
Le Sueur County, MN

Tuesday, April 1, 2014

Board Meeting

Item 4

9:20am Emergency Management & Sheriff's Office

Everbridge - Mass Communication Systems

Staff Contact:

Everbridge

A Web-based Mass Notification System

- **Enables users to send notifications to:**
 - **Individuals and Groups using lists, locations and visual intelligence.**
 - **Emergency and non-emergency events**
- **Le Sueur County System will be:**
 - **Individualized to meet our County needs.**
 - **Public and Private Portals**
 - **Will notify multiple devices**
- **Cost:**
 - **\$9,400.00 Yearly Fee- Unlimited Use**
 - **\$752.00 Set Up Fee**
- **Administrator/Coordinators:**
 - **Emergency Management Director**
 - **Sheriff Office- Dispatch Coordinator**
- **Goal:**
 - **Get 90-100% of Le Sueur County Residents enrolled into the Everbridge program.**



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

tel: 888.366.4911
fax: 818.484.2299

www.everbridge.com

QUOTATION

Quote Number: 00009979

Confidential

1 of 2

Prepared for: Ann Traxler
Le Sueur County, MN
District 2200
88 S Park Ave
Le Center, MN 56057-1600
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Quotation Date: March 10, 2014
Quote Expiration Date: March 31, 2014
Rep: Corey Baker
(818) 230-9563
corey.baker@everbridgemail.com

Contract Summary Information

Contract Period: 2 Years
Contract Optional Years: 3 Years

MN Households up to: 13,718

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	\$9,400.00	\$9,400.00



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Pricing Summary:

Year One Fees*: \$9,400.00

One-time Implementation and Set Up Fees: \$752.00

Total Year One Fees: \$10,152.00

Subsequent Year(s) Ongoing Annual Recurring Fees: \$9,400.00

Optional Year(s) Ongoing Annual Recurring Fees: \$9,400.00

1. Additional rates apply for all international calls.
2. Quote subject to terms & conditions of the Everbridge Services Agreement.
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 Mass Notification

Everbridge Mass Notification allows users to send notifications to individuals or groups using lists, locations, and visual intelligence. Everbridge Mass Notification is supported by state-of-the-art security protocols, an elastic infrastructure, advanced mobility, interactive reporting and analytics, adaptive people and resource mapping to mirror your organization, and true enterprise class data management capabilities to provide a wide array of data management options. Below is a list of key system inclusions with your new Everbridge Mass Notification system.

Usage

- Unlimited Domestic Emergency Alerts and Testing Messages
- Unlimited Domestic Non-Emergency Alerts Messaging

Core Platform Access

- Unlimited Administrators for web-based portal to initiate messages, reporting, and administration
- Unlimited Administrators for Mobile Manager Application (iOS, Android) and Mobile Optimized Notification Site (for Blackberry, Windows 10, etc.)
- Two (2) Organization with unlimited nested static and dynamic groups
- Access to Everbridge Elastic Infrastructure for message delivery
- Custom branded community opt-in portal with custom fields and opt-in subscriptions
- Flexible role-based access controls to manage user permissions
- Access to Real-Time Dashboard, Notifications Library, Everbridge Universe, and Custom Reporting

Key Notification Features

- Integrated GIS/Map-based, rule-based, group-based, or individual contact selection
- Ability to send standard, polling, or on-the-fly 'One-Touch' Conference Call messages
- One-screen broadcast creation workflow to speed message creation and reduce human error
- Everbridge Network to access situational intelligence & notifications shared by other public and private groups
- Publish notifications directly to Websites and services that support API access via HTTPS using 'Web Posting'
- Contact filtering based on custom criteria
- Map-based drawing and selection tools and imported shape files (e.g. Google Maps, Bing Maps, ESRI)
- Automatic address geo-coding for contacts
- Organization specific customizable caller ID, greetings, and broadcast settings
- SMPP based SMS text messaging
- Multi-language Text to Speech Engine and Custom Voice Recording
- Real-time reporting for improved situational awareness and easier after action analysis
- 5 Live Operator Message Initiations per year
- Interactive Dashboard for Organizational Activity Summary
- Unlimited Notification Templates
- Self-service Single Contact Record Adjustments
- Self-service Contact Import via CSV Upload
- Bulk Contact Management Automation via Secure FTP

