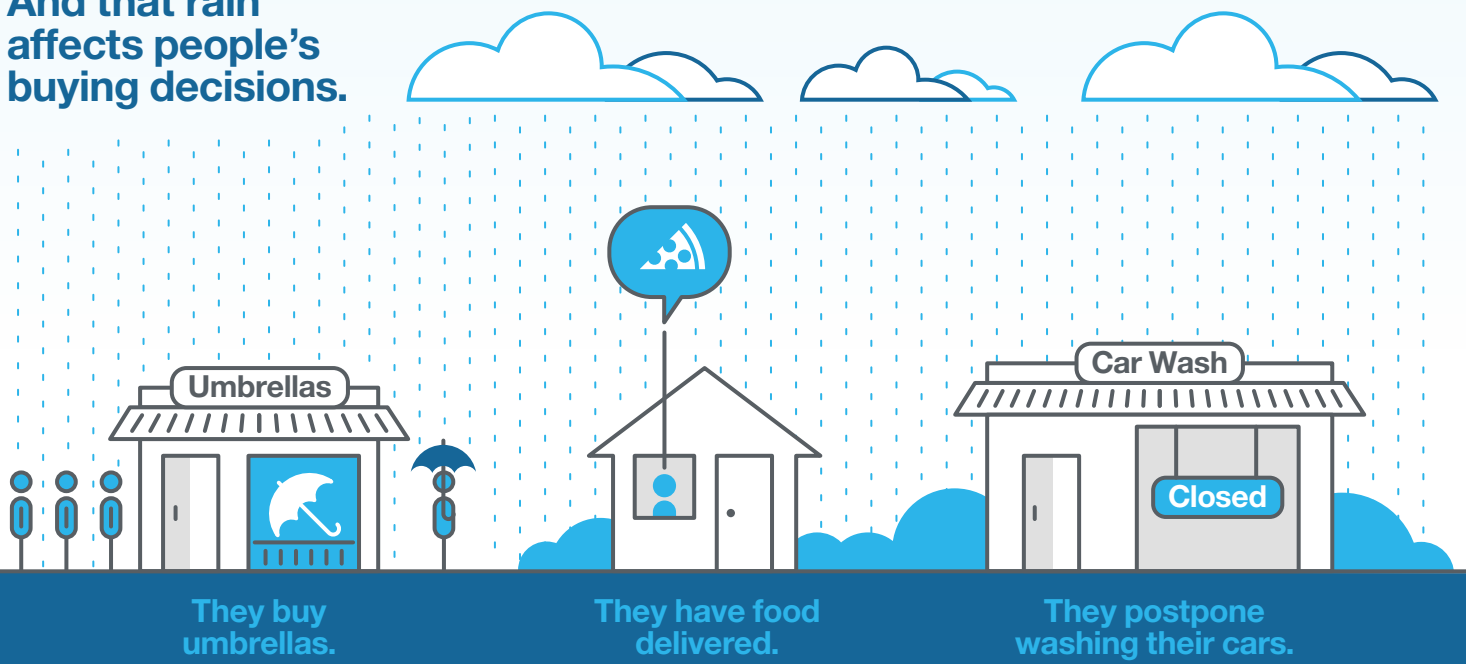


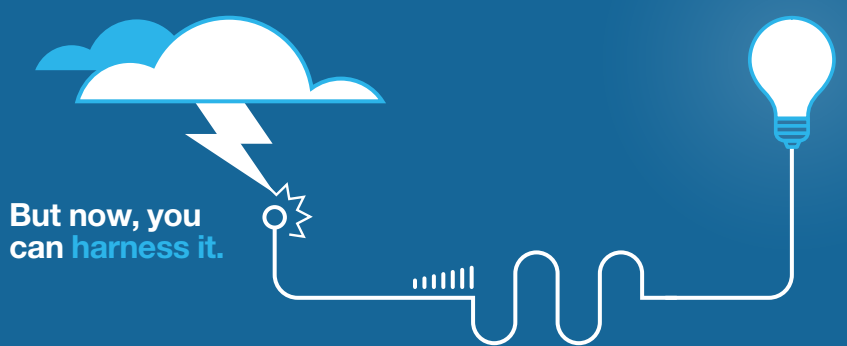
Somewhere in the world, it's raining.

And that rain affects people's buying decisions.



Weather shapes consumer behavior as people either prepare for forecasted weather or plan to enjoy it.

You can't control the weather.



IBM® Weather Solutions for Retail combine shopping and weather data with cognitive technologies to help retailers understand how weather will affect their business.



Shopping data

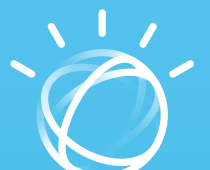
+



Weather data



+



Cognitive technologies

Boost sales and reduce costs with solutions designed to improve retail strategies by predicting customers' reactions to forecasted weather.

IBM Global Business Services partners with meteorologists, industry specialists and your company to design a solution tailored to your needs.



JOURNEYfx® helps you connect to your target customers with the right message at the right time.



WEATHERfx® automatically runs advertisements based on the predicted customer response to weather forecasts.



Watson Ads™ enables real-time conversations with customers, creating personalized responses to their questions while learning more about them.



So although you can't control the weather, you'll be better prepared for it.

For more information on how IBM Weather Solutions can help your retail company make smarter decisions based on upcoming weather forecasts, go to ibm.com/gbs/cognitive.

IBM Weather Solutions for Retail

