



CEM Orchestration Guide

Everbridge Suite

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CEM Orchestration Overview

CEM Orchestration enables users to manage Alerting and automated communications in response to Risk Events affecting their Organization's Contacts and Assets. It supports the creation of advanced Rules within Workflows to accommodate a wide range of use cases.

For example, using CEM Orchestration, you can:

- Fine-tune your Rules based on what Risk Event is reported, who is impacted (Contacts), and what is impacted (Assets).
- Set different Alerting Rules for different Asset Types or Contact Types.
- Group all of your Risk Management Rules into Workflows.
- Manage Workflows by Risk Type rather than by Data Source.
- Utilize out-of-the-box Workflows to get started with Alerting and automated response, then customize those Workflows as needed.
- Build new Workflows and Rules via the user interface.
- Download Rules from a testing or staging Organization and upload them to your production environment.

IMPORTANT: This feature requires that you be able to access **Alert Settings Management** in Visual Command Center or have the **Orchestration Rules** permission in your user role. For more information, contact your Everbridge Account Manager.

Creating a CEM Orchestration Integration User

The **CEM Orchestration Integration User** is a user account in an Organization that is used to perform automated actions needed to execute CEM Orchestration Workflows. It can be created by an Administrator from **Workflows > CEM Orchestration > Setup**.

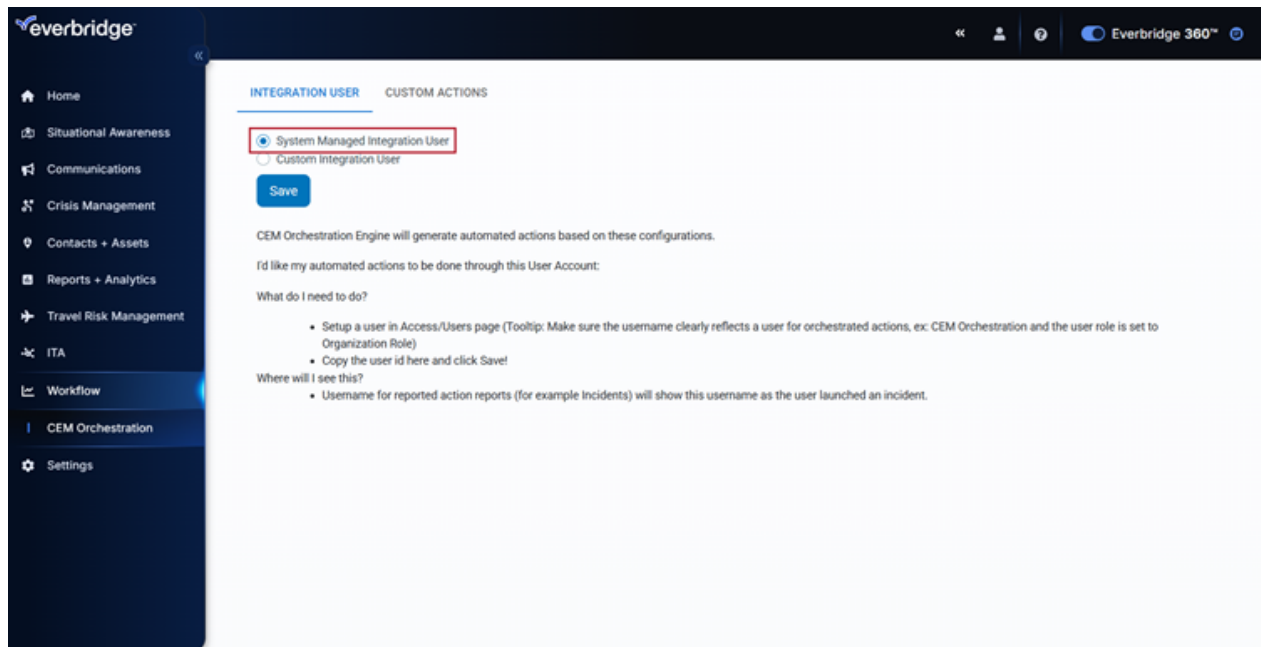
For example, a Launch Incident action in a CEM Orchestration rule will be performed automatically by the Integration User, and the Integration User's username will be associated with the action in the **Activity Log** and other reporting.

There are two types of Integration Users:

1. System-Managed Integration User
2. Custom Integration User

System Managed Integration Users

Select the **System Managed Integration User** option and click **Save** if you do not want to specify a particular account for this purpose. In this case, Everbridge will make the Integration User the same as the API User configured in **VCC Provisioning**. This is the default configuration in a new Organization.



NOTE: The System Managed Integration User option is the recommended method for accuracy and ease of use.

Custom Integration User

Select the **Custom Integration User** option to assign a specific Organization Administrator as the Integration User.

The screenshot shows the 'Integration User' configuration page in the Everbridge interface. The 'Custom Integration User' option is selected and highlighted with a red box. The username 'CEMOrch' is entered in the adjacent text field. A 'Save' button is visible below the selection.

Enter the exact username of the integration user (for example, "CEMOrch"), which can be found on its **Update User** page, and click **Save**.

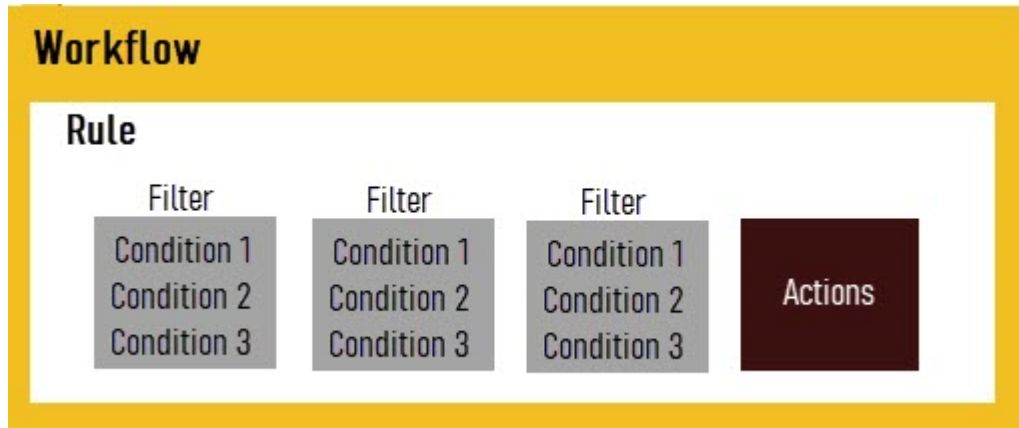
The screenshot shows the 'Update User' page in the Everbridge interface. The 'Username' field is highlighted with a red box and contains the value 'CEMOrch'. The page also shows fields for First Name, Middle Initial, and Last Name, along with a 'Record Information' sidebar on the right.

NOTE: Give the Custom Integration User a username that can be easily identified in the logs and reporting.

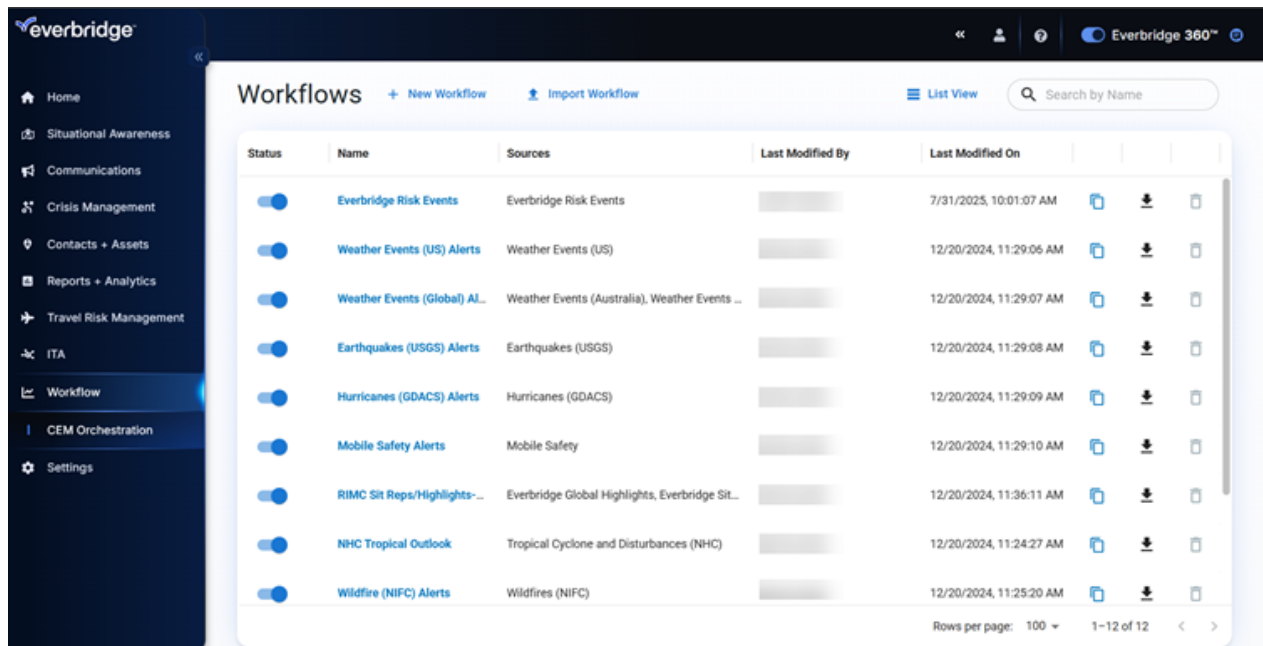
CEM Orchestration Workflows

What is a Workflow?

A **Workflow** is a container for organizing related Rules with their Filters and Actions. Each of the out-of-the-box Workflow contains the Rules for a single Risk Event Category. For example, the Weather Events (US) Alerts Workflow contains the Rules for US-based weather events.



Workflows can be created and managed from the **Workflows List (Workflow > CEM Orchestration > Workflow List)**, where a set of default Workflows should already be configured.



The screenshot shows the Everbridge Workflows List interface. The left sidebar contains navigation links: Home, Situational Awareness, Communications, Crisis Management, Contacts + Assets, Reports + Analytics, Travel Risk Management, ITA, Workflow (selected), CEM Orchestration, and Settings. The main content area displays a table of workflows. The table has columns for Status, Name, Sources, Last Modified By, and Last Modified On. There are 12 rows of data, each representing a different workflow. The status of each workflow is indicated by a blue toggle switch. The table also includes a search bar and a "List View" button.

Status	Name	Sources	Last Modified By	Last Modified On
<input checked="" type="checkbox"/>	Everbridge Risk Events	Everbridge Risk Events		7/31/2025, 10:01:07 AM
<input checked="" type="checkbox"/>	Weather Events (US) Alerts	Weather Events (US)		12/20/2024, 11:29:06 AM
<input checked="" type="checkbox"/>	Weather Events (Global) AL...	Weather Events (Australia), Weather Events ...		12/20/2024, 11:29:07 AM
<input checked="" type="checkbox"/>	Earthquakes (USGS) Alerts	Earthquakes (USGS)		12/20/2024, 11:29:08 AM
<input checked="" type="checkbox"/>	Hurricanes (GDACS) Alerts	Hurricanes (GDACS)		12/20/2024, 11:29:09 AM
<input checked="" type="checkbox"/>	Mobile Safety Alerts	Mobile Safety		12/20/2024, 11:29:10 AM
<input checked="" type="checkbox"/>	RIMC Sit Reps/Highlights...	Everbridge Global Highlights, Everbridge Sit...		12/20/2024, 11:36:11 AM
<input checked="" type="checkbox"/>	NHC Tropical Outlook	Tropical Cyclone and Disturbances (NHC)		12/20/2024, 11:24:27 AM
<input checked="" type="checkbox"/>	Wildfire (NIFC) Alerts	Wildfires (NIFC)		12/20/2024, 11:25:20 AM

NOTE: This page can also be found in the Everbridge Classic UI by navigating to **Settings > Everbridge Open > CEM Orchestration > Workflows**.

Rules

A **Rule** contains the settings for kicking off one or more Actions. Each Rule can contain multiple groups of settings, called Filters. If the conditions in any Filter in the Rule are met, the Rule's Action is taken. Creating Alerts is the default Action for all rules. An optional additional Action is launching an Incident. Custom Actions can also be configured and used.

Filters

A **Filter** or **Filter Set** is a set of selected conditions, such as Data Source, Event Category, and Impact Radius. When these conditions are met, CEM Orchestration takes the Action(s) specified in the Rule. Within a Rule, you can create specific Filters for different situations.

NOTE: To use different conditions, create a new **Filter**. To take different Actions, create a new **Rule**.

For example, the HAZMAT/Fire Workflow could contain an Alerting Rule. Within that Rule, you could build Filters for multiple use cases:

- Alert for all HAZMAT/Fire events—except wildfires—within one mile of any of my Assets.
- Alert for wildfires within 15 miles of any of my Assets except the "Camp" Asset Type.
- Alert for all wildfires within 20 miles of Camp Assets.

When all of the conditions for any of these Filters are met, the Rule's Action (create an Alert) is initiated.

This image shows the parts of a Workflow as they appear on the **Orchestration Workflows** page.



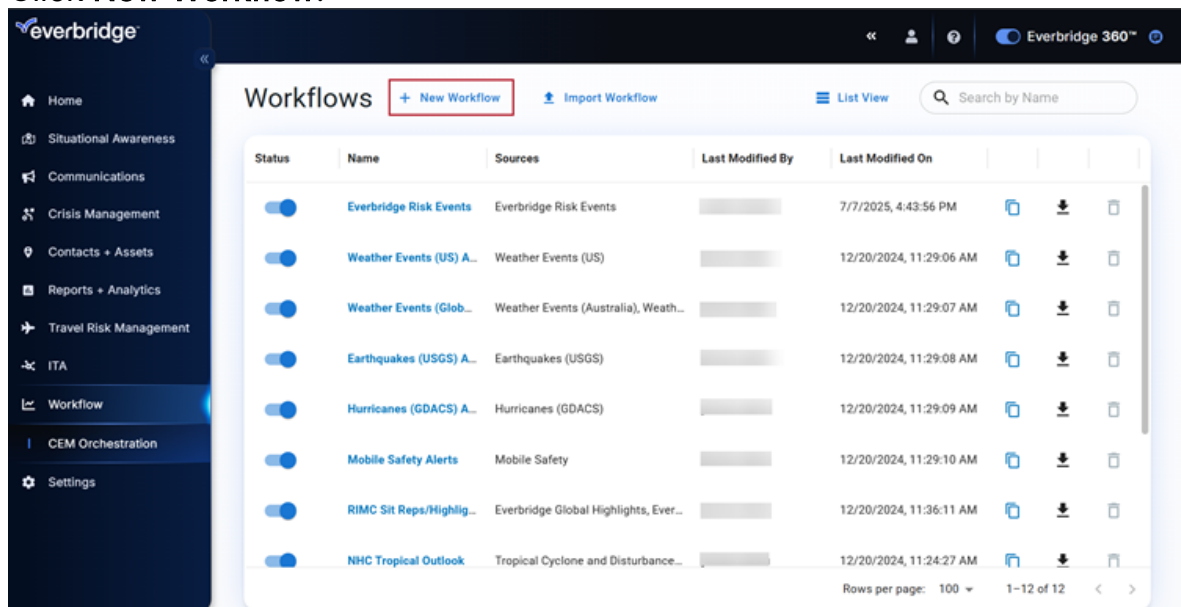
Creating Workflows

You can create or edit new Workflows on the **Workflows** page (**Workflow > CEM Orchestration > Workflow List**).

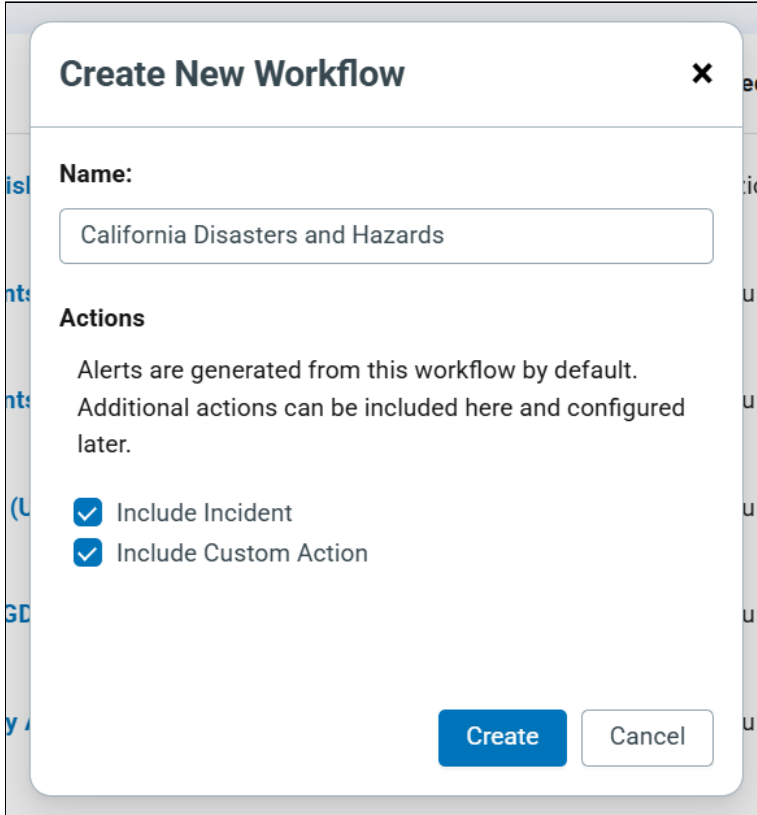
NOTE: Creating custom Workflows is a Premium feature. See [CEM Orchestration Limited Workflows](#) for more information.

To create a Workflow:

1. Click **New Workflow**.



2. The **Create New Workflow** dialogue box appears. Enter a name for the Workflow in the **Name** field.



3. All Workflows can create Alerts. If you also want this Workflow to launch Incidents (to send Notifications to your contacts), select the **Include Incident** checkbox. See [Setting Up Automated Incident Notifications](#) for more details.
4. Select **Include Custom Action** if this Workflow needs to be configured to perform a specific Action. See [Custom Actions](#) for more information.
5. Click **Create**. The Workflow's Rule Configuration menu appears.

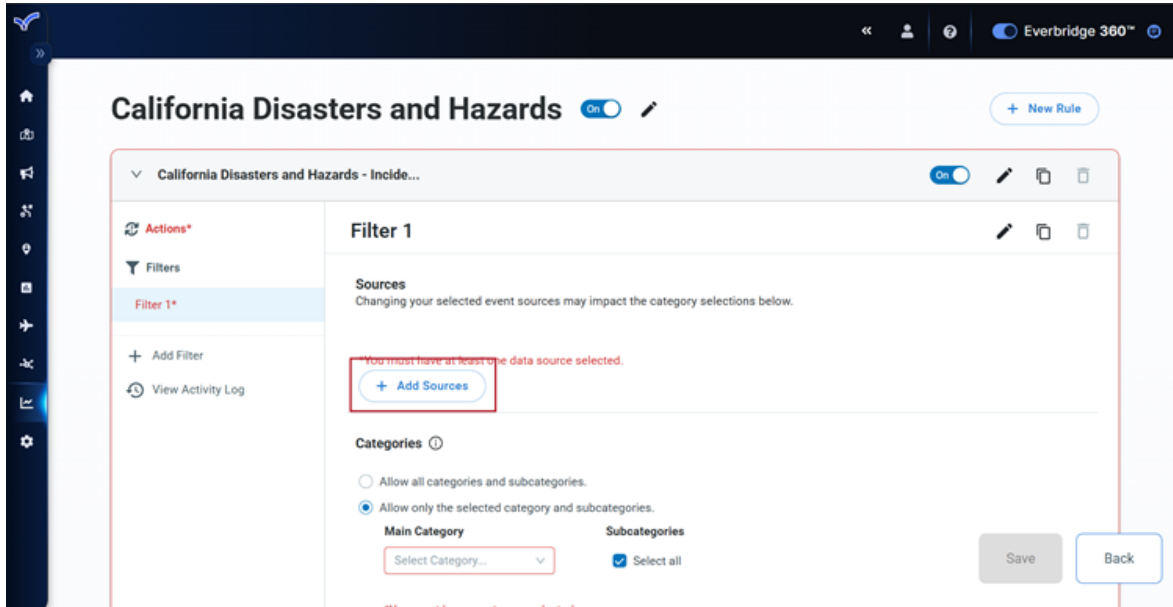
Configure Rules and Filters

After you create the Workflow, you must configure the Alerting Rules and Filters. CEM Orchestration adds one Rule by default. Each Rule can launch one set of Actions. To launch multiple sets of Actions, you can add more Alerting Rules.

