

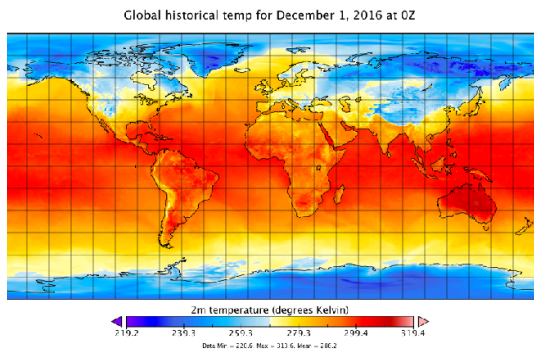
The Weather Company History on Demand

Learn from the past's data to
prepare for the future's business
demands



Highlights

- Precision
- Accuracy
- Speed of scale
- Competitive pricing
- 35km grid
- 5+ years historical data



Anecdotes are great for telling stories, but they lose credibility when your near real-time business decisions depend on them for actionable data. History on Demand (HoD), from The Weather Company, an IBM Business, provides the historical context we believe you need to extrapolate relationships and make correlations with your past business and operational results to help you predict future business needs and outcomes.

HoD offers competitively priced and accurate historical weather information, featuring a 35 km worldwide grid and hourly historical information dating back to July 2011.

Make global decisions locally

HoD provides a worldwide, consistent dataset of the most important and commonly used weather parameters accessible via web API. You can obtain large historical datasets specific to your geography and time without having to rummage through unorganized public datasets. Couple the historical data with your analysis and our forecast products, and you'll have the tools to help you manage and minimize significant weather impacts on your business and better plan for them in the future.

Convenient access in one package

HoD offers a comprehensive dataset spanning July 2011 to the present, and new data is regularly added as it becomes available. HoD contains hourly values for surface temperature, wind speed, wind direction, relative humidity, atmospheric pressure, dewpoint and precipitation rate. Access can be gained by latitude/longitude and is supported for a list of latitudinal/longitudinal points, as well as a bounding box specification. Helper APIs are available to translate coordinates to common location identifiers.

HoD synthesizes multiple historical observational datasets to create a worldwide, high-resolution, gridded representation of past weather conditions. Other publicly available archives tend to be based on sparsely populated airport observational data. Coupled with The Weather Company's most accurate worldwide forecasts¹, HoD can help you build out robust analysis and prediction capabilities for your business. Our Cloud Native platform efficiently processes billions of observations and forecasts to build the industry's most precise and accurate historical record of weather data.

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. Its 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



Footnote

1 Three Regional Accuracy Overview, 2010 through 2016, By ForecastWatch.com, a Service of Intellovations, LLC, CorecastWatch, December 2016, http://forecastwatch.com/static/Three_Regional_Overview_2010_201606.pdf

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