

# JUST ADD WEATHER

HOW WEATHER INSIGHTS CAN GROW YOUR BOTTOM LINE

## WEATHER HEADLINES

always seem so negative.

In 2017, we experienced:

**330**  
catastrophic  
weather events  
globally in 2017



**31**  
billion-dollar  
weather events  
globally in 2017

**1,141+**  
Causalities in the 2017  
Sierra Leon mudslides



**\$24b**  
Second costliest year  
on record for insurers  
with severe weather peril

Source: "Weather, Climate & Catastrophe Insight, 2017 Annual Report." Aon Benfield UCL Hazard Research Centre. January 2018.

## But whether positive or negative, business execs agree: WEATHER IMPACTS REVENUE AND COST METRICS

### IMPACTS ON COST AND REVENUE



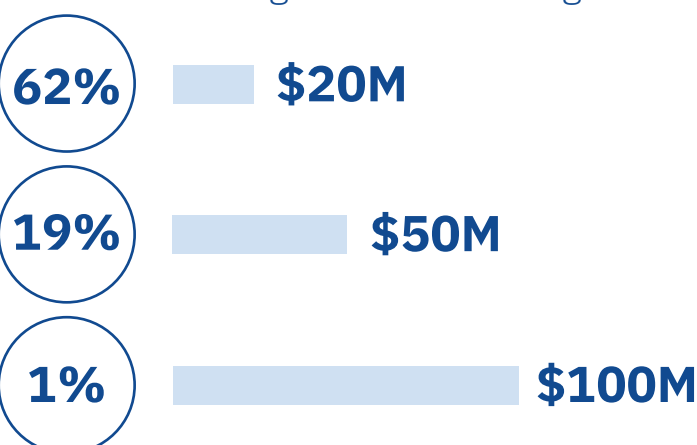
### REVENUE



### COST



Executives polled believe Weather Insights will lead to significant revenue growth



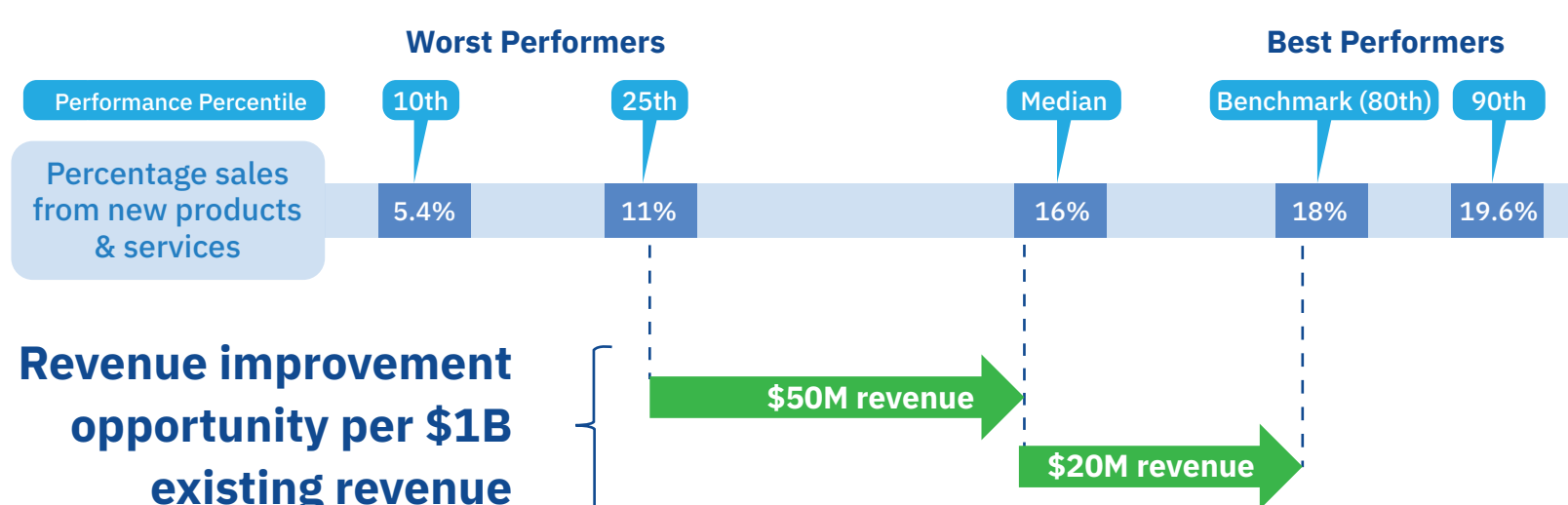
Potential growth per \$1B annual revenue.