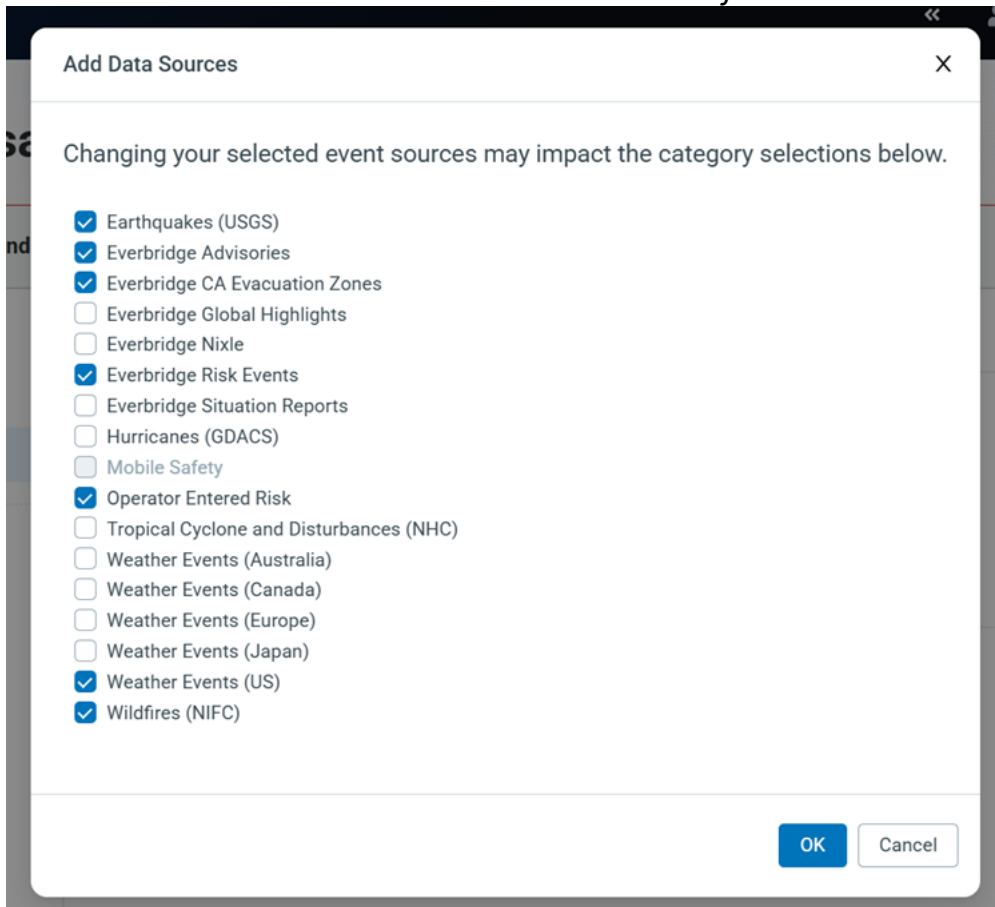
To configure a Rule:

1. Select one of its Filter Sets and change the settings described below. For examples of settings for a variety of use cases, see [CEM Orchestration Use Case Examples](#).

2. Under the **Sources** heading, click **Add Sources**. Note that at least one Source must be added.



3. Select the checkboxes for the Risk Events that you want to send an Alert for.



4. Choose the main Category and Subcategories by selecting either:
 - All all Categories and Subcategories

- Allow only the selected Category and Subcategories

- **NOTE:** The dropdown list only includes categories that are valid for the selected Sources.

5. Under the **Contacts and Assets** heading, select the **Contacts or Assets** checkbox. You can select both, but you must select at least one.

6. If you selected **Contacts**, select the Contacts who will receive Alerts in the following sections:

- **Contact Types** - From the list of Contact Types, select the types you want to Alert on, or **Select All** to alert for Contacts of all types.
- **Location Options** - Contains the Contacts' locations.
 - **Static:** For example, a contact's home or office.
 - **Last Known:** A location where the Contact reported their location by (for example) swiping their ID into a building security system, checking in, or initiating an SOS from the Everbridge Mobile App or Everbridge 360 Mobile App.
 - **Expected:** For example, a temporary assignment.
 - **Travel:** A location associated with a Travel Itinerary.

- **Contact Groups** - From the list, select the Groups you want to alert or **Select all** to alert all Contacts, including those not in Groups.
 - **Contact Rules** - Select a Contact Rule to leverage existing dynamic Contact Rules, which allows fine-tuning of Alerting and automated response to Risk Events based on Contact Attributes.
7. If you selected **Assets**, select the Asset Types and Tags that you want to trigger Alerts for this Rule.

Contacts and Assets ⓘ

▼

Include:

☐ Contacts
 ☒ Assets

Which Assets can trigger alerts for this rule?

Included: Assets of any selected Type and with any selected Tag(s)

Filter Assets by:

☒ Asset Types

Search...

☒ Select all

☒ Factories
 ☒ Hotel
 ☒ Safety Connection Buildings
 ☒ Warehouses
 ☒ Contact

☒ Asset Tags

Search...

☒ Select all

☒ Region: North
 ☒ Region: South

8. Select the **Impact Radius** to send an Alert when a Contact is within a certain number of kilometers or miles of a Risk Event. The larger the Impact Radius, the more Alerts and Incidents may be generated as a result. The radius applies only when the event location is a point on the map. For polygon events, the impact area is the area within the polygon.

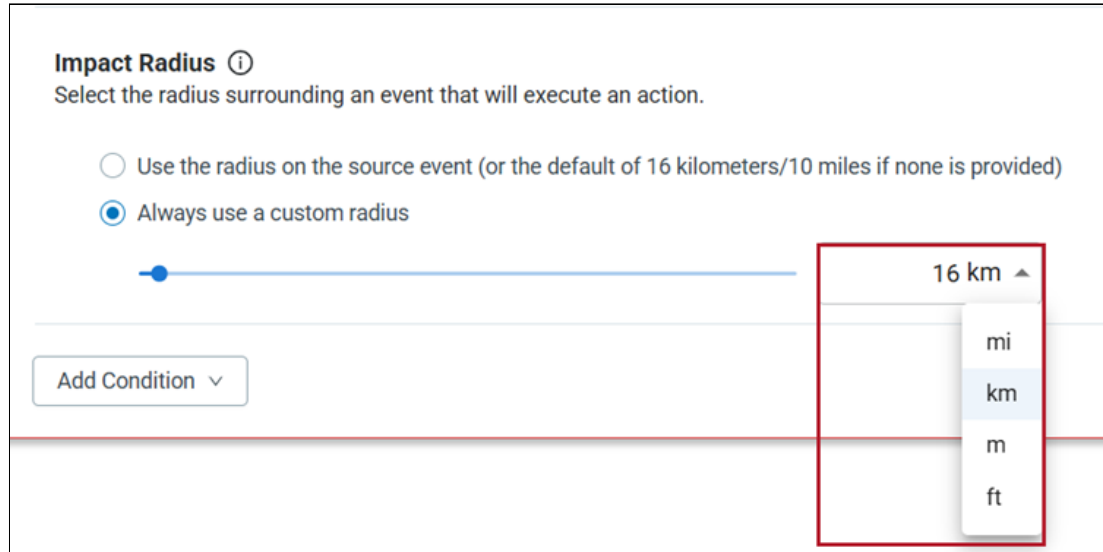
Impact Radius ⓘ

Select the radius surrounding an event that will execute an action.

☒ Use the radius on the source event (or the default of 16 kilometers/10 miles if none is provided)

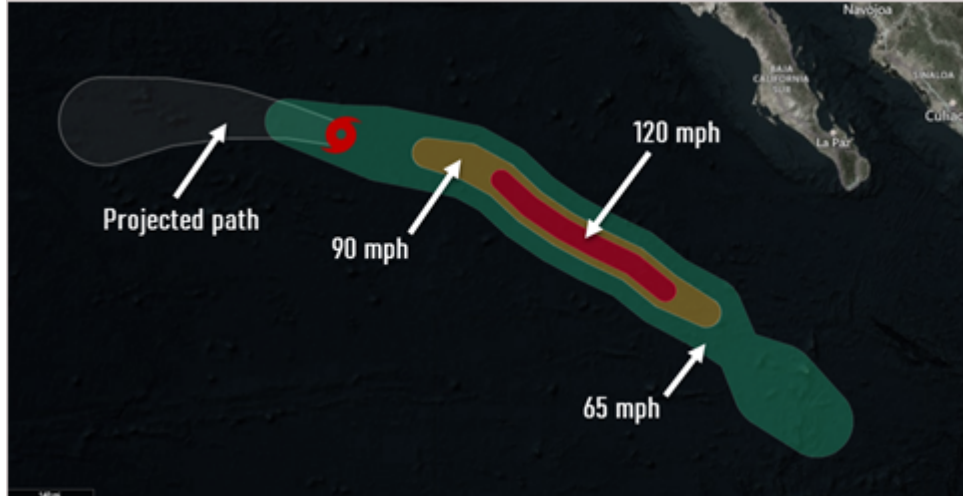
☐ Always use a custom radius

- **NOTE:** Optionally, select **Always use a custom radius** and specify the desired radius distance.



9. You can add several additional Alerting conditions to the Filter based on the selected Sources. Scroll down to the **Add Condition** menu at the bottom of the page, and select one or more of the following:
 - **Severity:** This is the Severity of the Risk Event as reported by the Risk Data Source (e.g., National Weather Service, Everbridge RIMC (Risk Intelligence Monitoring Center)).
 - **Time Frame:** By default, an Alert only results when Assets or Contacts are in the impact area between the start and end of the Risk Event. Use this setting to extend the impact duration by adding time before or after the event start time.
 - **Magnitude, Wind Swath, Significance:** These are specialized conditions that each apply only to a single Data Source:
 - **Magnitude:** Magnitude is a measure of earthquake intensity that is valid only for earthquakes reported by the Earthquakes (USGS) Data Source. For these events, you can use Magnitude in place of or in addition to Severity. Use the Magnitude in Filter Sets where Earthquakes (USGS) is the only Data Source; If you include another Data Source in the same Filter Set, the Magnitude condition will not be available. Use the **Minimum** and **Maximum** fields or the slider to select a Magnitude value between 2.0 and 10.0.
 - **Hurricane Wind Swath:** Wind swaths are geographic areas experiencing hurricane winds of different speeds. You should use Wind Swath in place of Severity for hurricanes reported by the Hurricanes (GDACS) Data Source. Use the Wind Swath condition in filter sets where Hurricanes (GDACS) is the only Data Source; If you include another Data Source in the same Filter Set, the Wind Swath condition will not be available. To get Alerts for Assets only

in the area experiencing the most intense wind, choose 120mph as the value of the Wind Swath condition. To get Alerts for Assets in a wider area, choose 90 mph or 60 mph as the minimum wind speed. Or, to get Alerts for Assets in the projected path of a hurricane, choose the value "Projected path of hurricane."



- **Significance:** A measure of probability and Severity used by the US National Weather Service (NWS). Consider using Significance in place of or in addition to Severity for events in the **Weather Events (US)** feed. Use this condition in Filter Sets where Weather Events (US) is the only Data Source. If you include another Data Source in the same Filter Set, the Significance condition will not be available. Significance values are:
 - **Watches** indicate conditions are favorable for a significant weather event to develop.
 - **Warnings** indicate hazardous conditions are expected and you may have to take action, such as delaying travel, staying indoors, dressing for extreme weather, or evacuating.
 - **Advisories** indicate a type of weather is expected that is not severe enough to merit a warning, but which may cause significant inconvenience or make travel hazardous.
- 10. When you have completed defining the conditions in a Filter, you can add additional Filters until all of your use cases in the current Workflow are covered. See [Adding More Filter Sets to a Rule](#) for more details.
- 11. Edit the Rule's Action(s). Remember that when the conditions are met for any Filter in the Rule, the defined Actions are taken. To define Actions, click the

Action tab.

California Disasters and Hazards

On

+ New Rule

California Disasters and Hazards - Custom...

On

Actions*

Filters

Filter 1

+ Add Filter

View Activity Log

Alert

Generates an alert with Visual Command Center to any affected assets

When to Alert?

☒ ONLY when selected contacts and assets are impacted
 ☐ ALWAYS

Incidents

Automatically launches an Incident based on the following configuration

Filter Templates by Category

Select a Template

*You must have an incident template selected. You can [remove](#) this action if it does not fit your needs.

Who is Notified?

Contacts who are part of the incident template, and...

☐ Impacted contacts in the event area
 ☐ Facility Contacts

When to Notify?

Automatically notifies when the rule is first triggered, then...

☒ CLOSE the incident
 ☐ Keep the incident OPEN and...

☐ Notify when the event is UPDATED
 ☐ Notify when the event is CLOSED or ACKNOWLEDGED

Custom Action

Automatically performs a Custom Action based on the following configuration

Select a Custom Action

*You must have a Custom Action selected. You can [remove](#) this action if it does not fit your needs.

When to Send?

☒ Send when the Alert is NEW
 ☒ Send when the Alert is UPDATED
 ☒ Send when the Alert is CLOSED or ACKNOWLEDGED

Add Action

Save

Back

- In the **Alert** section, specify when Alerts should be generated in Visual Command Center in relation to affected Assets.

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Alert

Generates an alert with Visual Command Center to any affected assets

When to Alert?

☒ ONLY when selected contacts and assets are impacted

☐ ALWAYS

Select one of the following options for **When to Alert?**:

- **ONLY when selected contacts and assets are impacted** - Orchestration creates Alerts only when your selected Contacts or Assets may be affected. This is the default option.
 - **ALWAYS** - Use this option if you want to enable Alerts even for Risk Events that do not affect your Contacts or Assets.
 - Note that selecting ALWAYS may result in a high volume of Alerts.
 - This checkbox can't be selected if any of the Filters in this Rule include the Self Service or Dataminr Risk Sources, as the volume of events in these Sources can create too much noise.
13. In the **Incidents** section, configure if you want to launch an Incident when the Alerting Rules are met. See [Setting Up Automated Incident Notifications](#) for more information.

Incidents

Automatically launches an Incident based on the following configuration

Category

Safety

Template

Wildfire

Who is Notified?

Contacts who are part of the incident template, and...

☒ Impacted contacts in the event area

☐ Facility Contacts

When to Notify?

Automatically notifies when the rule is first triggered, then...

☒ CLOSE the incident

☐ Keep the incident OPEN and...

☐ Notify when the event is UPDATED

☐ Notify when the event is CLOSED or ACKNOWLEDGED

14. If the **Include Custom Action** box was checked on the **Create Workflow** modal, adding a Custom Action to at least one Rule is required to save the Workflow. If that box wasn't checked, a Custom Action can still be added by clicking **Add Action** at the bottom. See [Adding Custom Actions to CEM Orchestration Workflows](#) for more information.

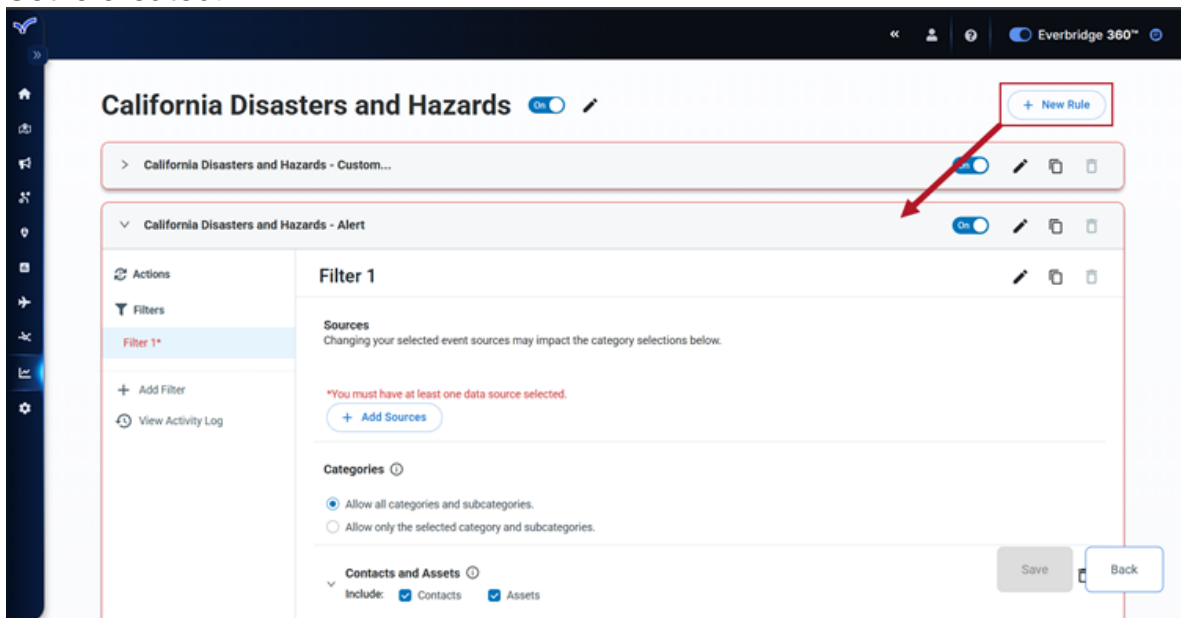
15. Save the Rule.
16. Add as many Rules as needed using the steps above, then save the Workflow.

IMPORTANT: You **must** use a different Incident template for each instance of the **Launch Incident** action that you add to the Workflow Rule.

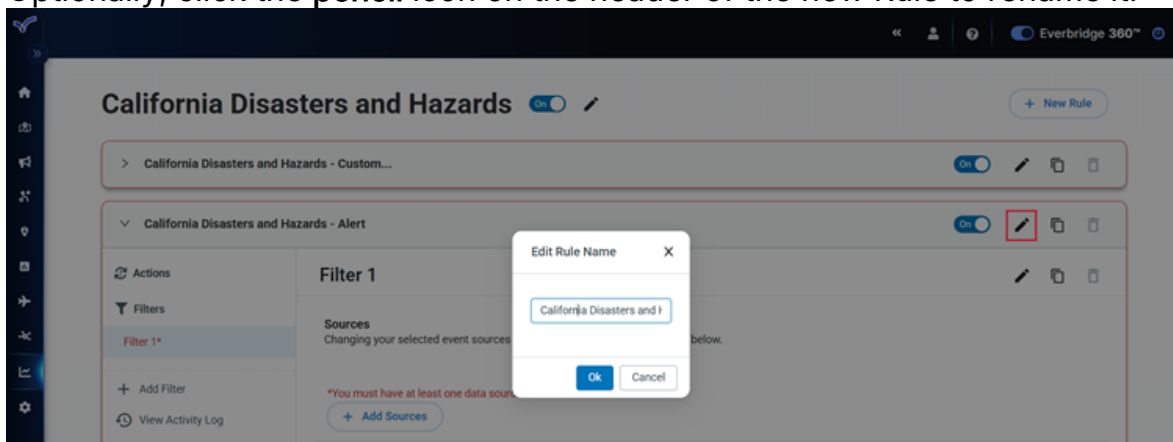
Adding More Rules to a Workflow

You can add additional Rules to a Workflow. Each Rule will have its own set of Actions. To add Rules:

1. Select a Workflow.
2. Click **New Rule** in the top-right corner. A new Rule page with a single Filter Set is created.



- Optionally, click the **pencil** icon on the header of the new Rule to rename it.

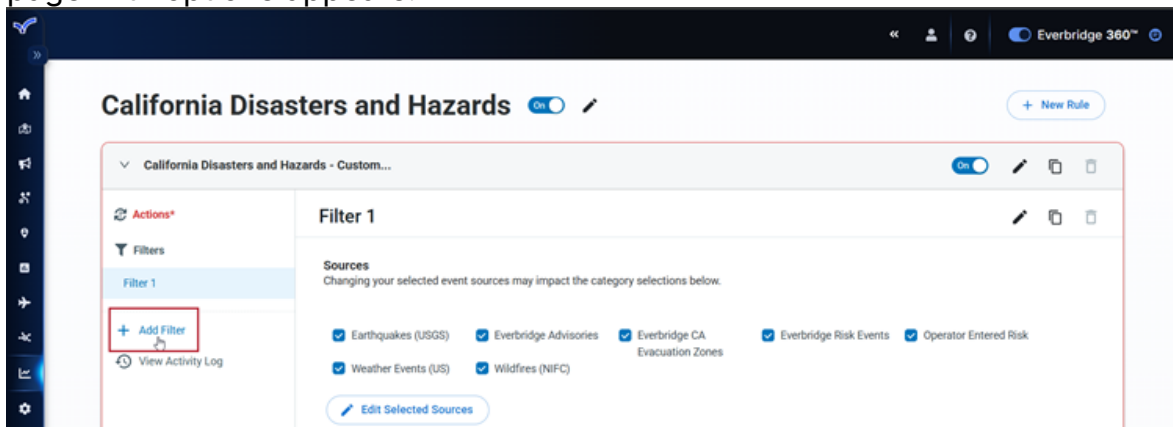


Depending on the Risk Event Feed, some Filters will appear while others will not. For example, the **Wind Swath** Filter would only appear for weather events, such as a Hurricane.

Adding More Filter Sets to a Rule

You can add additional Filter Sets to a Rule. To do this:

- On the left-hand side of the page under **Filters**, click **Add Filter**. A new Filter page with options appears.



- Follow the steps outlined above in Configure Rules and Filters to configure the new Filter Set.

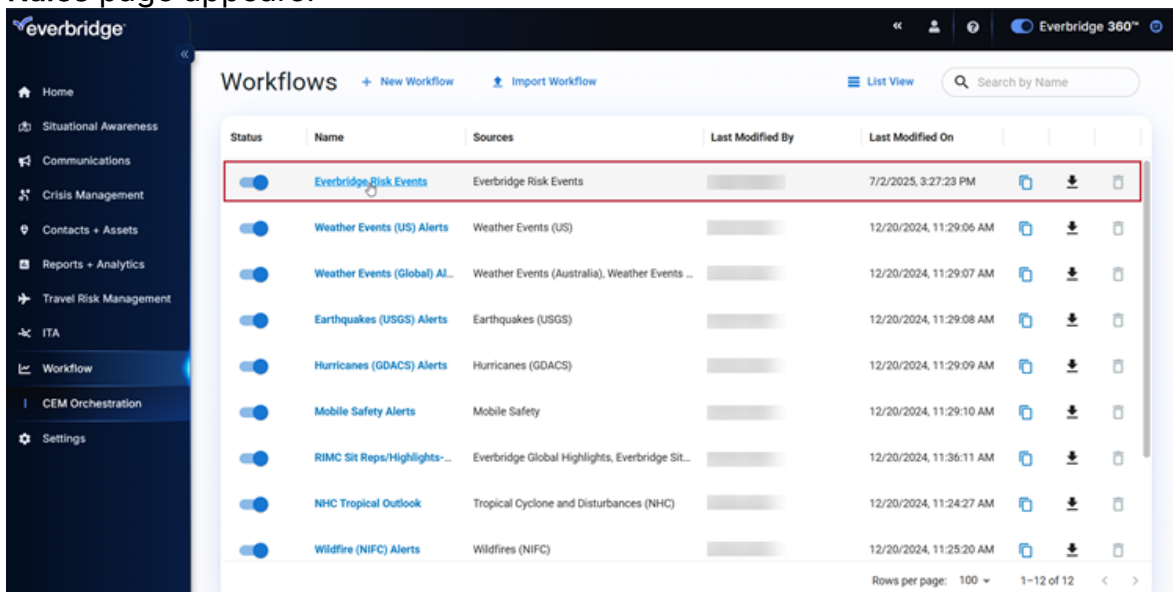
Editing a Workflow

Both Custom and preconfigured Workflows can be edited.