Set-up, Implementation & Support

- Up to 10 total hours of a dedicated Implementation Specialist during a Standard Implementation
- Self Service Administrative Set-up, Configuration and Default Preferences
- Initial Member Data Upload and Test Broadcast Support
- Unlimited Access to Everbridge University classes
- 24x7 Customer Support (phone, web, email)
- Global Support/Operations Centers for Redundant Live Support
- Dedicated Account Manager



Mass Notification

Account Setup

1 **My Profile**
First Name:
Last Name:
Middle Initials:
Suffix:

2 **Subscriptions**

3 **Custom Fields**

4 **Locations I Care About**

Broadcast Template

Time	Type	Category	Created On
<input type="checkbox"/> Wildfire Warning - Prepare your vehicle	Standard	Wildfire Warning	2012-06-22 11:21:43
<input type="checkbox"/> Wildfire Warning - Prepare in place	Standard	Wildfire Warning	2012-06-22 11:20:54
<input type="checkbox"/> Evacuation - Flood Warning	Standard	Evacuation	2012-06-22 11:04:50
<input type="checkbox"/> Staffing Shortage	Polling	Staffing	2012-06-22 11:01:17
<input type="checkbox"/> Chemical Event - Decon Team Activated	Standard	Chemical Event	2012-06-22 10:58:47
<input type="checkbox"/> Chemical Event - No Decon	Standard	Chemical Event	2012-06-22 10:58:05
<input type="checkbox"/> Amber Alert	Standard	Amber Alert	2012-06-22 10:56:55
<input type="checkbox"/> Emergency Operations Center Call in	Polling	EOC Call in	2012-06-22 09:50:12
<input type="checkbox"/> Incident Management Team Conference	Conference	Incident Mgmt Conf Call	2012-06-22 09:48:31
<input type="checkbox"/> Flood Warning	Standard	Flood	2012-06-22 09:44:27
<input type="checkbox"/> Flood Watch	Standard	Flood	2012-06-22 09:42:55
<input type="checkbox"/> Flood Statement	Standard	Flood	2012-06-22 09:41:44

Page 1 of 1

Wildfire Warning - Prepare inside your home - 48382806589456

Start: 22/06/12 11:23:36 CDT
End: Currently active
Priority: Standard
Rec'd by: 7/23/2012 - 11:05AM
Category:

Message

Wildfire Warning - Prepare inside your home

Close windows, vents and doors. Confine pets to one room for easy evacuation. Close fire alarms and heavy drapes. Remove light drapes to prevent radiant heat ignition. Turn on lights. Turn off pilot lights. Move flammable objects away from windows.

Map

Map showing the location of the notification (Minneapolis area).

Overview

Everbridge Mass Notification enables users to send notifications to individuals or groups using lists, locations, and visual intelligence. This comprehensive notification system keeps everyone informed before, during and after all events whether emergency or non-emergency. Discerning customers choose Everbridge Mass Notification for its robust analytics, GIS capabilities, flexible, 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.

- + Citizen Protection and Life Safety
- + Emergency Response and Management
- + Continuity of Operations
- + Developing Your Notification Program
- + Power outages

ANTICIPATE, TARGET, COMMUNICATE

- + Intelligent, personalized message delivery is about targeting the individual and not the device. Escalation follows the order of contact preference designated by the recipient and stops once the recipient confirms receipt.
- + GIS-based message targeting to quickly and easily send messages to recipients in a specific geographic region defined by zip code, street address, radius from a specific point, or other attribute. Specify a location with user-friendly drawing tools or even upload shape files from other applications for on-the-fly notifications to targeted geographic areas.
- + Support for up to 13 contact paths is included, providing flexibility in broadcasting messages to virtually any communications device, including desktop alerts, in addition to supporting escalation workflow throughout the organization.
- + Build events for one-click sending during incidents. Set up notification templates with pre-determined contact lists and pre-defined messages for faster communications in a crisis.
- + Quickly resend notifications to recipients, or send follow up messages to all or a sub-set of recipients for tracking within the same incident or event.
- + Flexible call-throttling capabilities empower system administrators to configure rules based on their infrastructure's capacity.
- + Segregate your management and operating structure into multiple notification environments. Separating by geography, department/function, country or other criteria provides maximum security and flexibility.
- + Web Posting allows notifications to automatically be published to systems such as: Public Websites, Intranets, Internal Systems, and Social Media.

