

The Weather Company Data Packages



Integrate weather and location into your operations
for better business outcomes

Weather impacts every sector of the economy and is the largest external swing factor in business performance. With data packages from The Weather Company, an IBM Business, you can gain access to data feeds to inject a wealth of weather and location-based insights to help you optimize operations, reduce cost, improve safety, and uncover revenue opportunities.

Every Business – In Every Sector – Needs a Weather Strategy

These robust data packages tap into current and forecast conditions, seasonal and severe weather as well as foot traffic volumes. You can take advantage of these packages quickly and easily, accessing the weather data APIs via the cloud. The packages are curated to give you only what you need in the format you need it, including alerts, notifications, forecast data, weather imagery, damaging weather, and foot traffic index packages.

Core – Many of the most essential weather APIs, ranging from current conditions and forecasts, radar and satellite data are made available in this offering. Current conditions include site-based current observation and time series observations.

Enhanced Current Conditions – This data includes one of the highest-resolution weather observation networks available based on more than 200,000 personal weather stations in addition to traditional sources. Government-issued weather sensors are augmented by personal weather stations and real-time observational data.

Enhanced Forecast – Our forecast engine includes leading-edge ensemble model forecasting, 200 meteorologists, and our network of observations and imagery to deliver the most accurate forecasts at 500-square-meter resolution globally updated every 15 minutes.

On our forecast:

Our network delivers the most accurate forecasts at 500m² resolution globally and updates every 15 minutes.

Severe Weather – Real-time severe weather data assists in protecting your assets by allowing you to stay ahead of adverse weather conditions and assess trailing damage estimates. Categories within this data set include near-term hail and lightening predictions, the power disruption index, 15-day tropical forecasts, and storm reports.

Lifestyle Indices – Weather data can impact a person’s behavior. We offer health-related indices such as air quality, pollen, flu outbreak, aches and pains, breathing, and dry skin; and other indices such as frizz, static electricity, heating and cooling, frost potential, leisure travel, golfing, running, and skiing.

Historical Weather Data – In this package we offer access to hourly values for surface temperature, wind speed and direction, relative humidity, atmospheric pressure, and dewpoint.

Seasonal and Subseasonal Forecast – Provides a comprehensive view of the anticipated temperature and precipitation patterns for the 3- to 5-weeks, 1- to 4-months, and now 5- to 7-months.

Location – Foot traffic index from 120 M daily first-party location pings to help forecast the performance of venue-based businesses.

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