NOTE: Editing a Workflow or Rule is available for Premium customers. See [CEM Orchestration Limited Workflows](#) for more information.

To edit a Workflow:

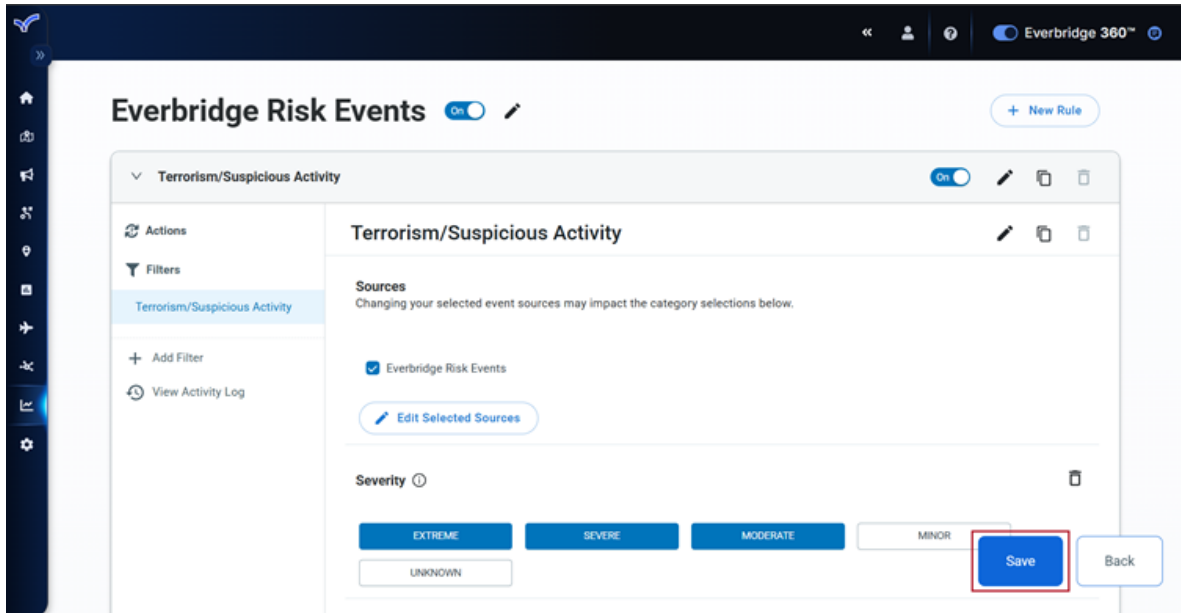
1. Locate the Workflow that you want to edit and click its name. The **Workflow Rules** page appears.



Status	Name	Sources	Last Modified By	Last Modified On
<input checked="" type="checkbox"/>	Everbridge Risk Events	Everbridge Risk Events		7/2/2025, 3:27:23 PM
<input checked="" type="checkbox"/>	Weather Events (US) Alerts	Weather Events (US)		12/20/2024, 11:29:06 AM
<input checked="" type="checkbox"/>	Weather Events (Global) Alerts	Weather Events (Australia), Weather Events ...		12/20/2024, 11:29:07 AM
<input checked="" type="checkbox"/>	Earthquakes (USGS) Alerts	Earthquakes (USGS)		12/20/2024, 11:29:08 AM
<input checked="" type="checkbox"/>	Hurricanes (GDACS) Alerts	Hurricanes (GDACS)		12/20/2024, 11:29:09 AM
<input checked="" type="checkbox"/>	Mobile Safety Alerts	Mobile Safety		12/20/2024, 11:29:10 AM
<input checked="" type="checkbox"/>	RIMC Sit Reps/Highlights...	Everbridge Global Highlights, Everbridge Sit...		12/20/2024, 11:36:11 AM
<input checked="" type="checkbox"/>	NHC Tropical Outlook	Tropical Cyclone and Disturbances (NHC)		12/20/2024, 11:24:27 AM
<input checked="" type="checkbox"/>	Wildfire (NIFC) Alerts	Wildfires (NIFC)		12/20/2024, 11:25:20 AM

2. Make any necessary changes.

3. Click **Save**.



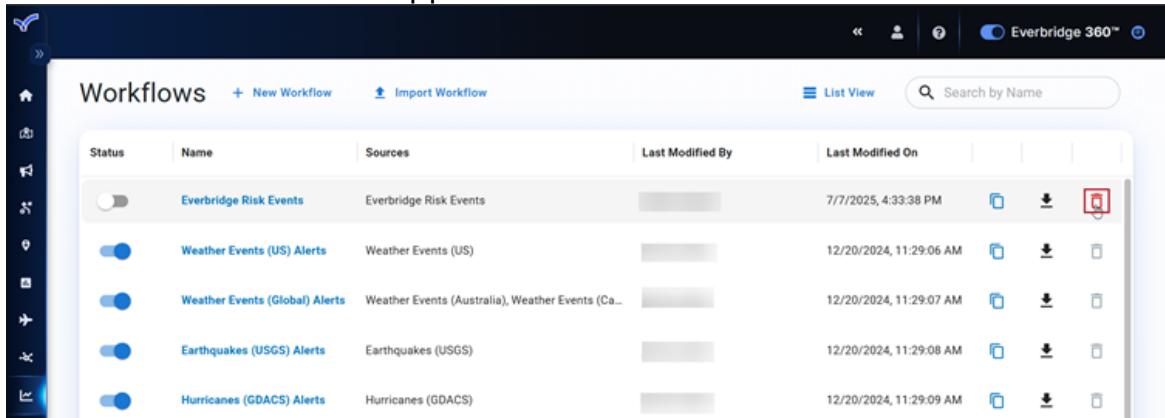
Deleting a Workflow

Both preconfigured and custom Workflows can be deleted as needed.

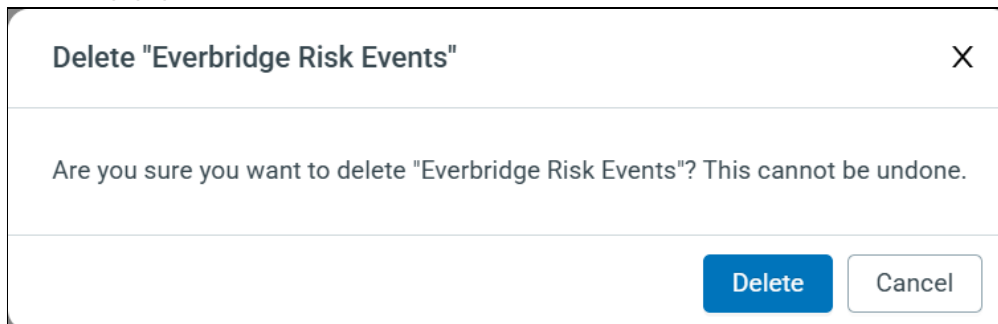
NOTE: Deleting a Workflow is available for Premium customers. See [CEM Orchestration Limited Workflows](#) for more information.

To delete a Workflow:

1. Locate the Workflow that you want to delete and click the **Trash** icon. A confirmation window will appear.



2. Click **Delete**. Note that this action can't be undone.



NOTE: Enabled Workflows cannot be deleted. In order to delete a Workflow, first disable it.

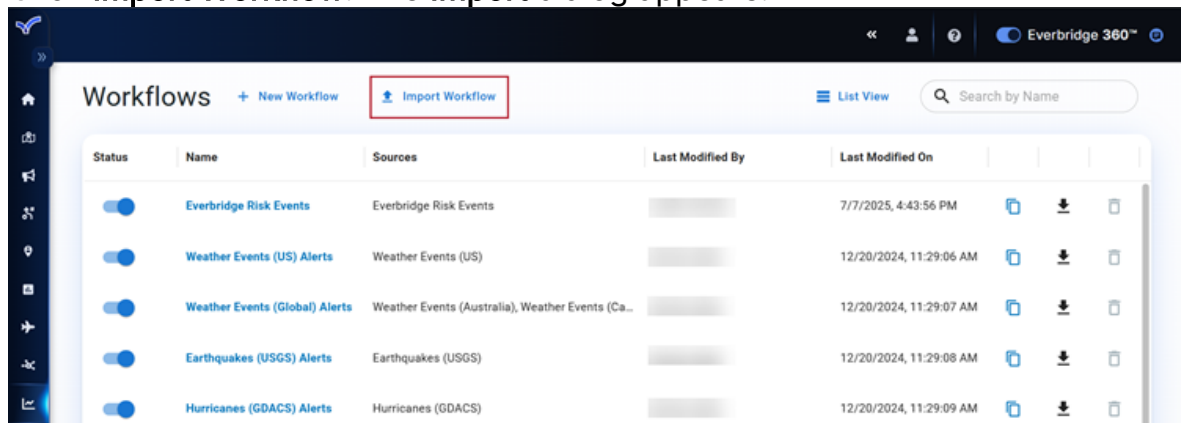
Importing a Workflow

You can use the **Import** feature to import an existing Workflow, such as a Workflow from a test Organization.

NOTE: Importing Workflows is available for Premium customers. See [CEM Orchestration Limited Workflows](#) for more information.

To import an existing Workflow into your CEM Orchestration Workflows:

1. Click **Import Workflow**. The **Import** dialog appears.



2. Click **Choose File**. Your system's file manager appears.
3. Select the file that contains the Workflow.
4. Click **Import**.
5. An onscreen message will list any Risk Sources, Contact Types, and Contact Groups that are in the imported Workflow but not in the destination Organization. These will not be included in the import.
6. **Save** the Workflow.

Settings that are retained from Imported Workflows include:

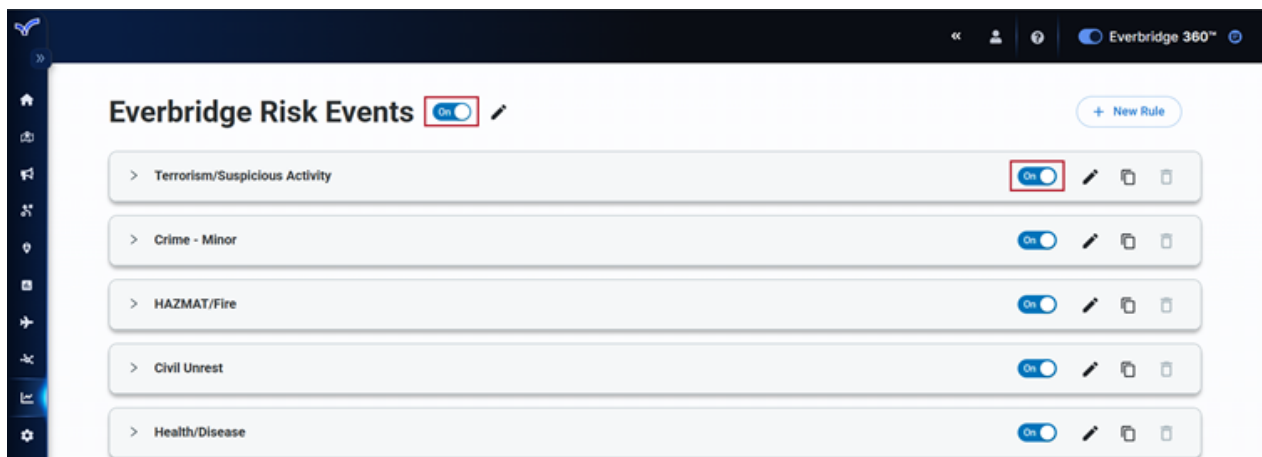
- Workflow, Rule, and Filter names
- Workflow and Rule statuses (enabled/disabled)
- Risk Sources (if they are available in the destination Organization)
- Categories and subcategories
- Impact Radius
- Most conditions, including Severity, Time Frame, Magnitude, Significance, Wind Swath
- Asset Types (if they are available in the destination Organization)
- Contact Location Options

Enabling and Disabling Workflows and Rules

Workflows and Rules each have On/Off controls; this lets you edit a Workflow or Rule while it is disabled and not generating Alerts.

When a Workflow is **Off**, all of its Rules are Off and none of the Actions in any Rule are taken.

When you toggle a disabled Workflow **On**, all of its Rules are subsequently enabled. If you want some Rules enabled and others disabled, use the On/Off toggle for each Rule.



Workflows that have some Rules enabled will appear as toggled **On**.

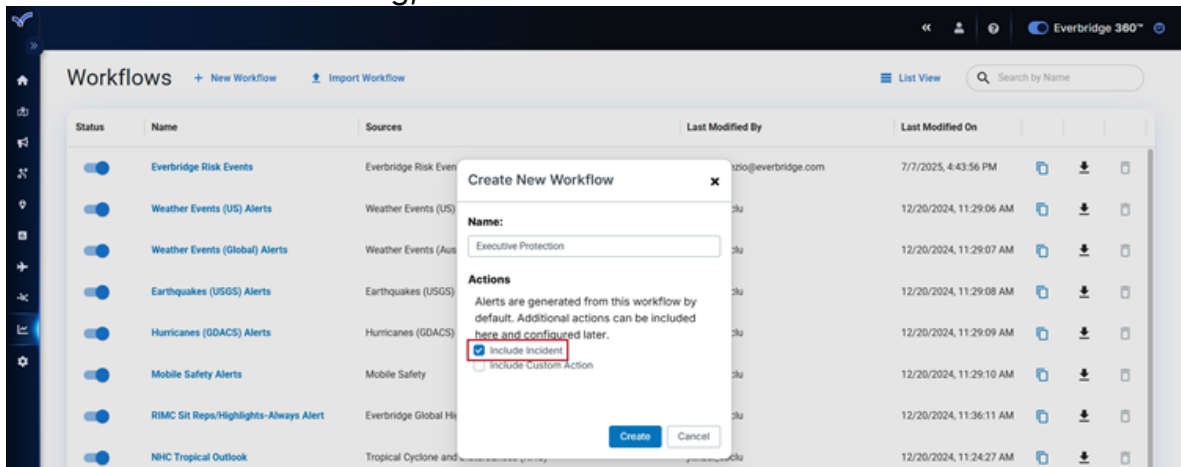
Setting Up Automated Incident Notifications

CEM Orchestration allows you to set up **automated Incident Notifications** for Risk Events that impact your Assets and Contacts. This can be done based on an Asset Type, or on a Contact's Static, Last Known, Expected, or Travel location and allows lets users notify Contacts who may be affected by a Risk Event, and teams who are responsible for the Contact's safety.

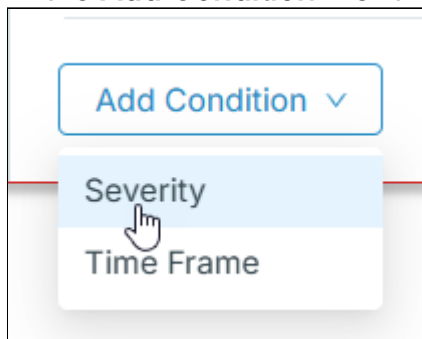
In this example, we'll configure Orchestration to automatically notify an executive safety team when a potential terrorist event occurs at a location where an executive has used the Everbridge 360 Mobile App to check in.

To create an automated Incident Notification:

1. Click **New Workflow**. The **Create New Workflow** dialog appears.
2. Type a name for the Workflow in the **Workflow Name** field. For example, Executive Protection.
3. Under the **Actions** heading, select **Include Incident** and click **Create**.



4. In the Filter, under **Sources** and **Category**, select the Risk Sources and Risk Events that you want to create Alerts for.
5. In the **Add Condition** menu at the bottom of the page, select **Severity**.



6. Select the **Severe** and **Extreme** options.

Severity ⓘ

EXTREME **SEVERE** MODERATE MINOR UNKNOWN

7. Under the **Contacts and Assets** heading, select the **Contacts** checkbox.
8. Under the **Which Contacts can trigger alerts for this rule?**, select the checkboxes to specify the Contact Groups, Contact Types, Contact Rules, and location options for the Alert. For example, select the **Executives** Contact Type, **Last Known Location**, and **Executives** Contact Group options.

Contacts and Assets ⓘ

Include: ☒ Contacts ☐ Assets

Which Contacts can trigger alerts for this rule?

Included: Contacts of any selected Type, with any selected Location Option(s), and in any selected Group(s)

Filter Contacts by:

☒ **Contact Types**

Search...

☒ Select all

☐ Partners

☐ Consultants

☐ Vendors

☐ *Mobile App Opt-in*

☐ Traveler

☐ Adjunct Staff

☒ **Executives**

☒ **Location Options**

Search...

☒ Select all

☐ Static

☒ **Last Known**

☐ Expected

☐ Travel

☒ **Contact Groups**

Search...

☒ Select all

☐ Administration

☐ Domestic Security Oper...

☒ **Executives**

☐ Finance

☐ Global Security Operatio...

☐ Human Resources

☐ IT

☐ **Contact Rules**

Contacts will not be filtered by Contact Rules.

9. Select the **Impact Radius** to send an Alert when a Contact is within a certain number of kilometers of an event.

Impact Radius ⓘ

Select the radius surrounding an event that will execute an action.

☐ Use the radius on the source event (or the default of 16 kilometers/10 miles if none is provided)

☒ **Always use a custom radius**

1 mi ▼

10. Click the **Action** tab and select the desired Incident template. For example, select the **Safety Communications** Incident Type and then select the

Executive Safety Alert Incident Template.

11. Optionally, select the checkboxes under **Who is Notified?** to determine how the Incident should function. When Orchestration launches an Incident, Notifications are sent to Contacts specified in the Incident template. If you also want to notify Contacts in the Alert area, select the option AND any people in the event area.
If you have selected any Contact options (such as Contact Type, Location Type, or Groups) in your Filters, only Contacts who match the selected options are notified. So, for example, if you have selected the Contact Type **Executives** in your Filter, and chosen to notify Contacts in the Alert area, only Contacts in the area with the Executives type are notified.

12. Under **When to Notify?**, configure what automatically happens with the Incident when the Rule is first triggered. By default, when an Incident is launched, Notifications are sent and the Incident is then closed automatically. To keep the Incident open and send subsequent Notifications, select **Notify when the event is UPDATED** and/or **Notify when the event is CLOSED** or **ACKNOWLEDGED**. When either of these is selected, the Incident remains

open until the Risk Event is closed or the Alert is acknowledged.

When to Notify?

Automatically notifies when the rule is first triggered, then...

☒ CLOSE the incident

☐ Keep the incident OPEN and...

☐ Notify when the event is UPDATED

☐ Notify when the event is CLOSED or ACKNOWLEDGED

13. You can add multiple Incident Actions to a Rule, so repeat the steps above for each Action that you want to add to a Workflow Rule. For example, create one Incident Action to notify Contacts in an Alert area of the potential threat and another, with different content, to notify security personnel of the threat and the closest Assets. You must use a different Incident template for each instance of the **Launch Incident** Action that you add to the Workflow rule.
14. Click **Save**.

Custom Actions

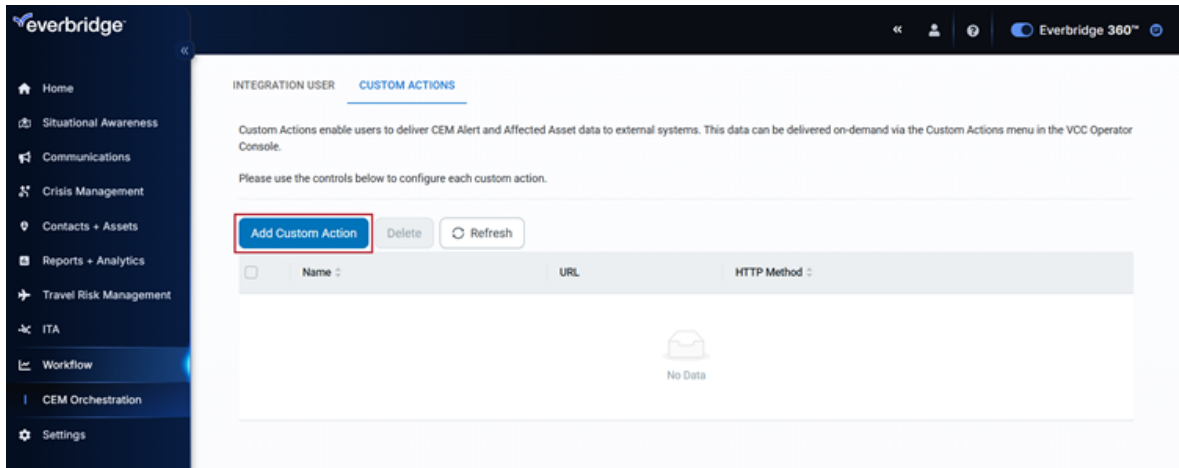
Alert Custom Actions allow operators to share the **Alert Details** from CEM Orchestration Workflows, Visual Command Center, and Alert Management to a third-party service, such as an Incident or Case Management service. They can be created and managed at the Organization level from **Workflow > CEM Orchestration > Setup**.

NOTE: This page can also be found in the Everbridge Classic UI from **Settings > Everbridge Open > CEM Orchestration > Setup > Custom Actions** tab.

Creating a Custom Action

To create a new Custom Action:

1. Click **Add Custom Action**.



2. The **Add Custom Action** modal will appear. Add a name for the new Action.
3. Choose if this will perform a **GET** or **POST** Action, and provide an **Action URL** for the third-party service. Choose **GET** if this Action should automatically retrieve information from the Action URL, or **POST** if the Action

should automatically send information.

Add Custom Action

Send to ESRI

.com

☐ GET
 ☒ POST

The POST body will contain the alert data serialized as a JSON object

☐ Authorization

Cancel
Add

- POST Actions will send data as a JSON object.
4. Optionally, click the **Authorization** checkbox, then select either:
- **Basic** - Enforces basic HTTP Authentication with a username and password combination. See [here](#) for specifications.

Add Custom Action

Send to ESRI

.com

☒ GET
 ☐ POST

☒ Authorization

☒ Basic
 ☐ OAuth 2.0

(spec: [rfc7617](#))

Cancel
Add

- **OAuth 2.0** - Enforces authentication via OAuth 2.0 by using a Bearer token. See [here](#) for specifications.

