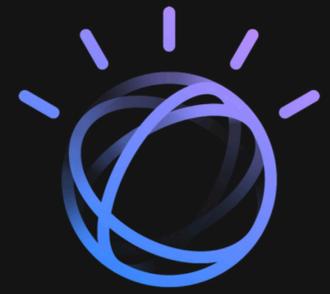# Engage with Watson for Enterprise

Cognitive support for advanced weather content

Weather affects every business and is a topic of interest for almost every consumer on this planet. Engage with Watson for Enterprise from The Weather Company, an IBM Business, leverages augmented intelligence (AI) and automation to aid in the detection of weather and traffic conditions and the production of customized content (e.g. video, text, snapshot). It automatically surfaces relevant data and content to platforms including your operations dashboard, mobile, social and websites.

Own the Cognitive Era

Engage with Watson allows you to make better business decisions for your customers and employees using the power of AI. Whether it be your workers or fans at risk of being struck by lightning or fans attending an outdoor venue that may need to pack a poncho, Engage with Watson will create and deliver the necessary messaging. Geo-targeted push notifications can be set up so only those impacted by a weather or traffic event will be alerted.

You won't merely reach your employees and fans with content, you'll engage them with the weather and traffic events they care most about and need. This will help you drive more business value keeping you relevant in this fast-changing world.

Meteorologist In The Cloud

To drive engagement and enhance the fan experience, Watson acts as your meteorologist in the cloud and watches the weather for you. When certain weather conditions that matter to your business are detected, visitors in the impacted area are alerted and given informative, actionable recommendations. It's a value-added message that visitors would welcome turning an undesirable event into something that can be managed and enjoyed.
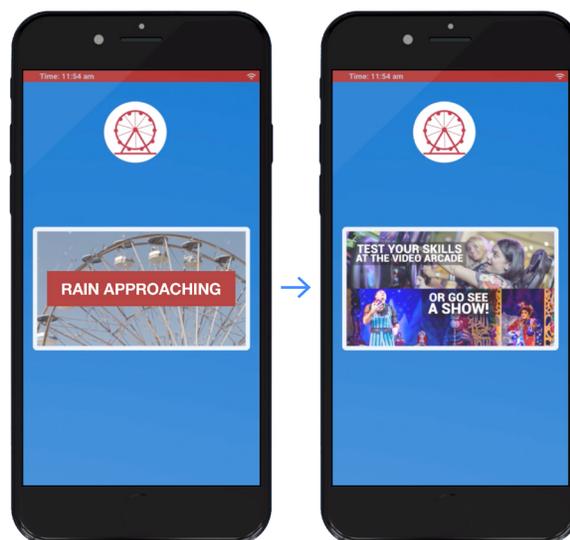
3 Main Benefits of Engage with Watson

1. Create personalized, hyperlocal content that is automatically curated to meet consumer demand for weather and traffic updates.

2. Distribute to mobile, web, and social simultaneously, reducing workflow steps.

3. Target only those impacted using a suite of automated geo-fencing capabilities and use push notifications to ensure engagement.

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