ADVANCED MOBILITY AND CONNECTIVITY

- + Bring the power and security of communications and incident management to mobile devices everywhere, even under adverse network conditions.
- + Support for multi-platform smart phones and tablets including Apple® iOS and Android™ devices are provided.
- + Benefit from reporting and analytics with a native interface designed for the operating system of the device.
- + Send notifications with a multiple-choice question with up to nine different responses or "I'm OK" citizen wellness information.

GLOBAL READY

- + Personalize your reach to a global audience by broadcasting messages globally, in any language.
- + Multilingual text-to-speech capability enables you truly to localize communications.

- + Globally local call routing increases the delivery speed and volume of voice notifications; your global calls will be initiated using providers that are local to the call recipient.
- + Customized global caller ID enables you send a single notification anywhere in the world with a caller ID can be customized per country and is local and familiar to the call recipient.
- + Store your data locally and securely in your country of preference and comply with the regulatory requirements of that locale.
- + An organization with multiple, distributed data stores does not need to do anything special in order to access or manage this contact data or notify contacts. A unified access point makes the location of data transparent to the user.
- + Designed to meet the highest standards for regulatory requirements and handling of PII worldwide, including encryption of data at rest, if needed.

GEO-INTELLIGENT TOOLS

- + Save and organize critical and often-used shapes and boundaries to improve communication speed and accuracy.
- + Create or import regions for one-time use or categorize and store to the Region Library for reuse later.
- + Dynamic search, filtering and targeted alerts allow you to view the locations of special needs populations, subscribers to specific alert types, fire districts, police stations, and more.
- + Load, geo-code and manage contact data within a single interface and in real-time.
- + Search address, location or point of interest and exclude contacts based on location or other attributes.

FLEXIBLE, CUSTOMIZABLE CONTACT MANAGEMENT

- + Easily automated bulk, partial and full updates utilizing a secure, industry standard method for data transfer.
- + Update groups and custom fields without compromising information from HR systems.
- + Organize and categorize contact data in a way that is meaningful to your organization.
- + Search or filter contacts on any attribute or combination of attributes within the contact's profile.
- + Easily notify contacts and/or manage contact data across multiple distributed data stores from a single access point.
- + Data can be populated from several sources and geo-coded. 911 data can be kept separate for emergency-only usage.



REPORT, ANALYZE, UNDERSTAND

- + Comprehensive, robust analytics and reporting capabilities provide the actionable intelligence needed to enhance your continuity and resiliency, as well as measure your communication program's effectiveness and to continually improve its efficiency.
- + Armed with powerful, accurate incident analyses in real-time, decision-makers are empowered to make changes on-the-fly, leading to better results.
- + Launch frequently requested reports on-the-fly with Quick Reports.
- + Provide summary and detailed after-action reports for continuous improvements as well as management and regulatory compliance.
- + Easily enhance exported reports with off-line creation of pivot tables and cross-referencing.

POSITIVE USER EXPERIENCE

- + Comprehensive and intuitive administrator interface to manage settings, limits and defaults.
- + Separate user and contact management that uses role-based access controls.
- + Account and Organizational hierarchy structure.
- + Comprehensive self-service administration.
- + Mass Notification provides branded, customizable profile management portals to administer both publicly available and private (invitation only) opt-in. Both are accessed via a link on your website that directs participants to the opt-in interface.
- + Public and private portals are Section 508 compliant and include field-level view/read/write access controls. The intuitive interface enables recipients to quickly and easily manage their preferences including contact information, locations they care about, alert preferences and more.

SUMMARY

Whether you need to immediately contact stakeholders or to manage nonemergency tasks like tests and peak usage, Everbridge's reliable and easy-to-use system keeps everyone up to date. Everbridge offers a single platform for all critical communications, so that you can better protect life and property, meet regulatory requirements, and improve operational efficiencies.



The Everbridge Difference

Scalability

Everbridge's next generation elastic infrastructure delivers unmatched scale and performance. It incorporates real-time intelligent monitoring of system demand to ensure optimal notification delivery performance. So when spikes in demand occur, the system's architecture seamlessly taps into a near-infinite amount of capacity and processing resources to satisfy all notification delivery needs – without failures or bottlenecks.

Patented Innovation

Everyone says that they lead the industry in innovation – but Everbridge has been granted more patents than any other mass communication vendor. These patents underscore Everbridge's vision, industry expertise and technology proficiency in mass communications and reflect the advancements that Everbridge has contributed to the communications industry within the areas of notification systems, geo-notification systems, text-to-speech and speech-to-text notifications.