Add Custom Action

Send to ESRI

.com

☐ GET
 ☒ POST

The POST body will contain the alert data serialized as a JSON object

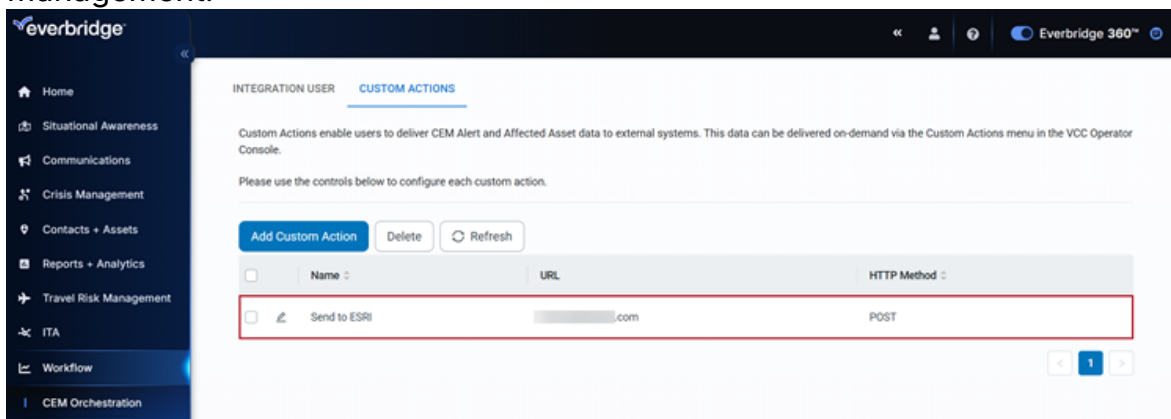
☒ Authorization
 ☐ Basic
 ☒ OAuth 2.0

Bearer
🔗

(spec: [rfc6750](#))

Cancel
Add

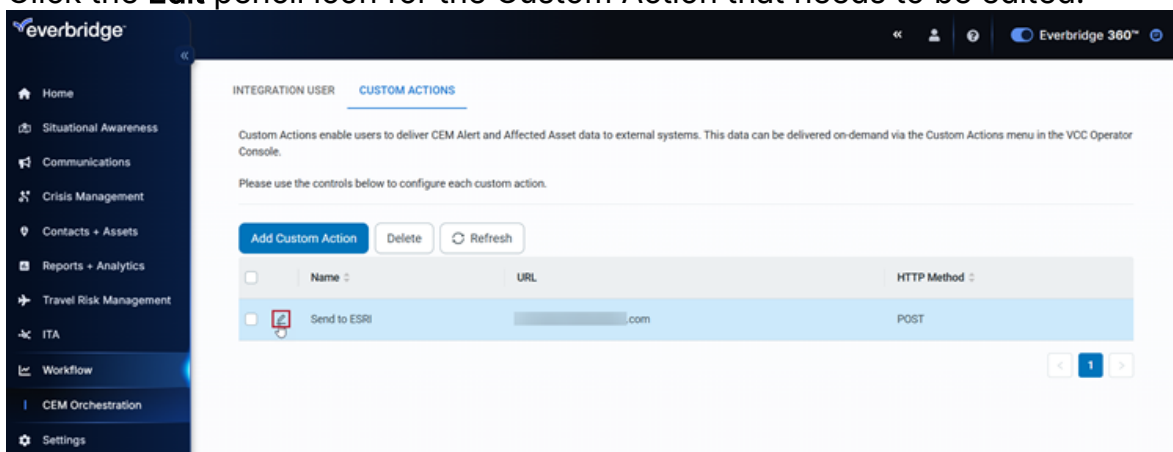
5. Click **Add**. The Custom Action will now be available to use in CEM Orchestration Workflows, the VCC Operator Console, and Alert Management.



Editing Custom Actions

To edit a Custom Action:

1. Click the **Edit** pencil icon for the Custom Action that needs to be edited.



2. The **Edit Custom Action** modal will open. Make the necessary changes.
3. Click **Update**.

Edit Custom Action

☐ GET
☒ POST

The POST body will contain the alert data serialized as a JSON object

☐ Authorization

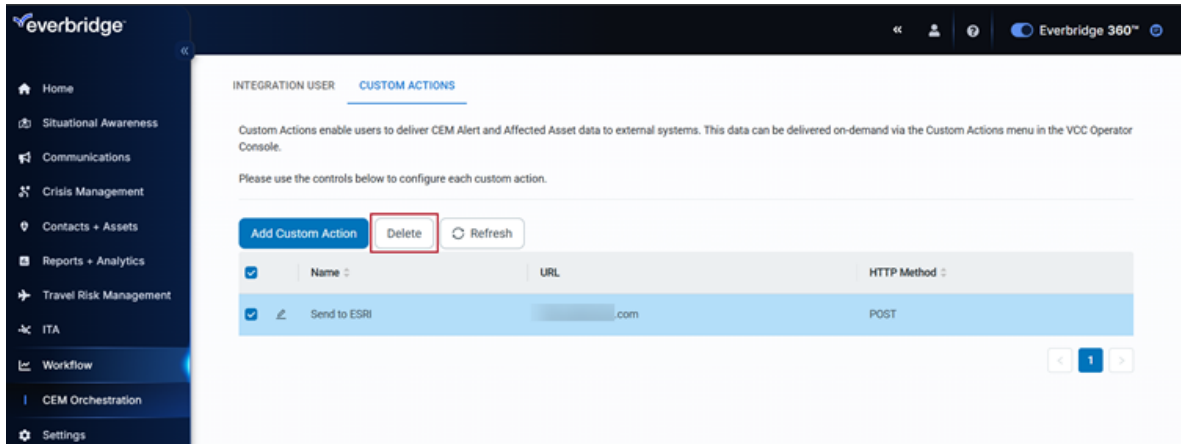
Cancel
Update

Deleting Custom Actions

To delete a Custom Action:

1. Click the checkbox next to the Custom Action that needs to be deleted.

2. Click **Delete**.

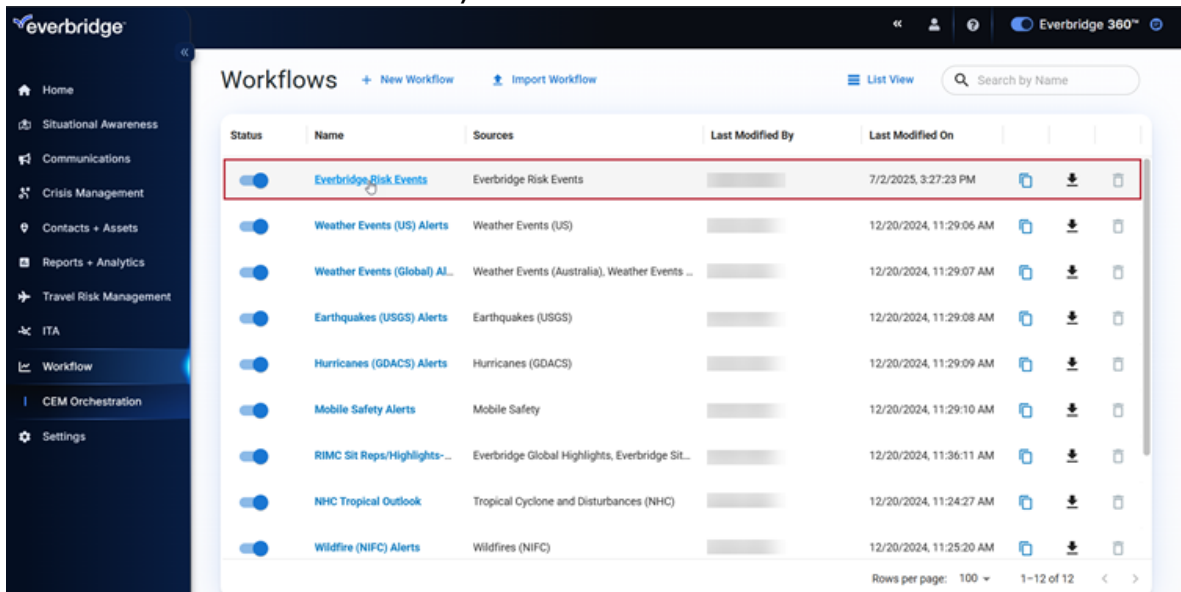


Adding Custom Actions to CEM Orchestration Workflows

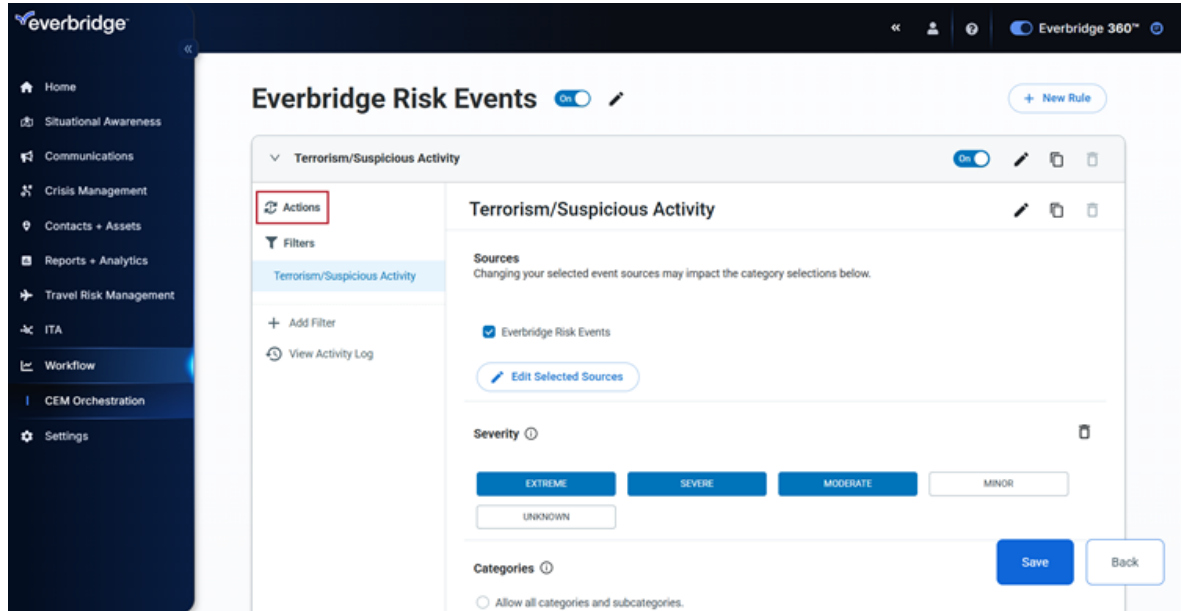
Once Custom Actions are configured, they can be launched automatically from an Alert in CEM Orchestration using Premium Workflows.

To add a Custom Action to a Workflow:

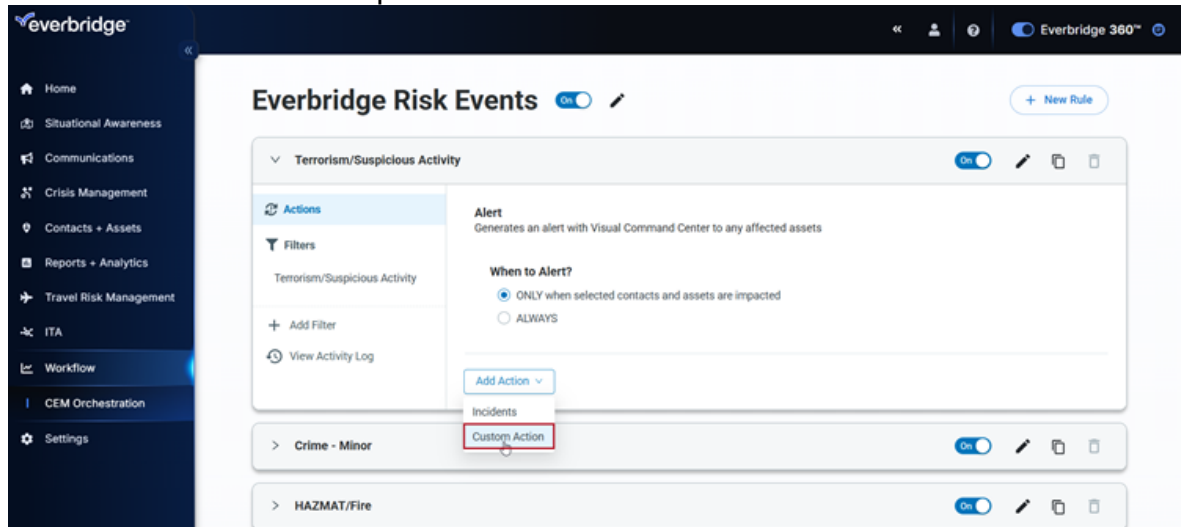
1. Select the desired Workflow from the **Workflows** page (**Workflow > CEM Orchestration > Workflow List**).



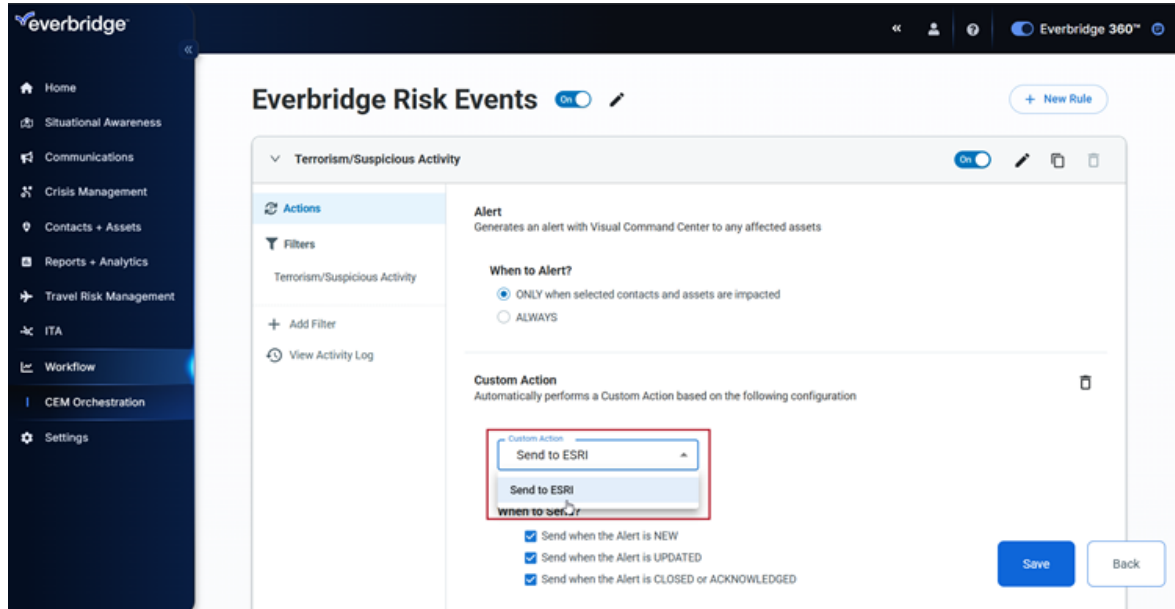
2. Select a Rule in the Workflow to expand its configuration details, and click **Actions**.



3. Click the **Add Action** dropdown and select **Custom Action**.

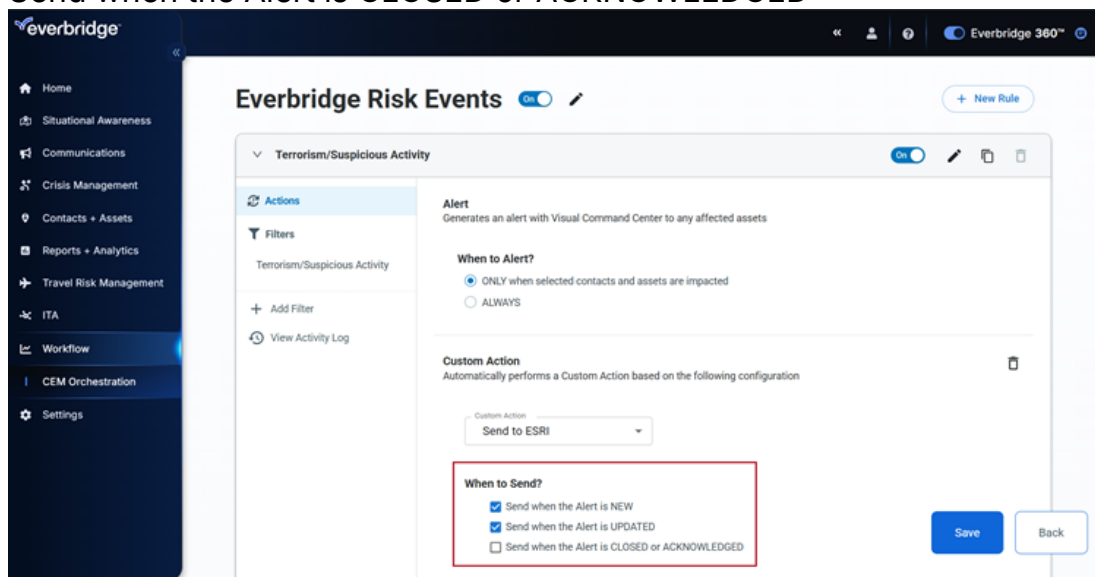


- The **Custom Action** section will open. Select the Custom Action that needs to be added to this Rule.



- Deselect Alert phases that you don't want to execute the Custom Action:

- Send when the Alert is NEW
- Send when the Alert is UPDATED
- Send when the Alert is CLOSED or ACKNOWLEDGED



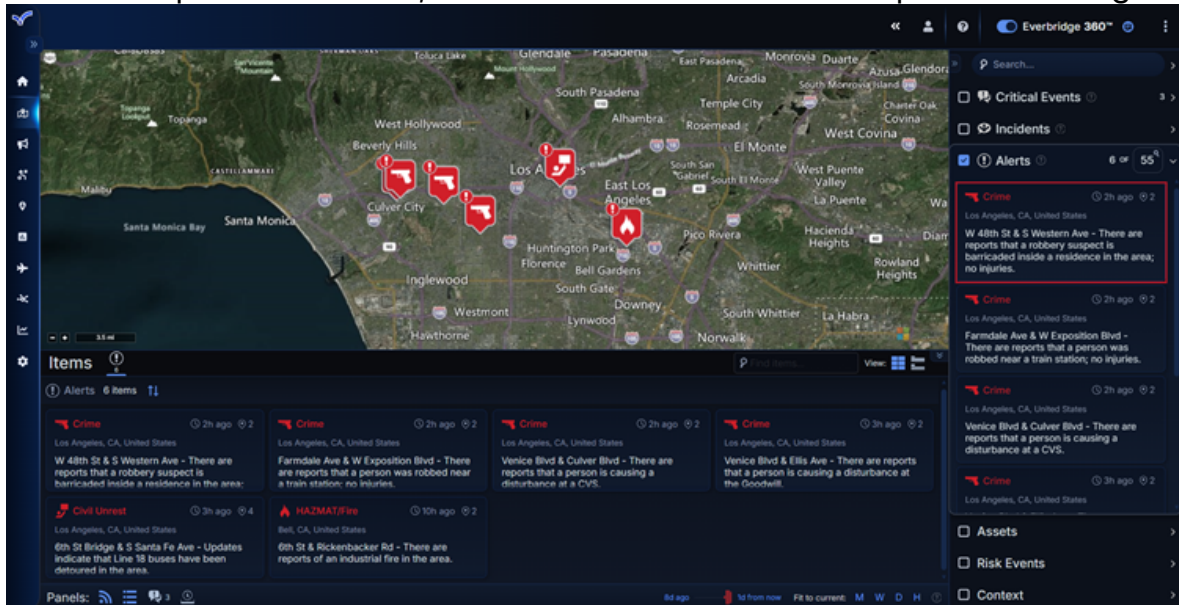
- Click **Save**.

When the specified Alert phases are triggered by the Workflow, that Custom Action will automatically be executed. Note that operators can add multiple Custom Actions to each Workflow.

