



## ALEXION PHARMACEUTICALS, INC.



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Brian Phillips

Senior Manager of Global Security, Alexion Pharmaceuticals, Inc.

### OVERVIEW

Alexion is a global biopharmaceutical company focused on developing and delivering life-transforming therapies for patients with severe and life-threatening rare diseases. The company was established in the U.S. in 1992 and became a public company in 1996 (NASDAQ: ALXN). With global headquarters and research operations in Cheshire, Conn., Alexion’s approximately 2,400 employees serve patients in 50 countries.

### PROBLEM

With expansive R&D operations, and employees and patients located around the world, Alexion’s physical security team is constantly monitoring global threats to determine the potential impact on business and safety. The company required a global, scalable solution to ensure effective communication to all of these stakeholders—whether at work, home or on the road.

### SOLUTION

Alexion deployed Everbridge’s Unified Critical Communication platform to ensure the company can effectively communicate during all types of incidents—ranging from local emergencies to IT outages. The company also uses Everbridge’s mobile application and incident communications functionality to improve situational awareness and communications feedback and consistency. The physical security team also continues to connect different types of access control systems and workplace safety devices directly to Everbridge, harnessing the Internet of Things, to trigger automated, critical communications.

## QUESTIONS & ANSWERS with Brian Phillips, Senior Manager of Global Security, Alexion Pharmaceuticals, Inc.

### TELL US A LITTLE ABOUT YOURSELF AND YOUR ROLE AT ALEXION?

I lead our Global Physical Security Program, as well as the technology for the department, including our Global Security Operations Center (GSOC), and things of that nature. Since we have locations in over 35 countries, our GSOC is staffed with analysts 24/7, 365, who are constantly monitoring the world to see what happens and how it impacts the business at Alexion.

### TELL US ABOUT ALEXION PHARMACEUTICALS AND YOUR CRITICAL COMMUNICATION CHALLENGES?

Well, we're a very mobile workforce, with employees traveling all over the world to care for our patients, so making sure that everyone stays safe, no matter what part of the world they're in, is very important. This means being able to get in touch with them immediately if there is an issue or potential emergency that we need their help with, or that could endanger their lives. Reaching them across all devices and getting ahead of potential problems or incidents is why we rely on critical communication services.

### WHAT TYPES OF INCIDENTS GENERATE THE NEED FOR COMMUNICATIONS TO ALL YOUR STAKEHOLDERS?

So, it could be anything. Weather plays a role, but it could also be a local emergency or someone having a medical event at one of our sites, for example. It could be a traveler who is having a personal safety issue. IT outages is one of them, too.

### HOW DOES EVERBRIDGE HELP IMPROVE THE UNIFIED CRITICAL COMMUNICATIONS PROCESS?

Really, anywhere or anytime that you need to get ahold of someone, presents a communication task and challenge. Before Everbridge, it was really just try to call people, try to send e-mails, whatever you could do to get the message out. Everbridge really has allowed us to be uniform in getting the message out and use every device possible to get ahold of our people, whether it be on their home phone, their cell phone, a mobile app, e-mail, etc. The more devices you can ping, the more likely your chances of reaching them are.

Everbridge also allows us to categorize how we're sending out our communications, whether we're sending it out to one site in the United States for a snow closure, or just taking accountability for all of our personnel in South America. We also allow our business units to use Everbridge, whether they need to use it to organize something within their group in HR, or someone in finance needs to use it for their group to respond to emergencies.

The Everbridge mobile app is also useful for us because it's another tool in the tool belt to make sure that we're always going to get the message out in a time of need, as well as providing that secondary feedback to our Global Security Team, whether it be sending a relevant location or a photo. It gives us the situational awareness we need to better provide for incidents.

### HOW DO YOU USE EVERBRIDGE TO COMMUNICATE WITH A MOBILE WORKFORCE?

I think one of the great things about Everbridge is having all of those tools to not only send the message out, but to receive them. Some of our travelers, while they're traveling, they don't necessarily have their cell phone on, or at least the cell part of the reception, so being able to send them a push message when they're connected to a Wi-Fi device has been very vital for us.

### LET'S TALK ABOUT INCIDENT COMMUNICATIONS AND THE IMPORTANCE OF MESSAGE CONSISTENCY AND PROCESS:

I think having the ability to have the on-the-fly messages is good when things are always changing, but for the things that we can predict ahead of time and that we know are going to happen, it's good to have the Incident Management feature, because it kind of takes the worry out of sending that message and sending it right. It helps ensure we always have the right text in the message and allows us to get it out a lot quicker to those people that we need to get it out to.

## QUESTIONS & ANSWERS with Brian Phillips, Senior Manager of Global Security, Alexion Pharmaceuticals, Inc.

### NOW TELL US ABOUT “CONNECTED DEVICES” AND HOW YOU CAN LEVERAGE THESE TO IMPROVE CRITICAL COMMUNICATIONS AND WORKPLACE SAFETY AT ALEXION?

One of my passions, both in the workplace and outside of the workplace, is taking things that are dumb or otherwise not connected, and through the use of technology and programs like Everbridge, making them connected, making them smarter, and really improving process. When you have something that's a tool that may have a communications component built into it, maybe that communications component isn't effective enough to get the job done, so you can leverage Everbridge to bring it all the way home.

One example happening at Alexion is an integration that we're working on with our access control system, which is kind of a virtual mustering process. Whenever the fire alarm is pulled, that will trigger a roll-call report out of our access control system, which then takes all of those contacts of the people that were in the building at the time and launches an automatic Everbridge notification to those personnel, asking them if they're in the building, if they've safely evacuated the building, or if perhaps, they need help. If someone did not badge in, say they were out sick, for instance, then they wouldn't receive the message.

### DO YOU HAVE OTHER DEVICE INTEGRATIONS IN THE WORKS BEYOND ACCESS CONTROLS?

Some of our other integrations we're looking at are focused on IT incidents. These involve integrations with our environmental-monitoring alarms and devices within our server rooms. Say, for instance that a room is too hot, or too cold, or there's water detected in the room. This will trigger an Everbridge message that can notify a list of people in an automatic and triaged manner to make sure that we'll always get a hold of someone when those issues arise.

### ANY OTHER FINAL THOUGHTS ON THE BENEFITS OF EVERBRIDGE?

One of the best things I like about Everbridge is incorporating the things you wouldn't normally think of for communication, kind of leveraging the Internet of Things. If it's connected in some way, you could leverage it, either to get a critical message out or to receive a message.



## THE ONLY END-TO-END PLATFORM

**Planning:** Everbridge is easy to set up, maintain, and organize, meaning that you're always ready for a quick, coordinated response. Everbridge ensures that the right messages get to the right people - with the most advanced opt-in portal on the market, streamlined integration with internal and external data sources, and simple group and contact management.

**Assessment:** When trouble strikes, you need rich insight, presented simply - so you can quickly assess potential impact and make an informed decision to avoid loss. Everbridge offers the only solution on the market that meets these demanding requirements, with the most advanced interactive dashboard in the industry.

**Response:** In critical situations, ease-of-use can mean the difference between an effective response and a mistake that carries serious consequences. Everbridge is engineered to be simple to use under pressure, with a user interface that accelerates time-to-message and reduces the likelihood of errors.

**Delivery:** Even during large-scale disruptions, Everbridge stays on. The most advanced platform in the industry ensures that you reach your contacts - every time. And with worldwide coverage and capabilities, including globally local calling infrastructure and data storage, we're ready to support you wherever your people are in the world.

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