Secure & Compliant

The Everbridge Solutions Suite features a proprietary ACT-SaaSSM service, an advanced Software-as-a-Service (SaaS) delivery model on a cloud infrastructure with multiple data centers in active-active configuration. Everbridge is the only incident notification provider to offer this level of security, performance, and availability. Leveraging the benefits of Emergency Notification for Cloud ComputingTM helps lower the cost and increase the power of communications, provides flexibility, and creates a more secure computing environment without software, hardware, or internal telephone networks to purchase and maintain.

About Everbridge

Everbridge provides industry-leading interactive communication and mass notification solutions to organizations in all major industries and government sectors. Everbridge solutions increase connectivity to key audiences, automate communication processes, and integrate recipient feedback, data feeds, and social media in a single communications console. Ultimately, these solutions provide the insight and infrastructure that help clients save lives, manage critical activities and improve the efficiency of daily operations.





Implementation - Standard

Overview

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

Included Standard Implementation Resources

- + Client portal
- + Knowledgebase
- + Everbridge University
- + Up to 10 hours of an implementation specialist

Time Frame

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

- + Access to an Implementation Specialist for up to 10 hours.
- + Implementation Specialist hours must be used with 60 days of contract signing.
- + Additional hours are billable at \$250/hr.

Scope

A standard implementation will provide the following:

- + Orientation to your on-boarding resources, including the Everbridge Client Portal, knowledgebase articles library, Everbridge University.
- + Access to your functional account, configured with default templates and default notification paths.
- + 30-minute hands-on demo of creating new users, the basic setup of contacts and the sending of a test notification.
- + Best practices and implementation guidance as outlined in this document.
- + 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.

Key Milestones

ORIENTATION CALL

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

KICK-OFF CALL

The Kick-off call will focus on reviewing the basic settings and developing the implementation project plan.

CONSULTATION CALL

The Consultation Call will focus on reviewing the completion of the project plan and identifying gaps and next steps.

CLOSE-OUT CALL

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

Key Milestones

ORIENTATION CALL

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

- + Introductions
- + Review communication goals/use cases
- + Review implementation process
- + Review resources available to the client
- + Review the success criteria of the Milestone calls
- + Schedule all follow up calls
- + Review the Getting Started checklist
- + Implementation specialist will provide a demo of the product showing how to create a new user, how to create a contact, how to send a message using a pre-loaded test template. At the conclusion of the demo, the customer will be provided with their live, production account.

Time: 1.5-2 hours

KICK-OFF CALL

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

- + Review completion of the Getting Started checklist
- + Verify settings and configurations selected
- + Discuss design and strategy of the organization hierarchy in relation to the client's needs.
- + Review Role-based access control and its application with the client's organization.
- + Review the contact data quality of the sample uploaded by the customer.
- + Upon successful setup of the basic settings, the implementation specialist will provide a customized Project Plan to guide the remainder of the implementation. The Project Plan will include guidance on topics such as: data management strategy, reporting, groups and filters, mobile manager, awareness campaigns, training plans, member portal, Weather, IV mobile member.

Time: 1-2 hours

CONSULTATION CALL

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

- + Review Project Plan action items
- + Define testing strategy
- + Review contact management strategy
- + Review relevant advanced configuration topics

Time: 1-2 hours

CLOSE-OUT CALL

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

- + Functional testing conducted by customers/or review results of functional testing
- + Discuss transition to customer success
- + Provide best practices for troubleshooting issues
- + Where to find support information.
- + Roll-Out Planning:
 - Review project plan for completing system-wide test
 - Review best practices for system test planning
 - Awareness programs

Time: 1 hour

Everbridge University

Everbridge University On-Line Learning Modules

- + Are continuously available and free for customers and partners to learn or review
- + Use Adobe flash videos with audio narrations
- + Self-paced training that allows students to learn when they have time and at their own pace
- + Just-in-time learning using small, focused content modules
- + No travel or facilities required, the classroom is anywhere a learner has Internet access

Everbridge University On-Site Training

- + Scheduled and delivered based on your needs
- + Covers Role-based courses for Administrators or Users
- + Courses are taught by Everbridge instructors who are subject matter experts
- + Reinforces training content demonstrations on your Everbridge portal with your features
- + Prepares your team for Everbridge Mass Notification Certification