Using Custom Actions in VCC

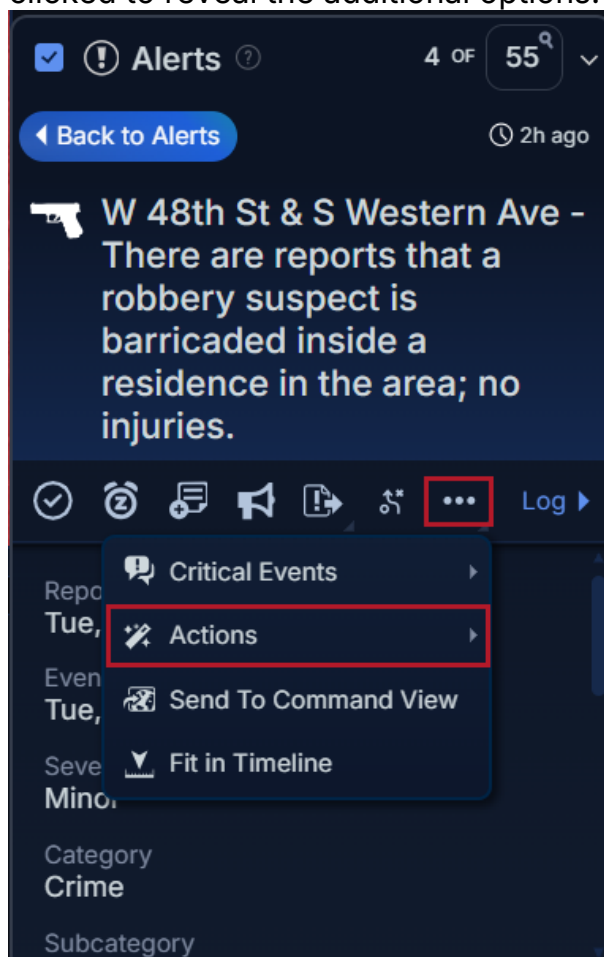
Custom Actions can be triggered from an Alert within the VCC Operator Console. To use a Custom Action:

1. From the Operator Console, select an Alert from the **Alerts** panel on the right.

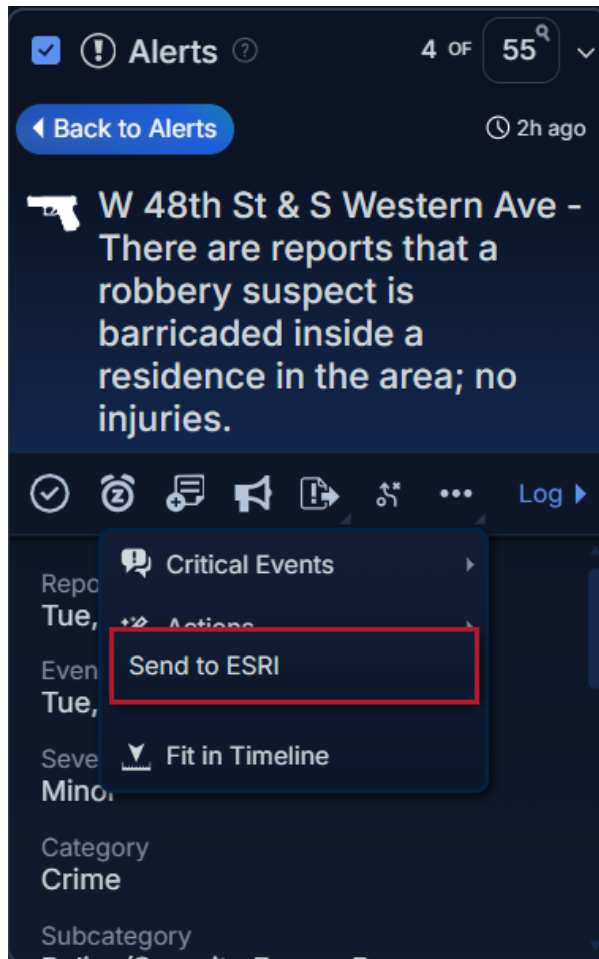


2. The **Alert Details** will open in the panel. Click **Actions**. Note that depending on the Organization's setup, the three-dot meatball menu might first need to be

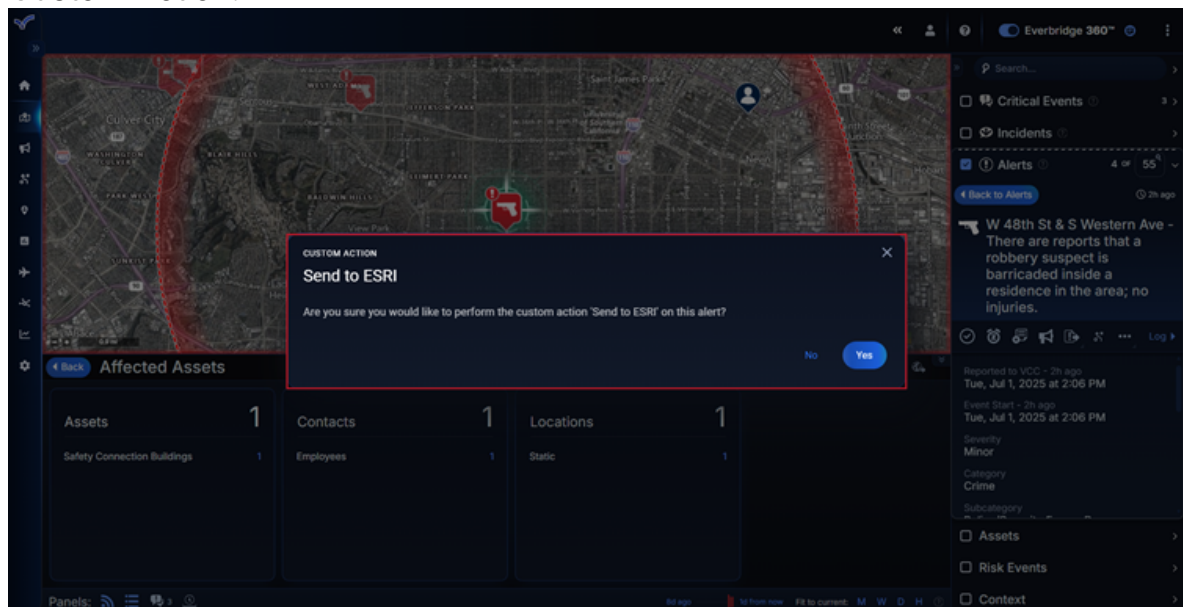
clicked to reveal the additional options.



3. Select the desired Custom Action from the menu.



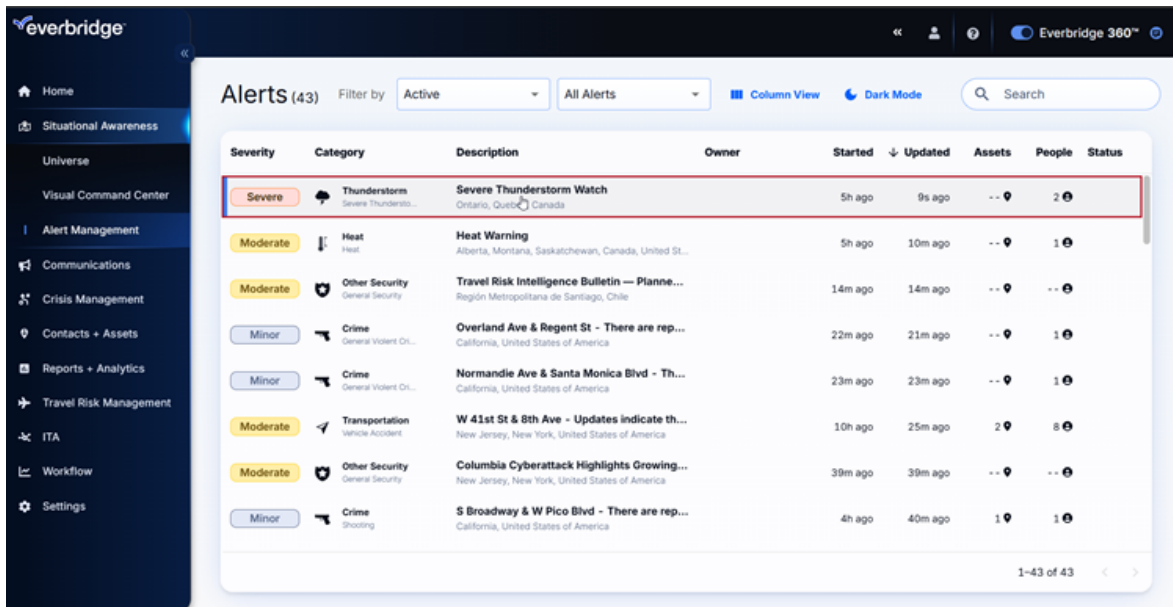
4. A confirmation prompt will appear. Click **Yes** to proceed with launching the Custom Action.



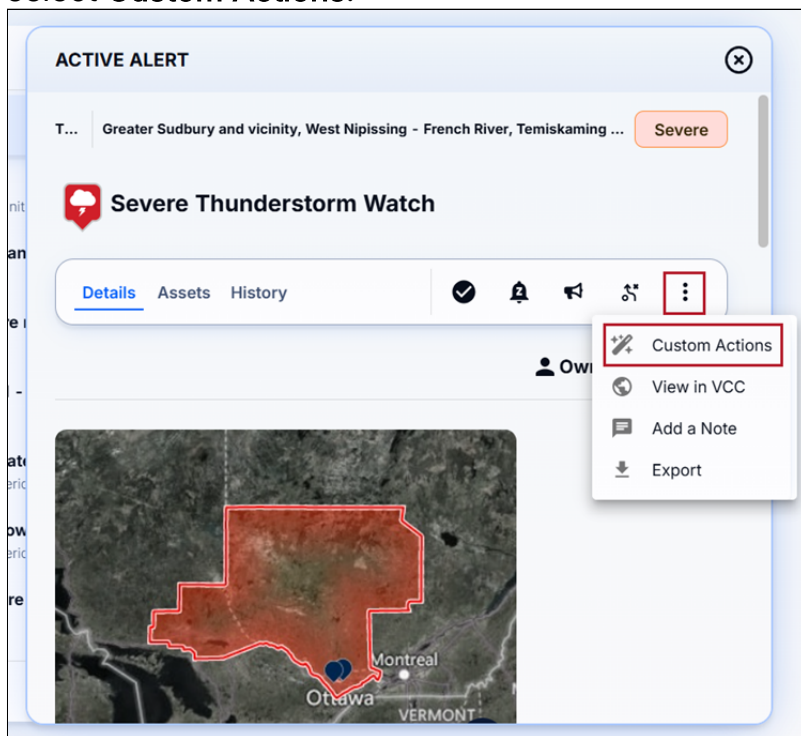
Using Custom Actions in Alert Management

Custom Actions can be triggered from the **Alert Management** page (**Situational Awareness > Alert Management**). To launch a Custom Action from here:

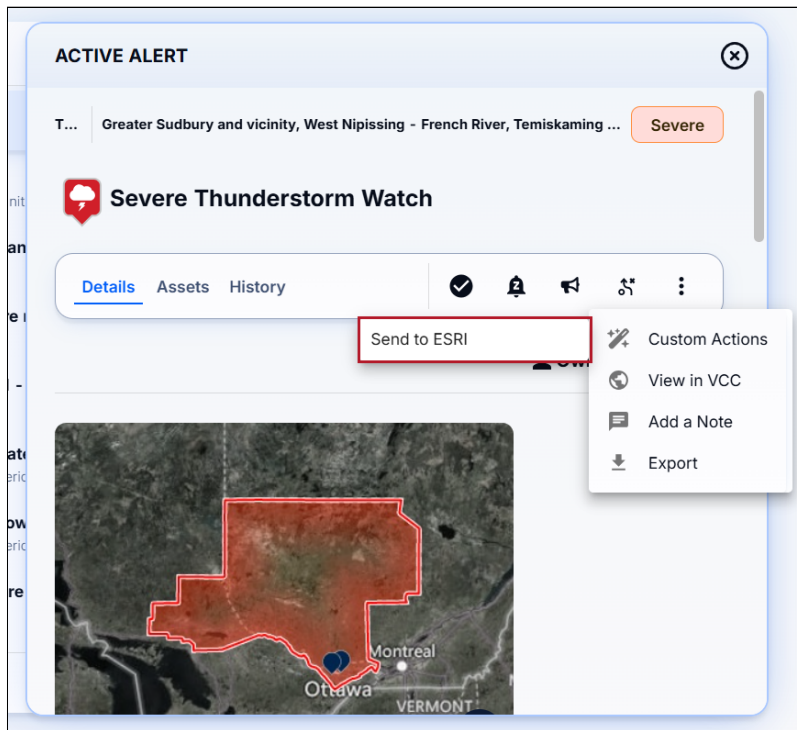
1. Click an Alert from the list view.



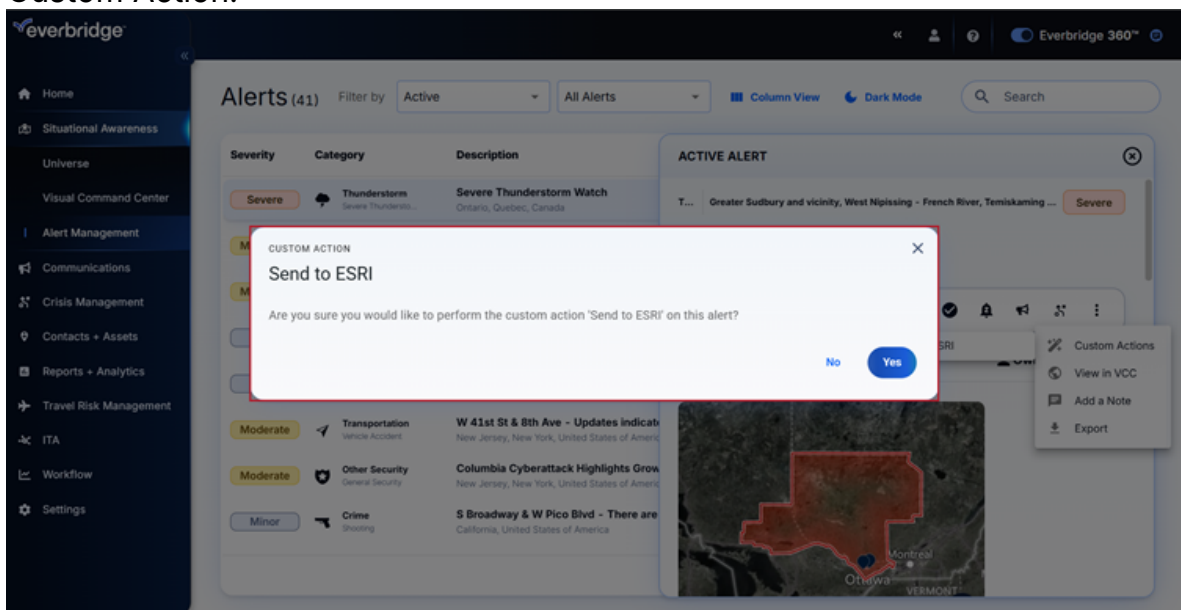
2. The **Alert Details** modal will open to the right. Click the kebab menu icon and select **Custom Actions**.



3. Select the desired Custom Action from the list.




4. A confirmation prompt will appear. Click **Yes** to proceed with launching the Custom Action.



CEM Orchestration Limited Workflows

The **Everbridge 360 Professional** solution provides preconfigured **Limited Alerting Workflows**, allowing users to easily generate and automatically be notified about Alerts in Visual Command Center when a Risk Event occurs near your Contacts or Assets.

Customers with this package will see a message at the top of the CEM Orchestration pages informing them that the Premium features are available with an upgrade.

 Upgrade to unlock premium features on this page.

NOTE: Contact your Account Administrator if you're interested in upgrading to unlock Premium features.

Included Functionality

Customers using this solution have access to the following functionality:

- Enable or disable preconfigured Workflows and their Rules for Alerting.
- Configure Incidents to be automatically launched when Alerting criteria is met.
- Adjust Severity for different Rules.
- Specify which Contacts can trigger Alerts for a Rule via Contact Types, Location Options, Contact Groups, and Contact Rules.
- Specify which Assets can trigger Alerts for a Rule via Asset Types and Asset Tags.
- Review the Activity Log.

Excluded Functionality

The Limited Workflow functionality doesn't include the following Premium features, which are displayed in grey in the interface:

- Create new custom Workflows or import Workflows.
- Change the selected subcategories for a Rule.
- Adjust a Rule's Impact Radius.

- Add Custom Actions to Workflows.
- Add new Filters to existing Rules.
- Rename, copy, download, or delete an existing Workflow or Rule.

Everbridge Risk Events On Upgrade to unlock premium features on this page.

Terrorism/Suspicious Activity Severity: Extreme Severe Moderate Impact Radius: 15 mi Actions Log On Edit Copy Delete

Subcategories

- ☒ Bioterrorism
- ☒ General Terrorism
- ☒ Suspicious Object
- ☒ Bomb Detected
- ☒ Insurgent Attack
- ☒ Terrorism Advisory
- ☒ Bomb Explosion
- ☒ Nuclear Device
- ☒ Terrorist Attack
- ☒ Bomb Threat
- ☒ Radiological
- ☒ Chemical Terrorism
- ☒ Suspicious Activity

Contacts and Assets Include: ☒ Contacts ☒ Assets

Which Contacts can trigger alerts for this rule?
Included: Contacts of any selected Type and with any selected Location Option(s)

Filter Contacts by:

☒ **Contact Types**

Search...

☒ Select all

- ☒ Temporary Traveler
- ☒ Employees
- ☒ Contractors
- ☒ Partners
- ☒ Consultants
- ☒ Vendors
- ☒ *Mobile App Opt-in*

☒ **Location Options**

Search...

☒ Select all

- ☒ Static
- ☒ Last Known
- ☒ Expected
- ☒ Travel

☐ **Contact Groups**
Contacts will not be filtered by Contact Groups.

☐ **Contact Rules**
Contacts will not be filtered by Contact Rules.

Which Assets can trigger alerts for this rule?
Included: Assets of any selected Type

Filter Assets by:

☒ **Asset Types**

Search...

☒ Select all

- ☒ Factories
- ☒ Remote Clinic
- ☒ Hotel
- ☒ Safety Connection Buildings
- ☒ Warehouses
- ☒ Contact

☐ **Asset Tags**
Assets will not be filtered by Asset Tags.

Save **Back**

Crime - Minor Severity: Minor Unknown Impact Radius: 5 mi Actions Log On Edit Copy Delete

HAZMAT/Fire Severity: Extreme Severe Moderate Impact Radius: 10 mi Actions Log On Edit Copy Delete

Civil Unrest Severity: Extreme Severe Moderate Impact Radius: 15 mi Actions Log On Edit Copy Delete

Health/Disease Severity: Extreme Severe Moderate Impact Radius: 20 mi Actions Log On Edit Copy Delete

Conflict/War Severity: Extreme Severe Moderate Impact Radius: 100 mi Actions Log On Edit Copy Delete

Managing Assets to Align with Orchestration Workflows

Assets are the physical entities that an organization cares about other than Contacts. These could include entities like clinics, ships, airports, and schools.

CEM Orchestration allows you to set up different Alerting criteria for different Contact Types, Asset Types, and Asset Tags. You can classify your Asset Types and Tags according to how you want to define their Alerting Rules. For example, you could create Asset Types for two types of hospitals, one in a rural area and one in an urban area; this would let you configure different Alerting Rules around them.

To set up and manage your Assets, navigate to **Settings > Organization > Contacts/Assets**. For a complete set of directions on how to set up and manage assets, see the [Asset Management Guide](#).

Creating Alerting Criteria by Asset Type

CEM Orchestration allows you to set up different Alerting Criteria for different **Asset Types**. For this example, we'll set up different Alerting Criteria for medical clinics that are located in urban areas and rural areas.

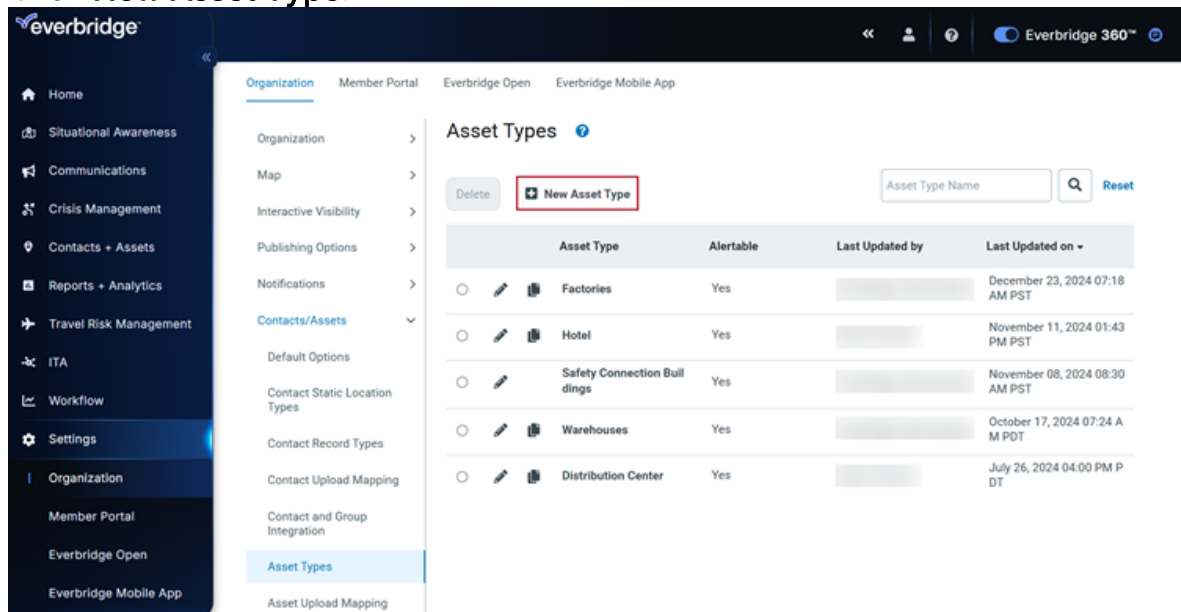
NOTE: For an in-depth overview of Asset Types, see the [Asset Management Guide](#).

Aligning Asset Types and Workflows

Before you create Workflows, you need to define your Asset Types to correspond with the way you want to Alert about them.

In this example, to have different alerting criteria for the clinics, you need to create separate Asset Types for the **Rural and Urban Clinics**, by following these steps:

1. Navigate to **Settings > Organization > Contacts/Assets > Asset Types**.
2. Click **New Asset Type**.



3. From the **Asset Template** menu, select **Facility**.

4. In the **Asset Type Name** field, enter **Urban Clinic**. Enable the **Alertable** setting for the new Type.

The screenshot shows the 'New Asset Type' configuration page. The 'Asset Template' is set to 'Facility'. The 'Asset Type Name' is 'Urban Clinic'. The 'Alertable' toggle is turned on (Yes). The 'Save' button is highlighted with a red box. Below the form, there is a table for attributes with columns: Attribute Name, Display Format, Data Type, and CSV Column Header. A section for 'Standard Attributes (14)' is visible below the table.

5. Click **Save**.
6. Repeat Steps 3-5 to add the **Remote Clinic** Asset Type.
7. Add or upload your Clinic Assets using these two types.