## PERFORMANCE BENCHMARKING

helps articulate monetary value using metrics influenced by weather

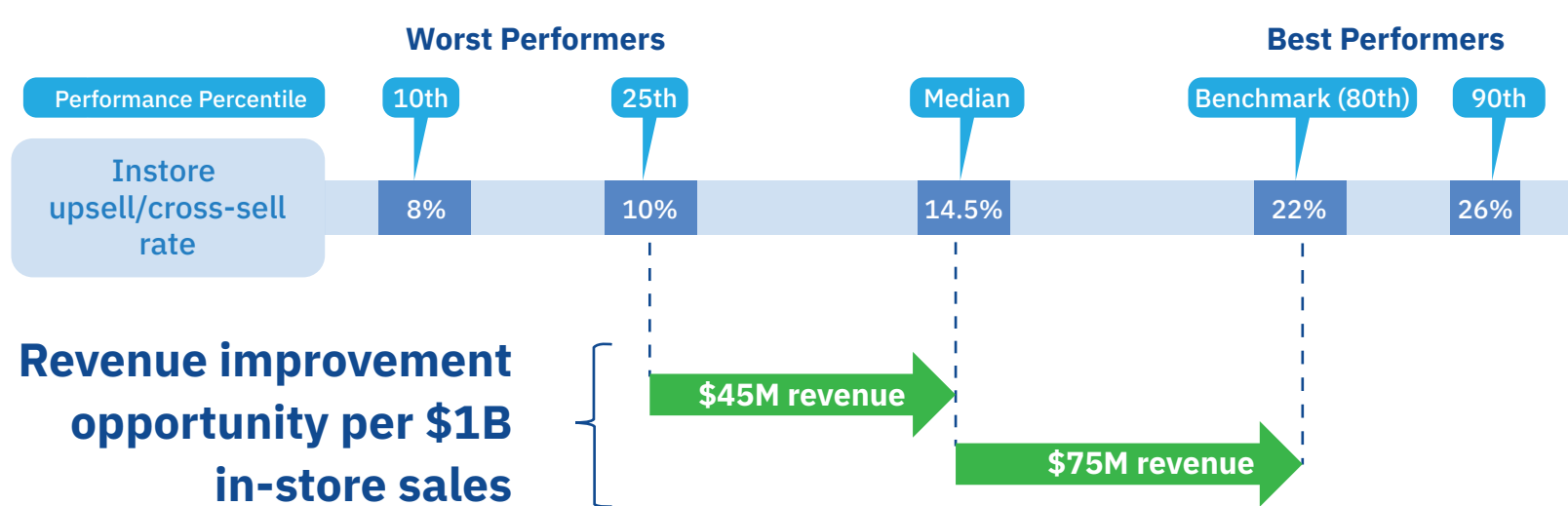
### FINANCIAL

**EXAMPLE:** A financial markets organization which improves their proportion of sales from new products and services from 11% to 16% could increase their revenue by \$50M for every \$1B of existing revenue



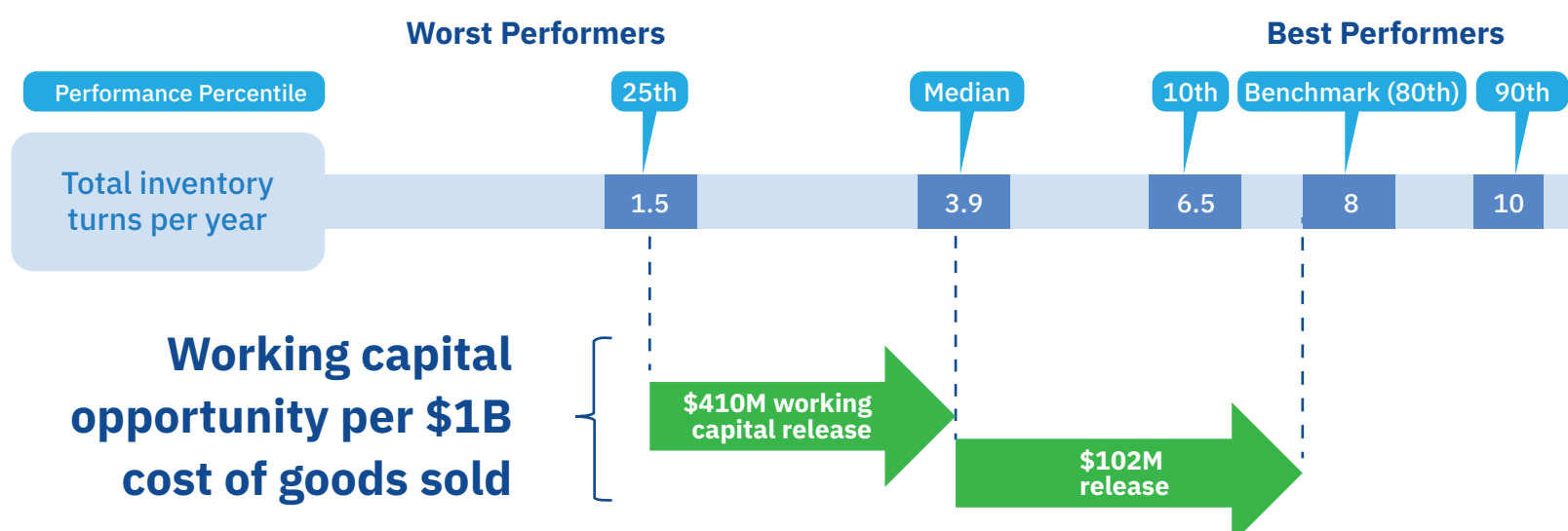
### RETAIL

**EXAMPLE:** A retail organization which improves their instore upsell/cross-sell rate from 10% to 14.5% could increase their revenue by \$45M for every \$1B of in-store sales



### INDUSTRIAL

**EXAMPLE:** An industrial products organization which improves their inventory turns from 1.5 to 3.9 per annum could release \$410M working capital per \$1B cost of goods sold



**CONCLUSION:**  
**NEARLY HALF**  
OF EXECUTIVES SURVEYED  
**BELIEVE WEATHER DATA**  
CREATES COMPETITIVE ADVANTAGE

Find out more at [ibm.com/weather](http://ibm.com/weather) or for the full study visit [ibm.biz/justaddweather](http://ibm.biz/justaddweather)

The Weather Company  
An IBM Business