

Operations Dashboard for Media and Entertainment

Take early action to help mitigate external factors and make more confident decisions



To optimize operations and keep employees and customers safe, media and entertainment companies need a comprehensive, single view of the many factors that may affect event schedules, attendance, staffing and the fan experience. The Operations Dashboard for Media and Entertainment from The Weather Company, an IBM Business, is among the first comprehensive solutions to address these specific industry concerns.

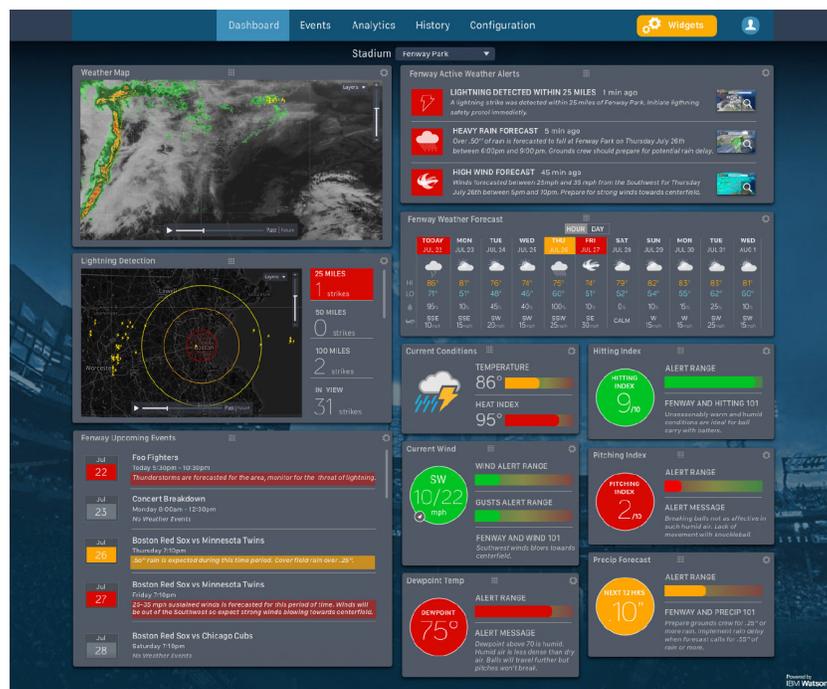
This weather, traffic, location and safety dashboard includes live current weather conditions from radar and satellites and road-specific forecasts at a hyperlocal level. Review mapping, distance and annotations for increased insight, and keep your operational teams informed with customizable alerts of hazardous weather and conditions in the vicinity.

Customer-first approach

Creating exceptional experiences while controlling costs is paramount to profitability. With hyperlocal weather data, you gain visibility into the times during which weather-related activities might affect your operations. Therefore, you can alert your customers so they can take the appropriate actions, like finding the nearest enclosed area before a flash flood occurs. This valuable touchpoint helps give customers the forewarning they need and can lead to increased customer satisfaction.

Actionable data for every role

- Facilities and operations personnel
- Outdoor hospitality staff
- Digital marketing teams
- Customer-service professionals



Operations Dashboard for Media and Entertainment

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The Weather Company
An IBM Business

Operational efficiency

From outdoor workers to your logistics crew, various members of media and entertainment organizations need to understand current and future conditions to help ensure safety, situational awareness and operational efficiency.

Among the first and best in the industry to use weather and traffic data to guide operations, The Weather Company can turn common weather reports into more accurate intelligence for real-time decisions:

- Better understand your food and merchandise demand based on upcoming weather forecasts, estimate the number of attendees and help ensure the appropriate supply of weather-sensitive items.
- Access real-time traffic and weather to see its potential impact on attendance.
- Use weather forecasts and location data to stay ahead of possible outdoor venue maintenance issues.
- Adjust the staff accordingly in areas where high or low concession traffic is expected to help provide the best-possible customer service.
- Track weather and traffic that can impact safety and facility operations to help protect staff and clients from harm.
- Send live, configurable alerts for current and upcoming locations to workers where they can check conditions.

This single view of weather and traffic in a straightforward user interface can help media and entertainment companies make more confident decisions relative to their high-value assets, operations, fans and employees to help keep business running smoothly.

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