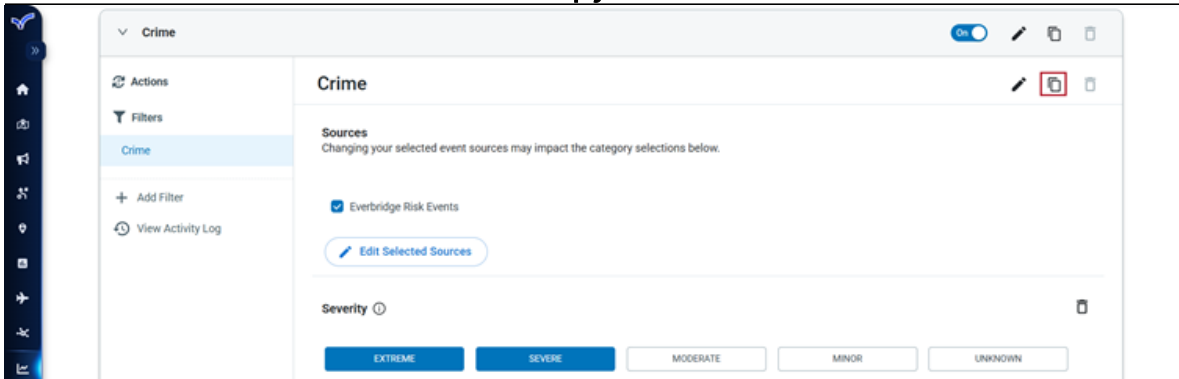
The screenshot shows the 'New Asset' configuration page. The 'Asset Type' is set to 'Remote Clinic'. The 'Asset Name' field is empty. The 'External ID' field is empty. The 'Category' field is empty. The 'Start Time' and 'End Time' fields are empty. The 'Notes' field is empty.

Creating Alerting Thresholds for Different Asset Types

Once you have created Asset Types that will align with your Alerting criteria, go to the **CEM Orchestration Workflows** page to create or edit a Workflow. In this example, we will edit the **Crime** Rule, creating different Filter Sets for **Urban** and **Rural Clinics**. For this example, we will use a sample Crime Workflow with one Rule that has one Filter.

1. From the **Workflows** page, select the Workflow that you want to change.
2. Select the Rule and Filter you want to change. We'll choose the **Crime** Rule for this example.

3. Click the **Copy** icon to duplicate the existing Filter. A new Filter is created with the default name **Filter Set 1 - Copy 1**.



4. Select the new Filter and click the **Edit** icon to change the Filter name. Rename it **Urban Clinics**.
5. Scroll to **Impacted Assets** to deselect Contacts and all Asset Types except **Urban Clinics**.
6. Under **Impacted Assets**, select **Urban Clinics**.
7. Adjust the **Impact Radius** and **Severity** to the values you want to apply to clinics in urban areas. To avoid over-alerting in population-dense areas, you may want to set a relatively small Impact Radius (e.g., 1 mile) and a high Severity.
8. Use the **Copy** button to create a copy of the Filter.
9. Scroll to **Impacted Assets** and deselect contacts and all Asset Types except Rural Clinics.
10. Adjust the **Impact Radius** and **Severity** to the values you want to apply to clinics in rural areas.
11. Open the original Filter. Under **Impacted Assets**, deselect **Urban Clinics** and **Rural Clinics**, since you have now created separate Filters for those Assets.
12. Click **Save**.

Configuring Asset Tags for CEM Orchestration Workflows

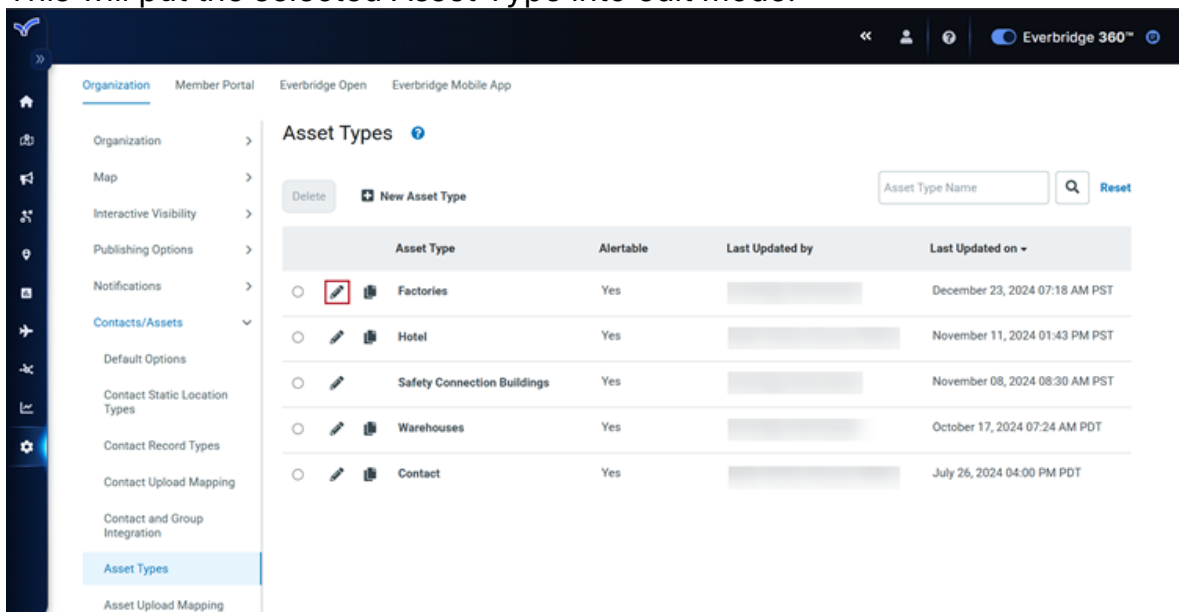
Asset Tags are highly customizable additional attributes that allow you to organize and group your Assets for Alerting and Notification purposes. Building your CEM Orchestration rules using Asset Tags increases your ability to articulate and leverage distinctions among subsets of your Assets so that you can target your Alerting more precisely.

Setting up Asset Tags for use in CEM Orchestration workflows is a three-step process involving **Asset Types**, **Assets**, and **Workflows**.

Adding a "Tags" Attribute to an Asset Type

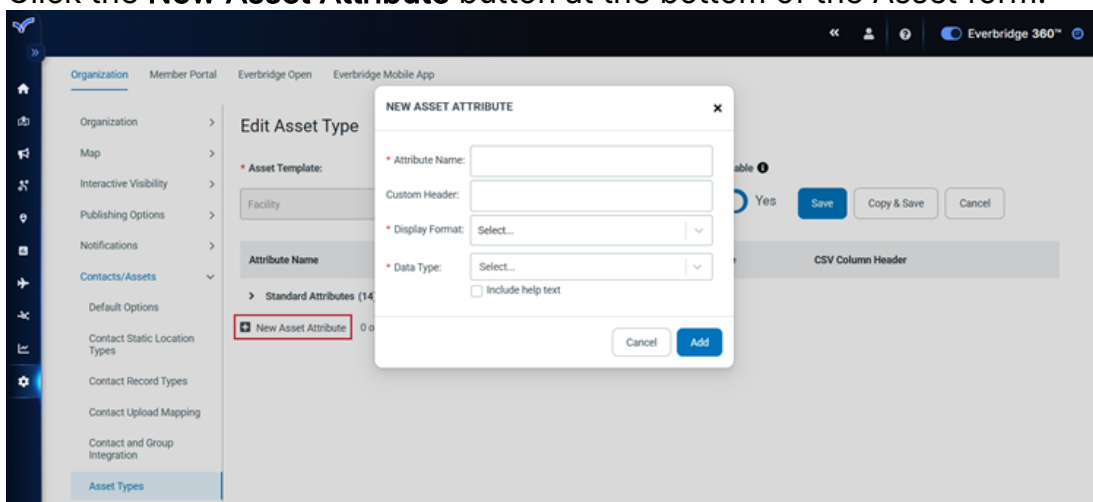
A **"Tags" Attribute** must first be configured for any Asset Type that will use tagging. To do this:

1. Navigate to **Settings > Organization > Contacts/Assets > Asset Types**.
2. Click the pencil icon next to the name of the Asset Type you wish to edit. This will put the selected Asset Type into edit mode.



3. Add a new Asset Attribute:

- a. Click the **New Asset Attribute** button at the bottom of the Asset form.



- b. Fill in the required fields on the New Asset Attribute dialog:
 - **Attribute Name:** "Tags"
 - **Display Format:** Multiple Selection List
 - **Data Type:** Text
- c. Add an **Option Label** for each Asset Tag you wish to create using the **Add Another Option** button as necessary.

NEW ASSET ATTRIBUTE

* Attribute Name:

Tags

Custom Header:

* Display Format:

Multiple Selection List

* Data Type:

Text

☐ Include help text

Option Label

Region: Northeast

Region: Southeast

Region: Central

+ Add another option

Cancel

Add

- d. When you have added all the Tags you want, click **Add**. The modal will close, and you'll see the new **Tags** attribute listed below the **Standard Attributes** in the list.
4. Click **Save**. Repeat for any Asset Type that needs Tags.

Attribute Name	Display Format	Data Type	CSV Column Header
Standard Attributes (14)			
Environmental Risk Factors	Textbox	Text	
Tags	Multiple Selection List	Text	

TIP: Tags must be configured on every Asset Type that contains Assets you wish to tag. If you have not added a "Tags" Attribute to an Asset Type according to the instructions above, no Tags will be available to assign to Assets of that Type.

Asset Tags can be unique to a particular Asset Type or they can be shared across Types. For example, you could have a "Region: Northeast" tag on both the Offices and Data Centers Asset Types but reserve a "VIP" tag for Office-type assets. If you wish to use a Tag on more than one Type of Asset, simply include it in the Asset Type definition for every Type that will use it.

Adding Tags to Individual Assets

Once Tags have been configured, they can be added to individual Assets. To add Tags to your Assets:

1. Navigate to **Contacts/Assets > Assets > Asset List**.
2. Click the pencil icon next to the name of the Asset you wish to edit. This will put the selected Asset into edit mode.

3. Select the appropriate Tag(s) from the **Tags** dropdown menu under **Additional Attributes**.

- You can add multiple Tags to an Asset. You can also remove Tags from an Asset by clicking the X to the right of the tag name in the Tags control.
4. Once you have added all the Tags you wish to add, click the **Save** button.
 5. Repeat for any additional Assets you wish to tag.

Using Tags in the Assets Filter Condition in a CEM Orchestration Workflow

Once the Assets have been tagged, those Tags can be used in the CEM Orchestration Workflow Filter conditions to more precisely target Alerts or Notifications. To do this:

1. Navigate to **CEM Orchestration > Workflow List**.
2. Select the desired **Workflow**, or create a new one.
3. Expand the Filter you wish to edit and scroll to the **Contacts and Assets Condition**.

Workflow Filter. If you wish to ignore Asset Types in any Workflow, check the **Select All** option in the **Asset Tags** control.

5. Click **Save**.

Creating and Using Asset Associations

Asset Associations allow you to associate Contacts with your Assets. These associations can be leveraged in CEM Orchestration Workflows and Visual Command Center to allow precisely targeted communication to Asset stakeholders.

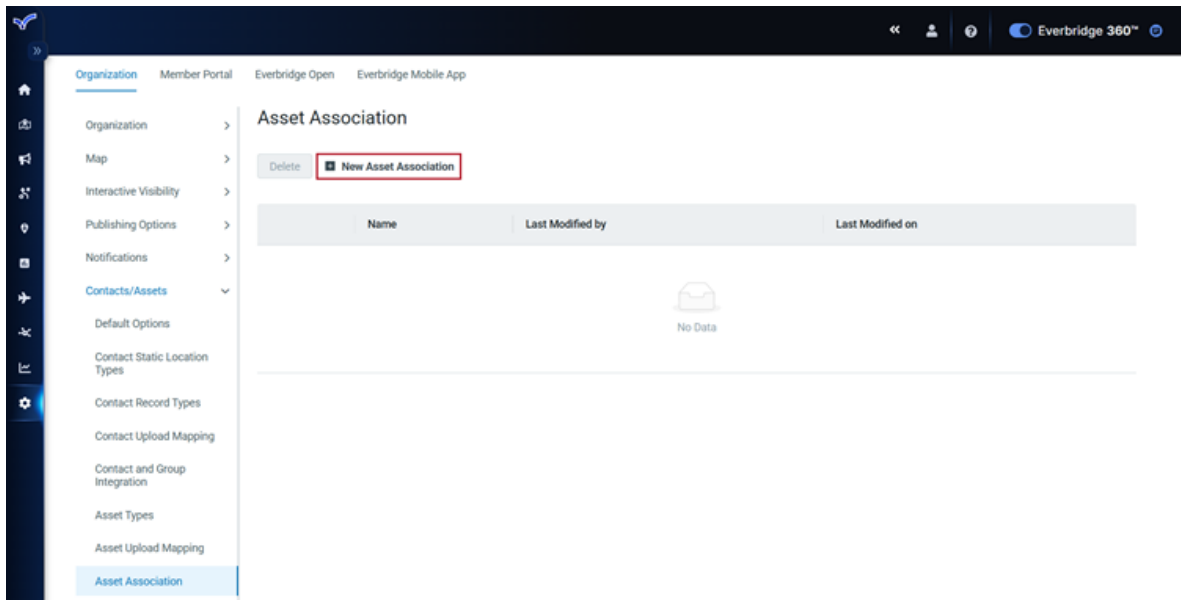
Asset Associations can be configured in three steps:

1. Create Association Types.
2. Associate Contacts or Groups to Assets.
3. Add Associations to CEM Orchestration Workflows for dynamic Notifications.

Create a New Asset Association Type

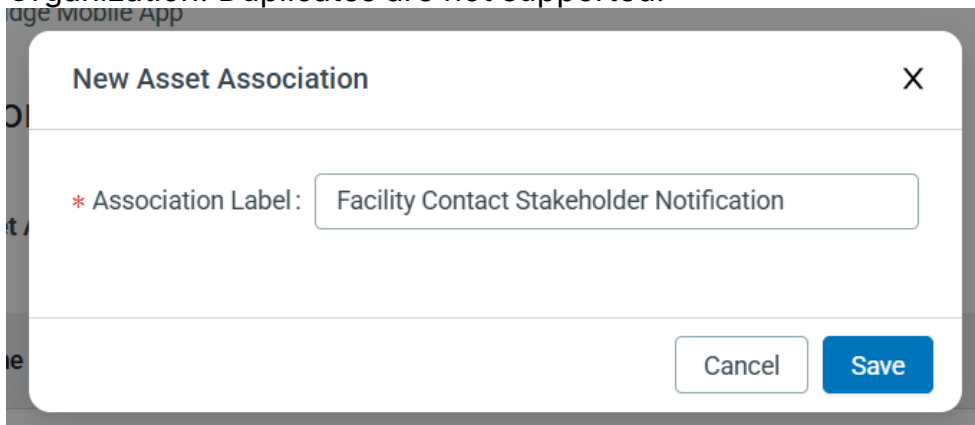
To create a new Asset Association Type:

1. Navigate to **Settings > Organization > Contacts/Assets > Asset Association**.
2. Click **New Asset Association**.



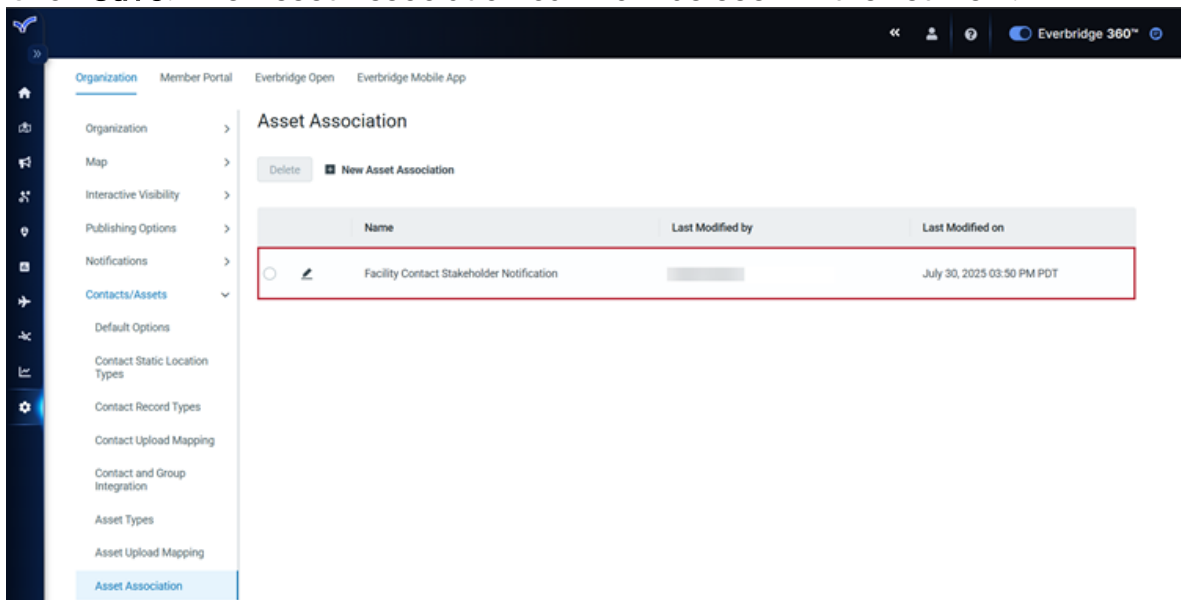
3. Add an **Association Label**, e.g., Facility Security, District Manager, Regional Manager. This can be any you choose, but each must be unique across the

Organization. Duplicates are not supported.




A modal dialog box titled "New Asset Association" with a close button (X) in the top right corner. It contains a text input field labeled "* Association Label:" with the value "Facility Contact Stakeholder Notification". At the bottom right, there are two buttons: "Cancel" and "Save".

4. Click **Save**. The Asset Association can now be seen in the list view:



The screenshot shows the "Asset Association" list view in the Everbridge 360 interface. The left sidebar contains a navigation menu with items like Organization, Map, Interactive Visibility, Publishing Options, Notifications, Contacts/Assets, Default Options, Contact Static Location Types, Contact Record Types, Contact Upload Mapping, Contact and Group Integration, Asset Types, and Asset Upload Mapping. The "Asset Association" item is selected. The main content area shows a table with the following data:

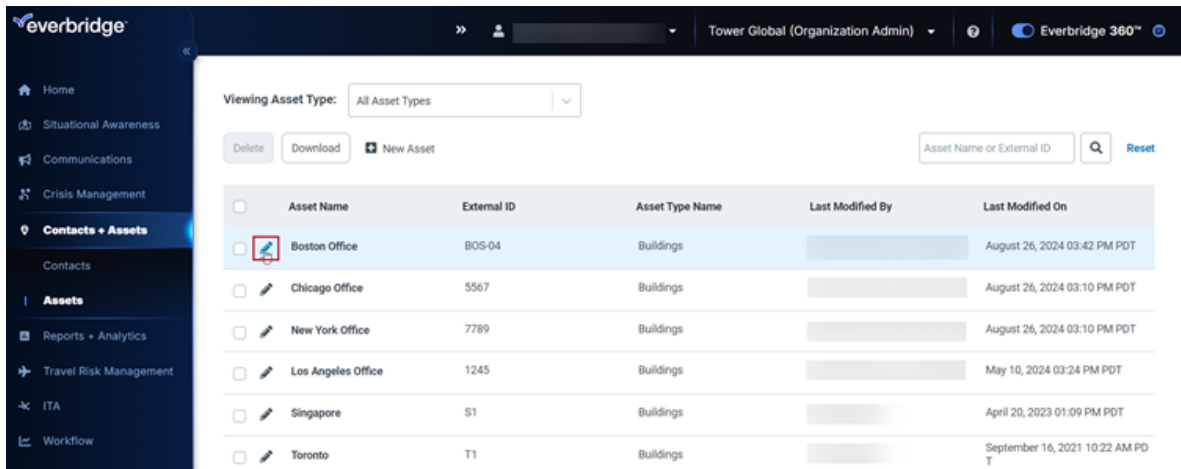
	Name	Last Modified by	Last Modified on
	Facility Contact Stakeholder Notification		July 30, 2025 03:50 PM PDT

Link New Asset Association to Assets

To link the new Asset Association to an Asset:

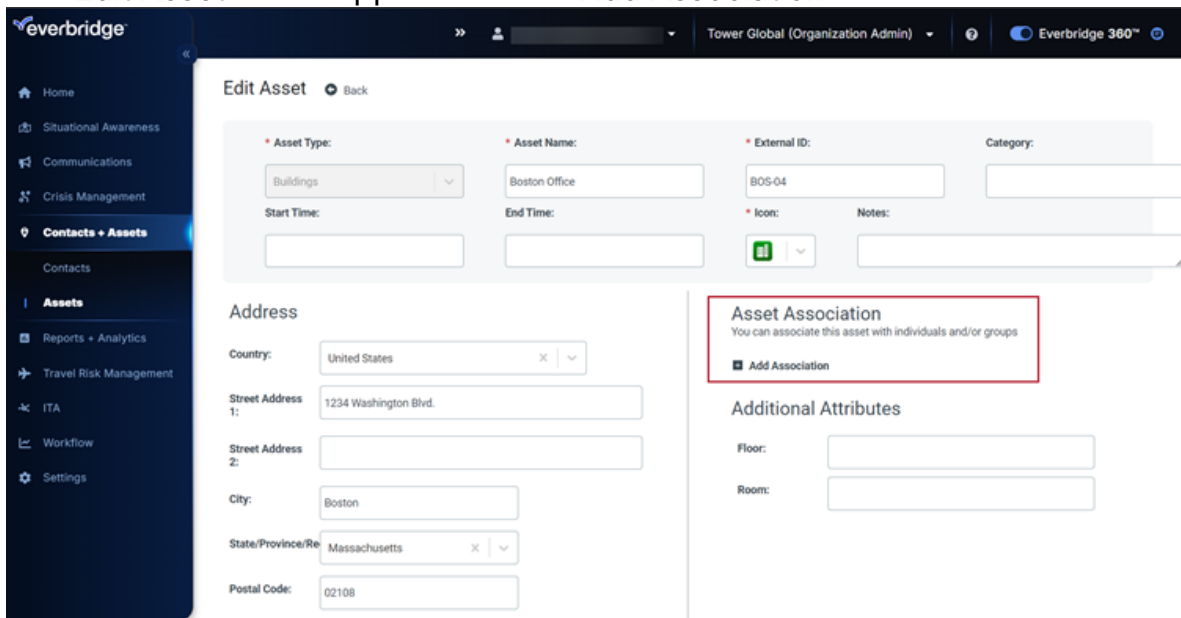
1. Navigate to **Assets > Asset List**.

- Click the **Pencil** icon for the desired Asset to edit it.

