

Operations Dashboard for Retail

Take early action to help mitigate external factors



To optimize productivity, retail and consumer product companies need a comprehensive, single view of the factors that may affect distribution, operations, and staff schedules. Operations Dashboard for Retail from The Weather Company, an IBM Business, is a comprehensive solution to address these specific industry concerns.

This solution's comprehensive weather, traffic, location, and safety data includes live weather conditions from radar and satellites, road-specific forecasts, high-resolution live traffic feeds, and user-reported traffic conditions at a hyperlocal level for every one of your stores and distribution centers. The solution helps keep workers safe with customizable alerts of hazardous weather.

Anticipate Customer Needs

Creating exceptional experiences while controlling costs is paramount to profitability. Although extreme weather events get the headlines, real money can be made in everyday fluctuations, and weather can be used to forecast retail needs.

Consumer behavior patterns vary in different locations under different weather conditions. With hyperlocal weather and traffic data, you can gain visibility into what may impact store traffic or the times and areas during which weather-related activities will be most effective.

- Understand product demand and help ensure ample supply of weather-sensitive items at each store leveraging upcoming forecasts and expected customer volume.
- Access virtually real-time traffic and weather at stores to understand how it affects deliveries.
- Use weather forecasts and location data to help stay ahead of possible maintenance and safety issues.
- Adjust the staff accordingly in areas where high or low store traffic is expected to always provide the best customer service.

Optimize Distribution and Logistics

From the trucker to the dispatch crew and distribution centers, every moving part of the retail journey needs to understand current conditions to ensure driver and cargo safety, situational awareness, and operational efficiency.

The Weather Company can turn common weather reports into accurate intelligence for real-time decisions:

- Know where hazardous driving conditions are and anticipate potentially impactful delays.
- Optimize routes based on existing weather and traffic conditions to help minimize delays, lower expenses, and maximize supply chain efficiency.
- Track weather and traffic that impacts safety and facility operations to protect staff and clients from harm.
- Dynamically design a strategy for extreme weather conditions.

Actionable Data for Every Role

- Supply Chain Managers
- Distribution Center, Logistics, and Operations Execs
- Store Managers
- Merchandising Managers
- Inventory/Replenishment Planning Managers

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The Weather Company
An IBM Business

Produced in the United States of America
December 2018

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