some people's instant and Everbridge is that way. Instant reaction is we've got a solution for that. And yes, a lot of people don't like that approach.

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**Tegus Client**

Yes. Got it. You're saying it comes off somewhat insensitive?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

There you go. It's a great way of saying it.

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## **Tegus Client**

That makes sense. And then, I guess, back to the sort of enterprise sales. The company has talked about sort of the buyer and the conversation in those sales cycles just getting more and more or increasingly elevated to the C-suite versus, I guess, previously, there was some sort of business resiliency manager or executive that was having those sort of conversations and making the procurement decisions? Do you think that there's truth to that, that sort of the importance of CEM is getting elevated and more of those conversations are being had with CIOs or CISOs than they were before.

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## **Head of Strategic Sales, Public Safety at Atos Public Safety**

I think all of the C-levels from what I hear from my counterparts that manage different industries and some of the private sector accounts that we have. All of our discussions these days are happening at the C-level. They are all so involved in what's going on. I think gone are the days where you can kind of walk-in and sell a multimillion-dollar deal to a corporate entity without the CIO, CTO, CFO being aware, that level of engagement is increasing all the time.

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## **Tegus Client**

Got it. Okay. And then maybe as far as the team at Everbridge, to the extent that you've interacted with a lot of them. But what do you think about like the caliber of the executive team or basically just whoever you can comment on like what do you think about the people there?

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## **Head of Strategic Sales, Public Safety at Atos Public Safety**

Sure. So I definitely had some interaction with David Meredith, limited, Patrick Brickley, a bunch, Vernon Irvin, a bunch of interaction. They're great individuals. They come with a wealth of experience. And the CTO Imad, I've eventually been on sales calls, presentations with him where he sat in the room with me and talking to C-level people within the State of California, fantastic resources indeed.

I think one of the interesting aspects of Everbridge, they're very driven by their shareholders. right? They're always trying to get something in the news. And it's almost comical at times to watch. And I know, yes, it just a different way of being a company. Granted, they're still relatively small, at least compared to an Atos, but they're not that massive company yet.

So yes, they're building, they're building. They have to continually, continually do that. They probably put out 100 press releases. But yes, and we're a \$13 billion company. We don't need to put them out quite so much. So I know each and every one of them is so focused on increasing revenues, which for shareholders is fantastic. But yes, I mean it is the kind of company that I fully believe in what they're doing and wish them luck all the time.

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## **Tegus Client**

Yes, it's interesting you've got enough focus on the stock price. I mean I've the other said too and then also the number of press releases they put out a little bit atypical. I can see that there's some value from a marketing perspective and brand awareness to doing some of it. And it sounds like they're actually like what they're doing with the enterprise resiliency certification, it seems like from a marketing perspective, that's helped a bit.

But generally, with software companies, we kind of would prefer that they just execute and focus on closing deals and therefore stock performance should follow. So I mean, is your impression that just from a business perspective, they're very focused and driven and hiring the right people and thinking about things properly or they're just trying to like boost the stock price?

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## **Head of Strategic Sales, Public Safety at Atos Public Safety**

When we have had challenging times with our client in California, they have always come through. So it may

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not be without struggles. Certainly, like any company, they don't like to give stuff away for free. We're definitely in that boat. But when they have to, they do because of whatever reason. So yes, definitely, they're standing behind their commitment. I certainly believe that. Yes.

The senior leadership is certainly there to create, yes, more value for them, more wealth. I'm trying to think of the right way of saying it without going across too bad. But they're in it for money for them, right. They definitely are. And that's great because if your leadership team doesn't really care too, too much about making money, then you probably need a new leadership team.

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**Tegus Client**

Yes, that's fair. And then maybe last question from me. Just like when you think about partnerships like the one that generally Atos has with Everbridge. Do you think that the other large system integrators, whether it's Accenture, Deloitte, et cetera, would be interested in working with Everbridge? Like is it an attractive enough opportunity for most of the SIs to have interest? Or unless there's a public safety angle, they're just not a large enough player yet.

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

I think we will see more of them come around to it. A lot of them are good at piecing together the solutions that are out there today to create what they believe clients need or want. But yes, and all of those, I've got a couple of good friends that work for various SIs, and we always just sit around and compare notes as to what different groups are doing.

And certainly having a public safety focus within our company globally that changes the story, the discussion with an Everbridge because of everything else as those companies get into the smart city initiatives, the safe city initiatives and as we see those becoming real versus just science projects, yes, I think we'll probably see more people looking at the various players that are out there and how can they leverage versus try and develop it all themselves.

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**Tegus Client**

Yes. Got it. But you don't think Deloitte, for example, would be interested in having an Everbridge like enterprise practice, not even for public safety, but on the corporate side, having a practice like similar to what they have with ServiceNow?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

I think that will come. I definitely think that will come as Everbridge is successful with more clients. That's when companies like that will go, hey, we could have sold Everbridge to them. Why didn't we think of that? They're not necessarily about we got to do everything in helps.

It's if we can even add 5% on top of it, a 10% on top of Everbridge and just manage it and to be honest, Everbridge would have to do some rapid scaling if they were to get 10 new enterprise clients, Q1 to be able to roll all those out, they could actually benefit from an Atos, from Deloitte, from whomever.

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**Tegus Client**

You're saying that those partners could help accelerate the velocity of new deals?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

Or the delivery of new signed deals.

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**Tegus Client**

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Yes. Okay. And anything else just last thing that we should be thinking about that we haven't discussed?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

When you were asking about the executive team, I believe he's still their current Chairman of the Board of Directors, Jaime. Yes. When we were going through the process of best and final and signing a contract subsequently with the state of California, he and I had some extremely good discussions. He is a wealth of information just an all-around really great guy. I was disappointed to see him move on to a less active role. Definitely a good guy.

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**Tegus Client**

I mean, is it your perception that he's still fairly involved and would you read into the fact that he's stepping back that the opportunity is less exciting or you think you just sort of at the stage of his career where he wants to step away from it?

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**Head of Strategic Sales, Public Safety at Atos Public Safety**

I think it was the point of his career where he has enough vested that he could step away and make some money and go do other things personally. I think it only had to do with financial aspect of it, not necessarily anything else. Just my thought.

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**Tegus Client**

Yes. All right. Great. Well, thanks again for taking the time. Have a nice rest of your day.

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