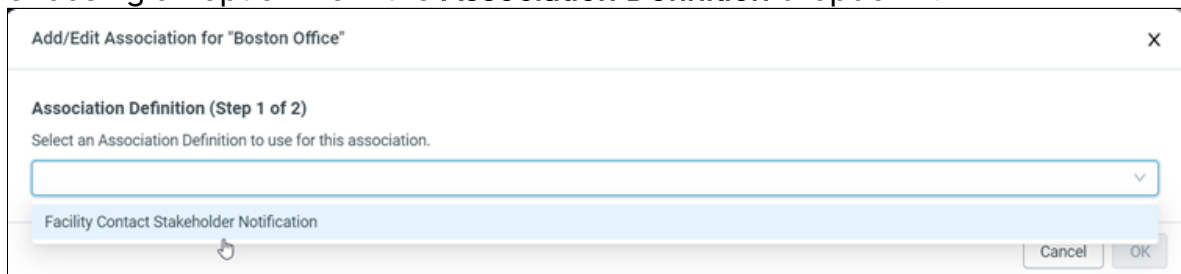


- Associations can also be linked on the **New Asset** page when creating an Asset.

- The **Edit Asset** modal appears. Select **Add Association**.



- Select which type of association you want to define for the selected Asset by choosing an option from the **Association Definition** dropdown.



5. Choose Contacts or Contact Groups to associate with this Asset.

Contacts (Step 2 of 2)
Select one or more contacts to associate with this asset.

Search by Individual's Name, Group Name or Group Description

Groups Individuals

Group Name	Created On	Created By	Updated On	Updated By
<input type="checkbox"/> Administration	Sep 16, 2021		May 28, 2024	
<input type="checkbox"/> Finance	Sep 16, 2021		Sep 17, 2021	
<input checked="" type="checkbox"/> Human Resources	Mar 26, 2024		Mar 26, 2024	
<input checked="" type="checkbox"/> IT	Sep 16, 2021		May 2, 2023	
<input checked="" type="checkbox"/> Managers	Sep 16, 2021		Sep 16, 2021	
<input checked="" type="checkbox"/> Marketing	Sep 16, 2021		Sep 16, 2021	
<input type="checkbox"/> New group	Mar 26, 2024		Mar 26, 2024	
<input type="checkbox"/> Night Shift	Apr 7, 2022		Apr 7, 2022	
<input type="checkbox"/> Pasadena	Jun 6, 2024		Jun 6, 2024	
<input type="checkbox"/> Sales	Sep 16, 2021		Sep 16, 2021	

6. Check the preview of the targeted Contacts and Groups to make any needed changes, then click **OK**.

Selected Contacts 190 Unique Recipients

Groups 3 [Details](#)

190

Individuals [Details](#)

20

[Cancel](#) [OK](#)

- The new association will now appear in the **Asset Association** section on the selected Asset record.

Managing Asset Associations via File Upload

You can include your Asset-Contact Associations in your Asset file uploads. Once you have defined Asset Association Types in your Organization, your Asset upload templates will include two new columns for each defined Association Type: one for **Contacts** and one for **Contact Groups**.

Data Format: Associated Contacts

For Associated Contacts, the expected format is a pipe (|)-separated list of Contact external IDs. For example, the "Site Security" Asset Association comprises two individuals, whose contact records have the external IDs "EH1002" and "Anne.Boyle@employee.com", respectively. Both Contacts will be included in "Facility Contact" communications when the associated Asset is affected.

Associated Contacts - Site Security
EH1002 | Anne.Boyle@employee.com

Data Format: Associated Contact Groups

For Associated Groups, the expected format is a pipe-separated list of Group names. For example, the "District Managers" Asset Association contains two

contact groups: "District 9 Managers" and "District Oversight Committee". All Contacts in either of these Groups will be included in "Facility Contact" communications when the associated Asset is affected.

Associated Contact Groups - District Managers					
District 9 Managers District Oversight Committee					
P	Q	R	S	T	U
Associated Contacts - District Managers	Associated Contact Groups - District Managers District 9 Managers District Oversight Committee	Associated Contacts - Regional Managers	Associated Contact Groups - Regional Managers East Africa Regional Security Team	Associated Contacts - Site Security EMD002 Anne.Bogel@everbridge.com	Associated Contact Groups - Site Security Kenya Security Team Nairobi Office Site Security Team

Using Asset Association in Alert Workflows

To use Asset Associations in Alert Workflows:

1. Navigate to **CEM Orchestration > Workflow List**.
 - The above path isn't available when the Legacy UI is applied, so Workflows can also be created and maintained from **Settings > Everbridge Open > CEM Orchestration > Workflow List**.
2. Select a specific Workflow, then click **Actions**.
3. Under **Incidents** you can select Facility Contacts to be added to your Incident Communications for the Assets affected by the alert.

Incidents

Select a Category:

Filter by Category...

Select a Template:

Air Quality

Who is Notified?

☒ Contacts who are part of the incident template ONLY

☐ Contacts who are part of the incident template AND any impacted contacts in the event area

☒ Facility Contacts

Search...

☒ Select all

☒ Building Super

☒ District Managers

☐ Executive Protection

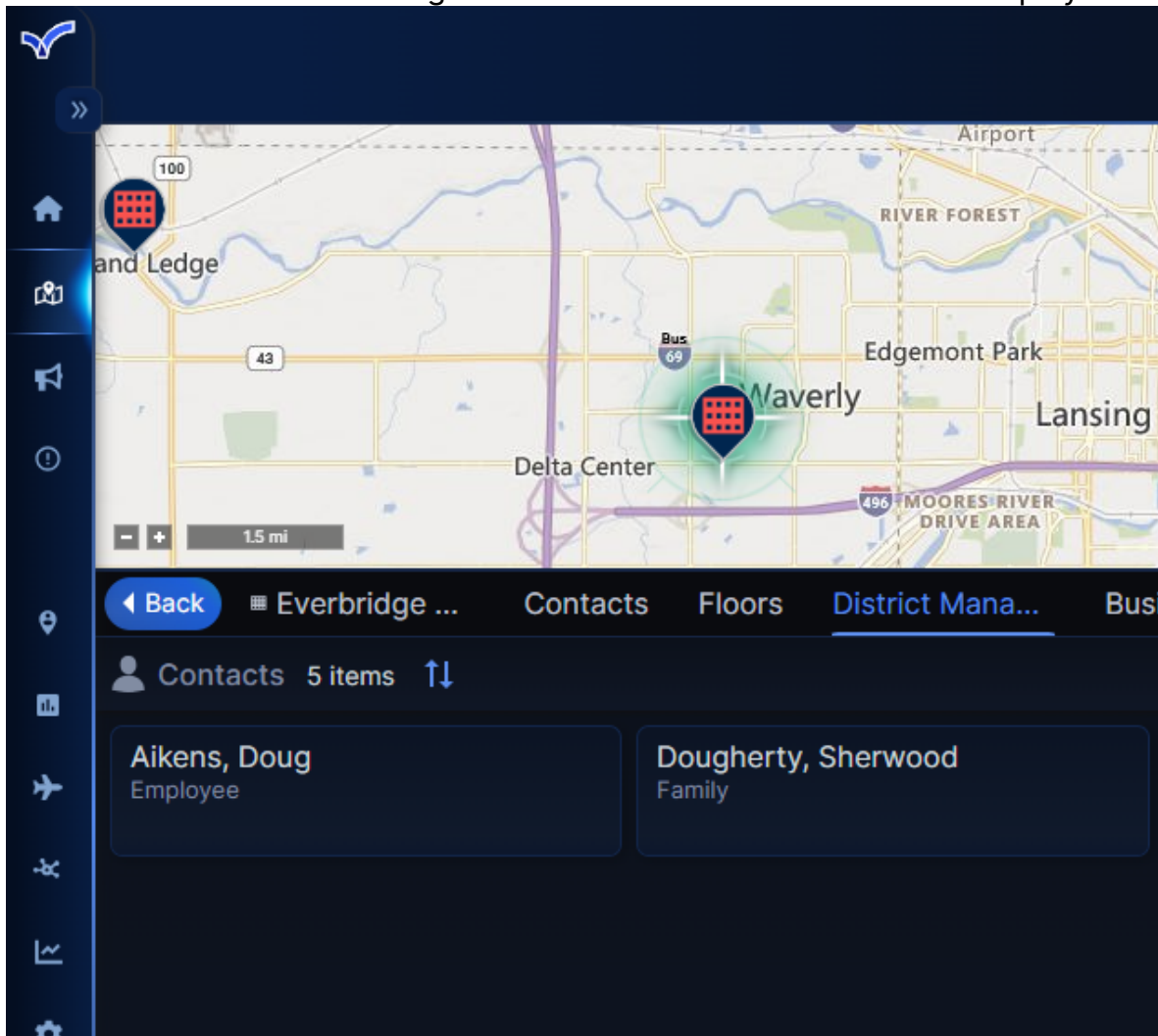
☐ Regional Managers

☐ Test 1

View Associations in Visual Command Center Operator Console

To view Associations in the VCC Operator Console:

1. Navigate to **Situational Awareness > Visual Command Center**.
2. Access an Asset for which you've created an Asset Association and added at least one User or Group.
3. The Asset Associations configured for that Asset will be displayed. If no Asset Associations are configured the Association tab will not be displayed.



CEM Orchestration Use Case Examples

Through CEM Orchestration, you can create combinations of Workflows, Rules, and Filter sets to accommodate a wide variety of use cases. Use the sections below as models to help you create the Alert settings that meet your needs.

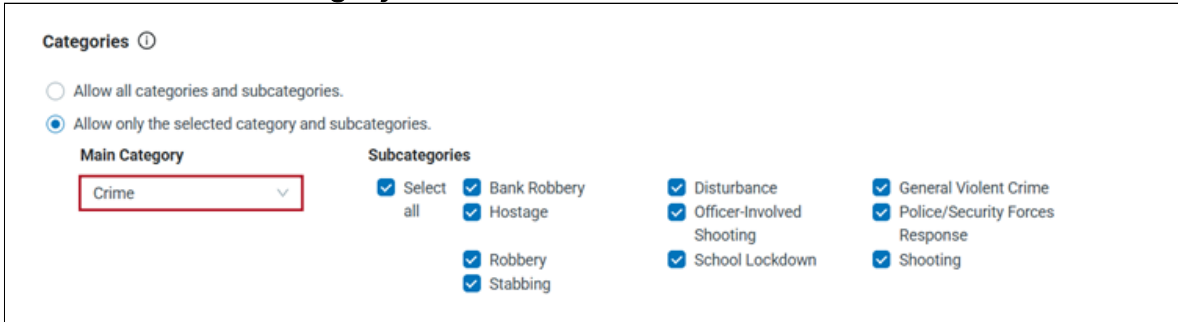
- [Changing the Severity Threshold for Alerting](#)
- [Changing the Impact Radius for a Risk Event Category](#)
- [Varying the Impact Radius Depending on the Event Severity](#)
- [Applying "Always Alert" to One Risk Type](#)
- [Creating Alerting Criteria for Contacts](#)
- [Setting Up Automated Incident Notifications](#)
- [Adding Alerting Rules for a Self-Service Risk Event Feed](#)

Changing the Severity Threshold for Alerting

The **Severity of Risk Events** is one of several conditions you can change in your Filters. To set a new Severity threshold for Alerting, find the Workflow and Rules you want to change and then edit the Severity Threshold for each.

For example, if you need to adjust the Severity of Crime events:

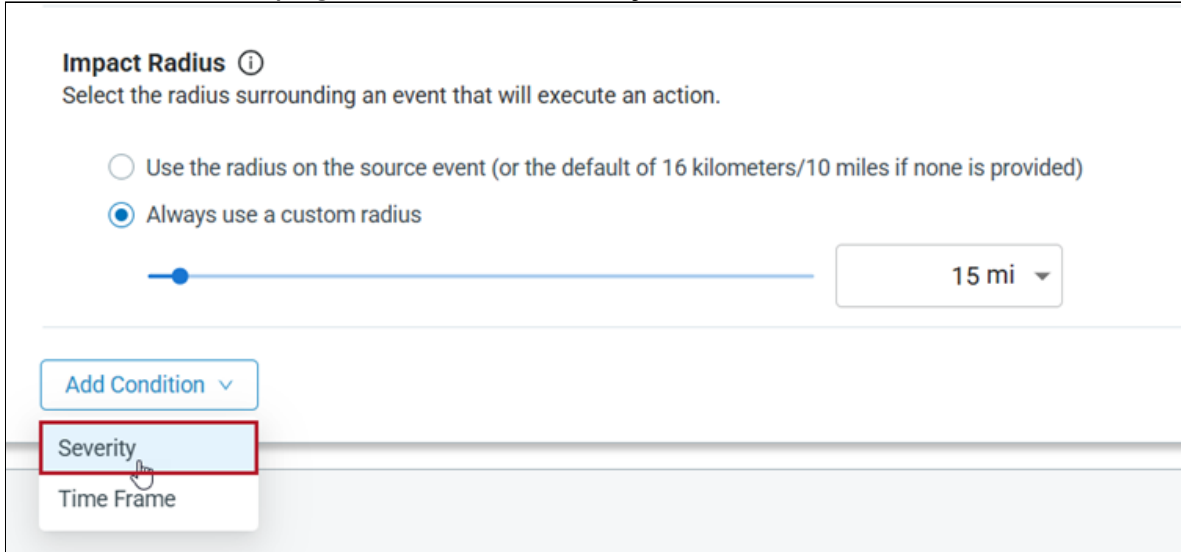
1. Navigate to **CEM Orchestration > Workflow List**.
2. Select a Workflow.
3. Select the **Crime** Rule. By default, this Rule will have one Rule that will open automatically.
4. Select a **Filter** tab. The default workflow will have one Filter that will open automatically.
5. Confirm that the **Category** condition is set to **Crime**.



6. Select all **Severity Levels** that apply. For example, to Alert on any Risk Events with moderate or higher Severity, select the Moderate, Severe, and Extreme levels.



7. If no Severity condition is shown, you can add one. Click **Add a Condition** at the bottom of the page and select **Severity** from the menu.



8. Click **Save**.

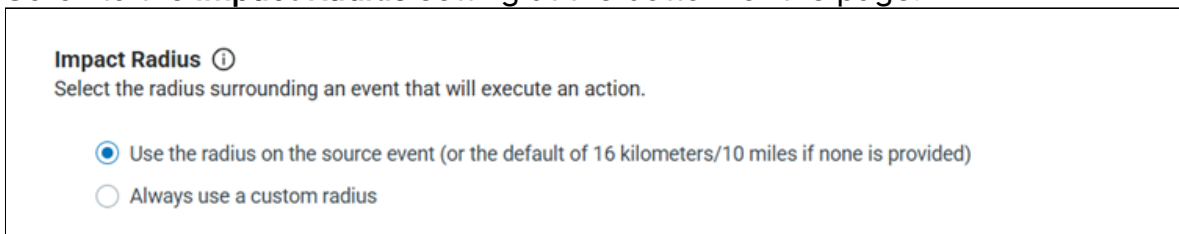
Each Rule could have more than one Filter. You need to make this adjustment for each Filter where you want to set a Severity Threshold.

Changing the Impact Radius for a Risk Event Category

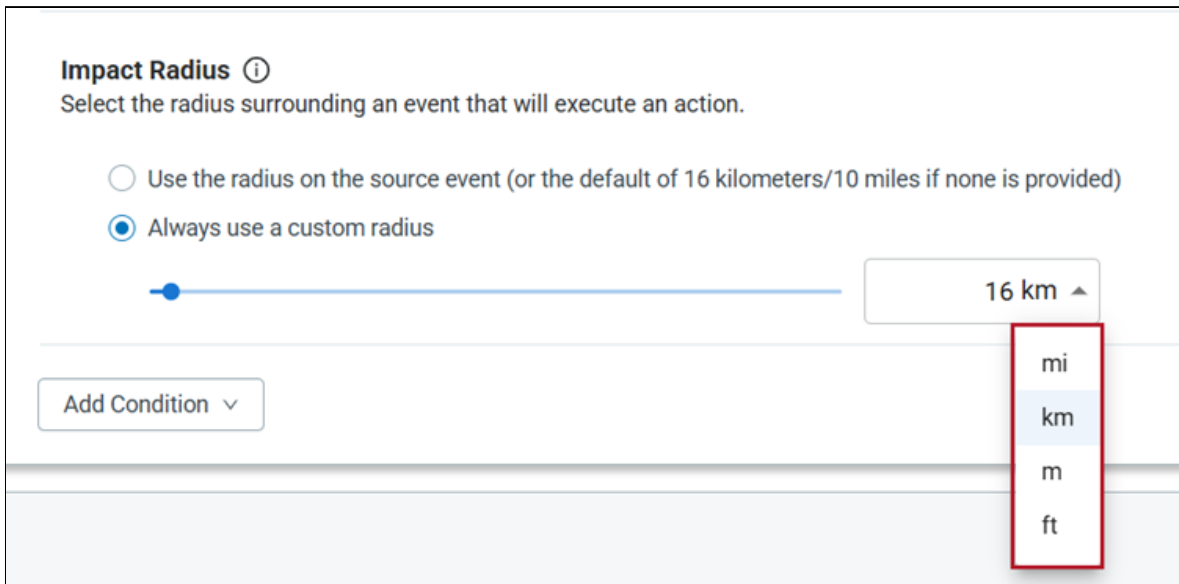
The **Impact Radius**, or Alert Radius, establishes the potential impact area for a Risk Event when the location is a point (not a polygon) on the map. When an Asset is detected within this Impact Radius during a Risk Event's duration, Orchestration creates an Alert. The larger the Radius, the more Alerts are likely to be created. The Radius does not apply to Risk Events whose location is a polygon on the map. For polygon events, the Alert Area is the area within the polygon.

The Impact Radius is one of several conditions you can change in your Filters. To change the Radius for a Risk Event Category:

1. Navigate to **CEM Orchestration > Workflow List** page.
2. Select the Workflow you want to change.
3. Select the Rule and Filter you want to change.
4. Scroll to the **Impact Radius** setting at the bottom of the page.



5. If the default option of **Use the radius on the source event** is selected, choose **Always use a custom radius**.
6. Use the drop-down menu to switch between miles and kilometers as desired.



7. Enter a new distance or use the **Impact Slider** to change the Radius.
8. Click **Save**.

Varying the Impact Radius Depending on the Event Severity

Frequently, organizations will want to use a larger **Impact Radius** for high-Severity events than for events of lower Severity. With an Orchestration Rule, you can do this by creating separate Filters, one for the more severe events, and one for events that are expected to have a smaller, more local impact.

When you need to use **different conditions**, create a new **Filter**. If you need to take **different actions**, create a new **Rule**.

In this example, we want to use a different condition (a larger Impact Radius) for Crime events with a severity of Severe or Extreme, and a smaller Radius for events with a Severity of Moderate or Minor:

1. Navigate to **Workflow > CEM Orchestration > Workflow List** page.
2. Click on the desired Workflow.
3. Select the **Crime** Rule. By default, this Workflow will have one Rule that will open automatically.
4. Select a Filter. The default Workflow will have one Filter that will open automatically.
5. Confirm the **Category** condition is set to **Crime**.

Categories ⓘ

☐ Allow all categories and subcategories.
☒ Allow only the selected category and subcategories.

Main Category

Crime ▼

Subcategories

☒ Select all

☒ Bank Robbery
☒ Hostage
☒ Robbery
☒ Stabbing

☒ Disturbance
☒ Officer-Involved Shooting
☒ School Lockdown

☒ General Violent Crime
☒ Police/Security Forces Response
☒ Shooting

6. For the **Severity** condition, select **Extreme** and **Severe**.

Severity ⓘ

EXTREME

SEVERE

MODERATE

MINOR

UNKNOWN

- Adjust the **Impact Radius** condition to the desired value.

Impact Radius ⓘ

Select the radius surrounding an event that will execute an action.

☐ Use the radius on the source event (or the default of 16 kilometers/10 miles if none is provided)

☒ Always use a custom radius

16 km ▾

- Click the Filter's **Copy** button. A duplicate Filter is created.

Crime

On

☐ Crime

☒ Everbridge Risk Events

- The copied Filter will open. Scroll to the **Severity** condition and change the selections to **Moderate** and **Minor**.

Crime

On

☐ Crime

☒ Everbridge Risk Events

- Adjust the **Impact Radius** condition to the desired value. Use a smaller radius for these lower-Severity events.

Impact Radius ⓘ

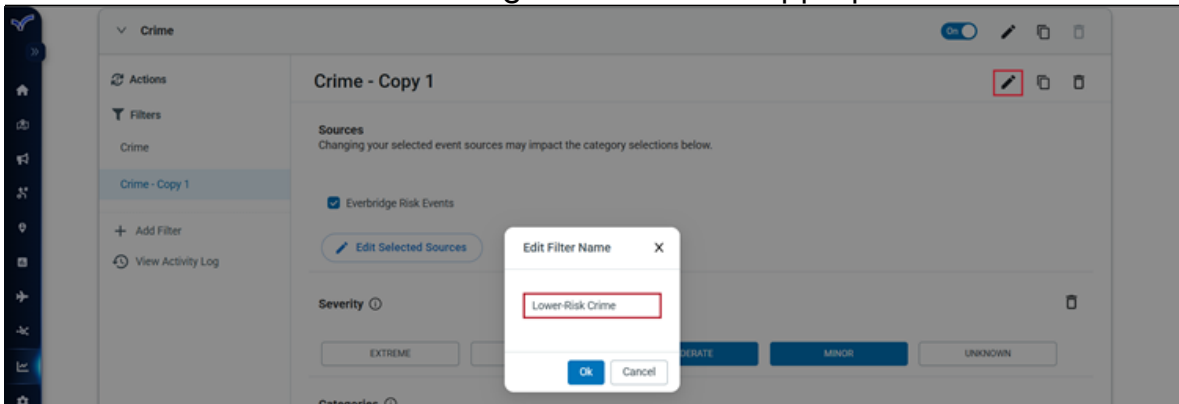
Select the radius surrounding an event that will execute an action.

