Weather Company Data Packages

Integrate weather into your operations for better business outcomes

The
Weather
Company
An IBM Business

– Gain access to a variety of weather data feeds
– Inject a wealth of weather-based insights into your business processes
– Optimize operations, help reduce cost, improve safety capabilities and uncover potential new revenue opportunities.

ON OUR FORECAST: Our network delivers the most accurate forecasts at 500m^2 resolution globally and updates every 15 minutes[1].

Weather impacts virtually every sector of the economy and is one of the largest external swing factors in business performance. With data packages from The Weather Company, an IBM Business, you can gain access to data feeds to inject a wealth of weather-based insights to help you optimize operations, reduce cost, improve safety and uncover potential revenue opportunities.

Businesses–everywhere–can benefit from a weather strategy

These robust data packages tap into current and forecast conditions and seasonal and severe weather. You can take advantage of these packages efficiently, by accessing the weather data APIs via the cloud. The packages are curated to give you only what you need in the format you need it, including alerts, notifications, forecast data, weather imagery and damaging weather packages.

Core – Many of the most essential weather APIs, ranging from current conditions and forecasts to radar and satellite data are made available in this offering. Current conditions include site-based current observation and time series observations.

Enhanced current conditions – This data includes one of the highest-resolution weather observation networks available based on more than 250,000 personal weather stations in addition to traditional sources. Government-issued weather sensors are augmented by personal weather stations and near real-time observational data.

Enhanced forecast – Our forecast engine includes leading-edge ensemble model forecasting, 200 meteorologists and our network of observations and imagery to deliver the most accurate forecasts at 500-square-meter resolution globally updated every 15 minutes[2].

Severe weather – Near real-time severe weather data provides alerts to help you in safeguarding your assets by allowing you to stay ahead of adverse weather conditions and assess trailing damage estimates. Categories within this data set include near-term hail and lightening predictions, the power disruption index, 15-day tropical forecasts and storm reports.

Lifestyle indices – Weather data can impact a person's behavior. We offer health-related indices such as air quality, pollen, flu outbreak, aches and pains, breathing and dry skin; and other indices such as frizz, static electricity, heating and cooling, frost potential, leisure travel, golfing, running and skiing.

Historical weather data – In this package we offer access to hourly values for surface temperature, wind speed and direction, relative humidity, atmospheric pressure, dewpoint and precipitation rate.

Seasonal and subseasonal forecast – Provides a comprehensive view of the anticipated temperature and precipitation patterns for the 3- to 5-weeks, 1- to 4-months, and now 5- to 7-months.

About The Weather Company, an IBM Business

The Weather Company, an IBM Business, helps people make informed decisions and take action in the face of weather. The company offers the most accurate forecasts globally with personalized and actionable weather data and insights to millions of consumers, as well as thousands of marketers and businesses via Weather's API, its business solutions division, and its own digital products from The Weather Channel (weather.com) and Weather Underground (wunderground.com).

The company delivers around 25 billion forecasts daily. It's products include the world's most downloaded weather app, a network of 250,000 personal weather stations, a top-20 U.S. website, one of the world's largest IoT data platforms, and industry-leading business solutions.

Weather Means Business™. The world's biggest brands in aviation, energy, insurance, media, and government rely on The Weather Company for data, technology platforms and services to help improve decision-making and respond to weather's impact on business.

For more, visit theweathercompany.com

Footnotes

1 Three Regional Accuracy Overview, 2010 through 2016, By ForecastWatch.com, a Service of Intellovations, LLCorecastWatch, December 2016, http://forecastwatch.com/static/Three_Region_ Overview_2010_201606.pdf

2 Ibid, 2016.

KUS12390-USEN-01

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