☐ Use the radius on the source event (or the default of 16 kilometers/10 miles if none is provided)

☒ Always use a custom radius

3 mi ▾

11. Use the **Edit** button on the tab to give the Filter an appropriate name.



12. Click **Save**.

Applying "Always Alert" to One Risk Type

CEM Orchestration lets you take different Actions for different types of Risk Events. In this example, we will apply the **Always Alert** setting to the Alert Action for a single Risk Event subcategory. This means that Alerts will be created for Risk Events in that subcategory, even if there are no Assets or Contacts nearby.

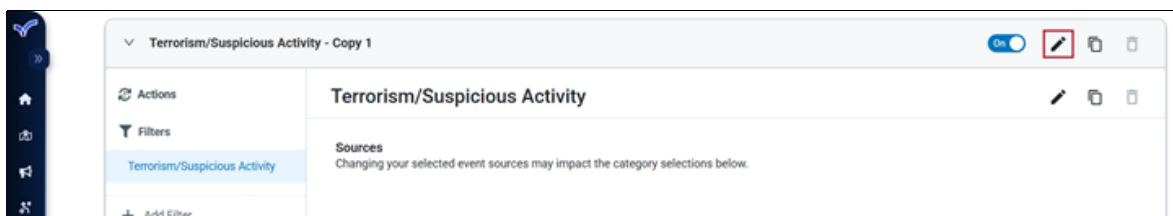
For example, because we want to take a different Alert Action, we will create a new Rule in the Everbridge Risk Events Workflow with the Category of **Terrorism/Suspicious Activity**, and configure it to always alert only for events in the **Bomb Explosion** subcategory.

To create a new Rule:

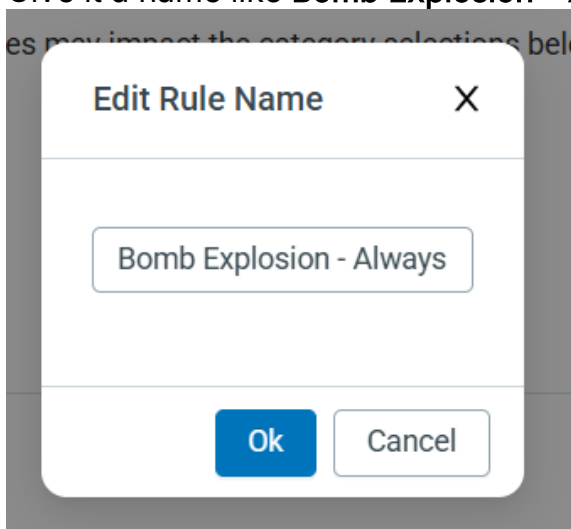
1. Select the Workflow to change. By default, the Workflow will have one Filter Set that opens automatically. If additional Filter Sets exist, select the one you want to edit.
2. Scroll to the **Categories** condition and **deselect Bomb Explosion**.

3. Scroll back up to the Rule name and click the **Copy** icon. Be sure to select the Copy icon for the Rule, not the Filter Set.

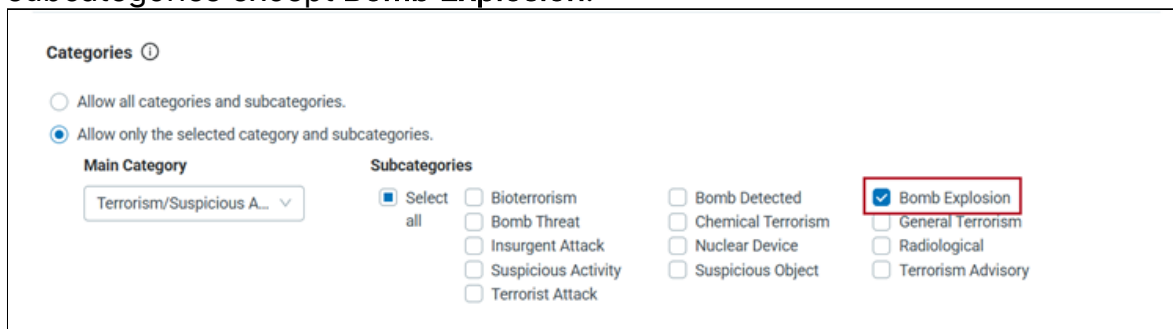
4. A new Rule is created with a default name. Click the **Pencil** icon on the Rule header.



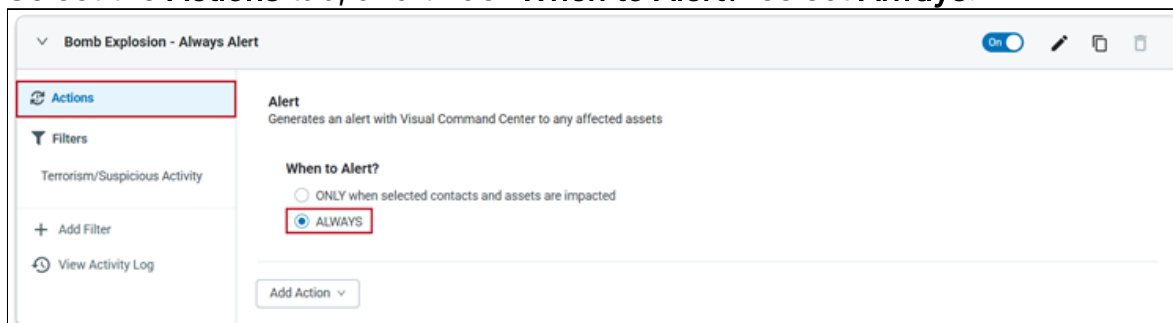
Give it a name like **Bomb Explosion – Always Alert**.



5. With a Filter selected, under the **Categories** condition, deselect all event subcategories except **Bomb Explosion**.



6. Select the **Actions** tab, and under **When to Alert?** select **Always**.



7. Click **Save**.

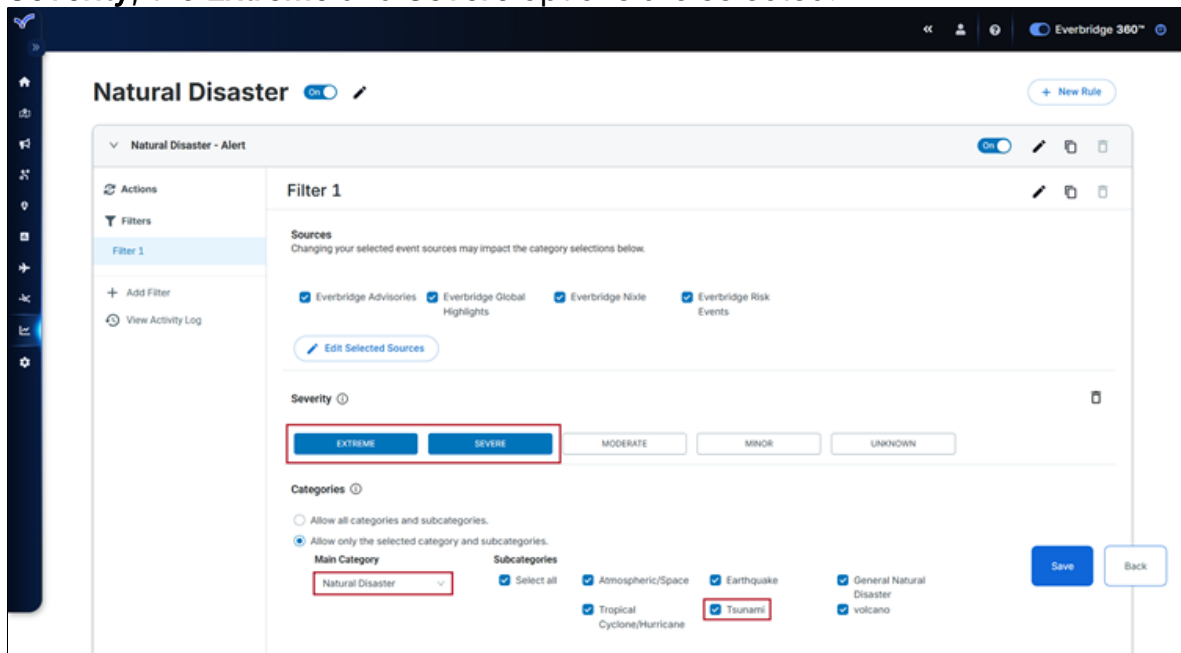
Creating Alerting Criteria for Contacts

CEM Orchestration enables you to configure Alerting for Contacts of different **Types** and **Groups** when impacted by a Risk Event in their **Static Location** (home, office, etc.), their **Last Known Location**, or their **Expected Location** when traveling. This lets you have different Alerting thresholds or launch different Incident templates that target different Contact Groups.

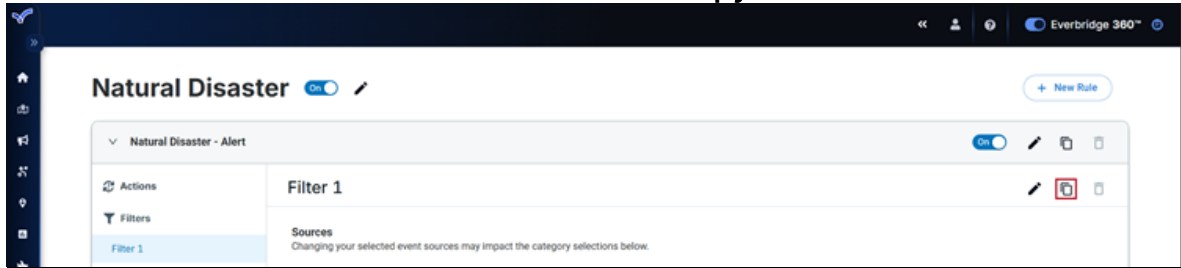
In this example, we will configure different Alerting criteria for a particular group of Contacts. We have a Workflow that is configured to generate Alerts for tsunamis of **Severe** or **Extreme Severity** near any of our Contacts, but because we are especially concerned about tsunamis affecting our employees in Japan, we want to alert on tsunamis of all Severities near these employees.

To do this, we need to create a separate Filter set in the **Natural Disaster** Workflow. We have also assigned all of our Contacts located in Japan to a Contact Group named **Japan Contacts**.

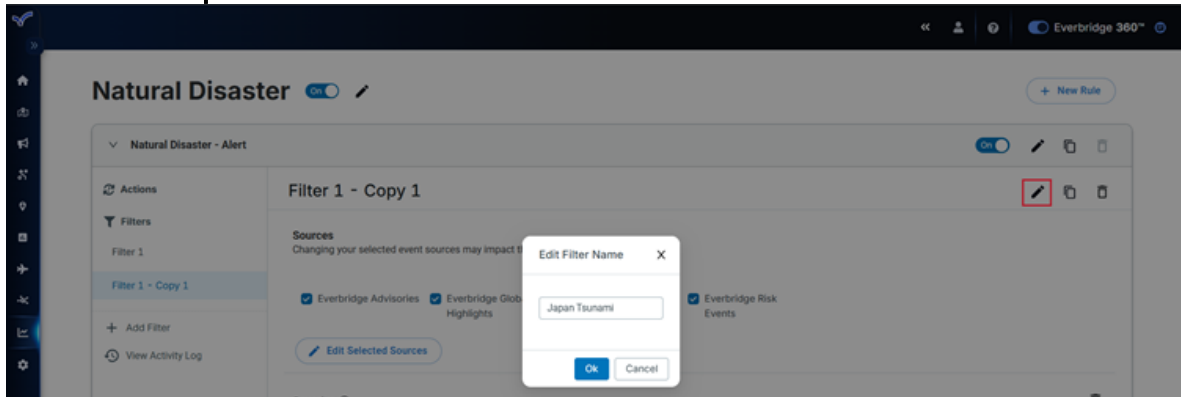
1. From the **Workflows** page, select the **Natural Disaster** workflow.
2. Select the existing Rule and the Filter.
3. Note that the subcategory **Natural Disaster > Tsunami** is selected, and under **Severity**, the **Extreme** and **Severe** options are selected.



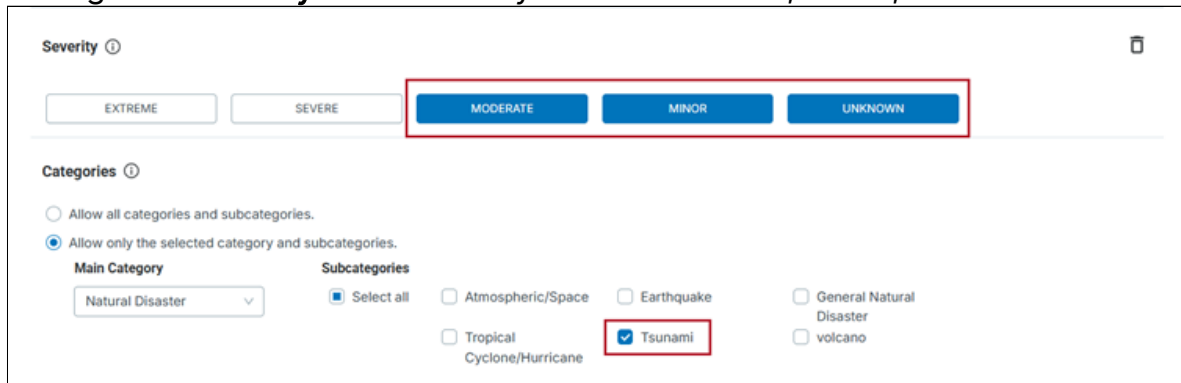
4. Click the **Copy** icon to duplicate the existing Filter. A new Filter is created in this Rule with the default name **Filter Set 1 – Copy 1**.



5. Select the new Filter and click the **Edit** icon to change the Filter name. Rename it **Japan Tsunami**.



6. Under **Subcategories**, select only **Tsunami**.
7. Change the **Severity** values to only select **Moderate**, **Minor**, and **Unknown**.



8. Scroll to **Contacts** and **Assets** and deselect **Assets**.

- ▼

Contacts and Assets ⓘ

Include: ☒ Contacts ☐ Assets

Which Contacts can trigger alerts for this rule?

Included: Contacts of any selected Type, with any selected Location Option(s), and in any selected Group(s)

Filter Contacts by:

☒ Contact Types

☒ Select all

☒ Temporary Traveler

☒ Employees

☒ Contractors

☒ Partners

☒ Consultants

☒ Vendors

☒ *Mobile App Opt-in*

☒ Location Options

☒ Select all

☒ Static

☒ Last Known

☒ Expected

☒ Travel
- ☒ Contact Groups

☒ Select all

☐ Global Security Operat...

☐ Human Resources

☐ IT

☒ Japan Contacts

☐ Managers

☐ Marketing

☐ Night Shift
- ☐ Contact Rules

Contacts will not be filtered by Contact Rules.

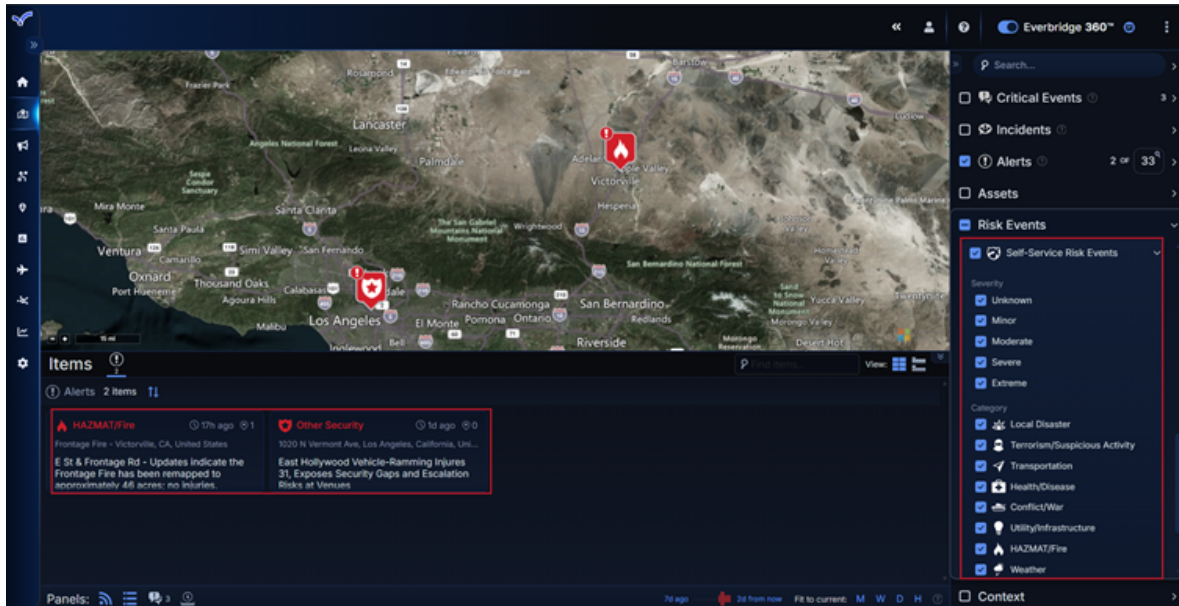
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Adding Alerting Rules for a Self-Service Risk Event Feed

In addition to the many Risk Feeds that Everbridge offers, the **Self-Service Risk Events** feed allows you to send your exclusive Risk data or data from a third party to your Everbridge Organization using a RESTful API. For more information, see the [Self-Service Risk Events Guide](#).

To add Alerting Rules for a Self-Service Risk Event Feed:

1. Make sure your that **Risk Event Feed** is set up correctly and that you can see the Risk Events from that feed in **Visual Command Center**.



2. Navigate to **CEM Orchestration > Workflow List**.

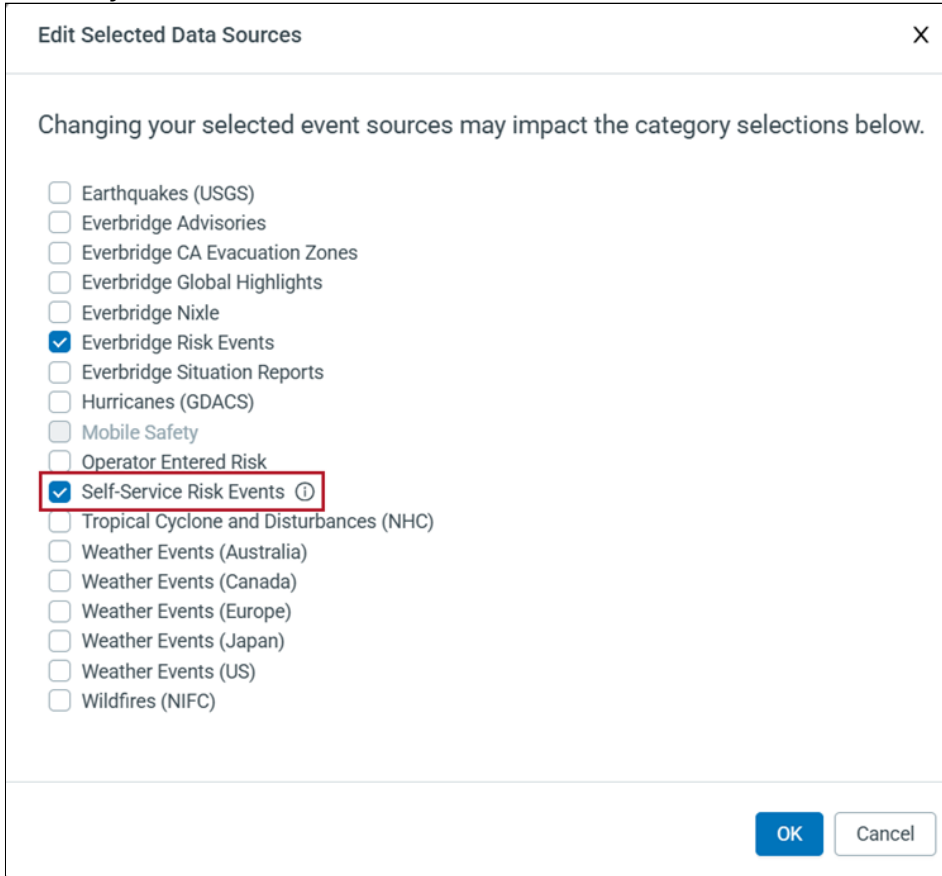
Considering the Risk data that you expect from this Self-Service Risk Feed, review the Workflows available in your Organization.

Adding the Self-Service Feed to Existing Workflows

If you expect that Risk Events from the Self-Service Feed will fall under the Categories covered by existing Workflows, follow these steps to manage Alerts for this Feed in these existing Workflows:

1. Open each Workflow you'd like to add this new Feed to.
2. Under the **Sources** section, click **Add Additional Source**.

3. Select your new source from the list and click **OK**.



Edit Selected Data Sources

Changing your selected event sources may impact the category selections below.

- ☐ Earthquakes (USGS)
- ☐ Everbridge Advisories
- ☐ Everbridge CA Evacuation Zones
- ☐ Everbridge Global Highlights
- ☐ Everbridge Nixle
- ☒ Everbridge Risk Events
- ☐ Everbridge Situation Reports
- ☐ Hurricanes (GDACS)
- ☐ Mobile Safety
- ☐ Operator Entered Risk
- ☒ Self-Service Risk Events ⓘ
- ☐ Tropical Cyclone and Disturbances (NHC)
- ☐ Weather Events (Australia)
- ☐ Weather Events (Canada)
- ☐ Weather Events (Europe)
- ☐ Weather Events (Japan)
- ☐ Weather Events (US)
- ☐ Wildfires (NIFC)

OK Cancel

4. Click **Save**.

Creating a Separate Workflow for the Self-Service Feed

To create a separate Workflow to manage Alerting for this Feed:

1. Click **New Workflow** on the **Workflow** page.
2. Name your new Workflow something that makes it easy for you and others to understand the type of Risk Event it covers.
3. Consider the **Risk Category** and the **Source Name**.
4. Under **Sources**, click the **Add Additional Source** link and select your Self-Service data source from the list.
5. Select the affected **Contacts** or **Assets** to Alert on.
6. Set the **Impact Radius**.
7. To set a threshold for another Alert attribute, for example, Severity or Category, click **Add Condition** and select the attribute.
8. Select threshold values for any attributes you add.
9. Click **Save**.