Weather Alerts for Worker Safety

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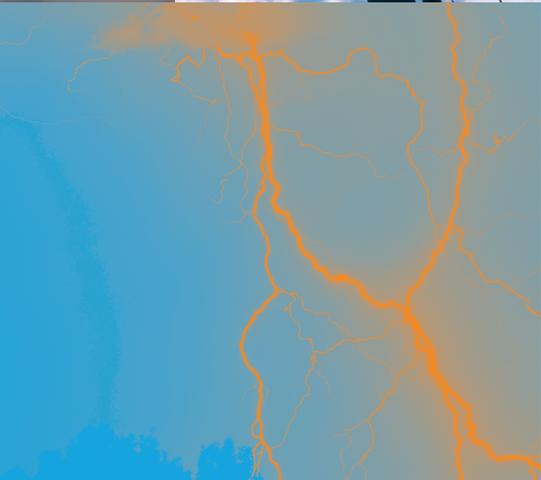
Weather can be dangerous … and deadly

Field workers and their equipment are on the front lines

Utility workers:
One of the top 10 most dangerous jobs[1]

US field workers: 2630 suffered heatstroke, 18 deaths in 2014[2]

Truckers are 6.5X more likely to suffer fatalities on the job[3]

[1] http://www.tdworld.com/transmission/utility-line-workers-one-top-10-most-dangerous-professions

[2] https://www.osha.gov/SLTC/heatillness/index.html?utm_source=Twitter

[3] http://www.bls.gov/opub/mlr/cwc/the-unforgiving-road-truckers-fatalities.pdf

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To outpace your competition, you need to outthink the weather

What if you had a standardized, timely, automated warning system to help you keep your field workers safe from potential dangerous weather?

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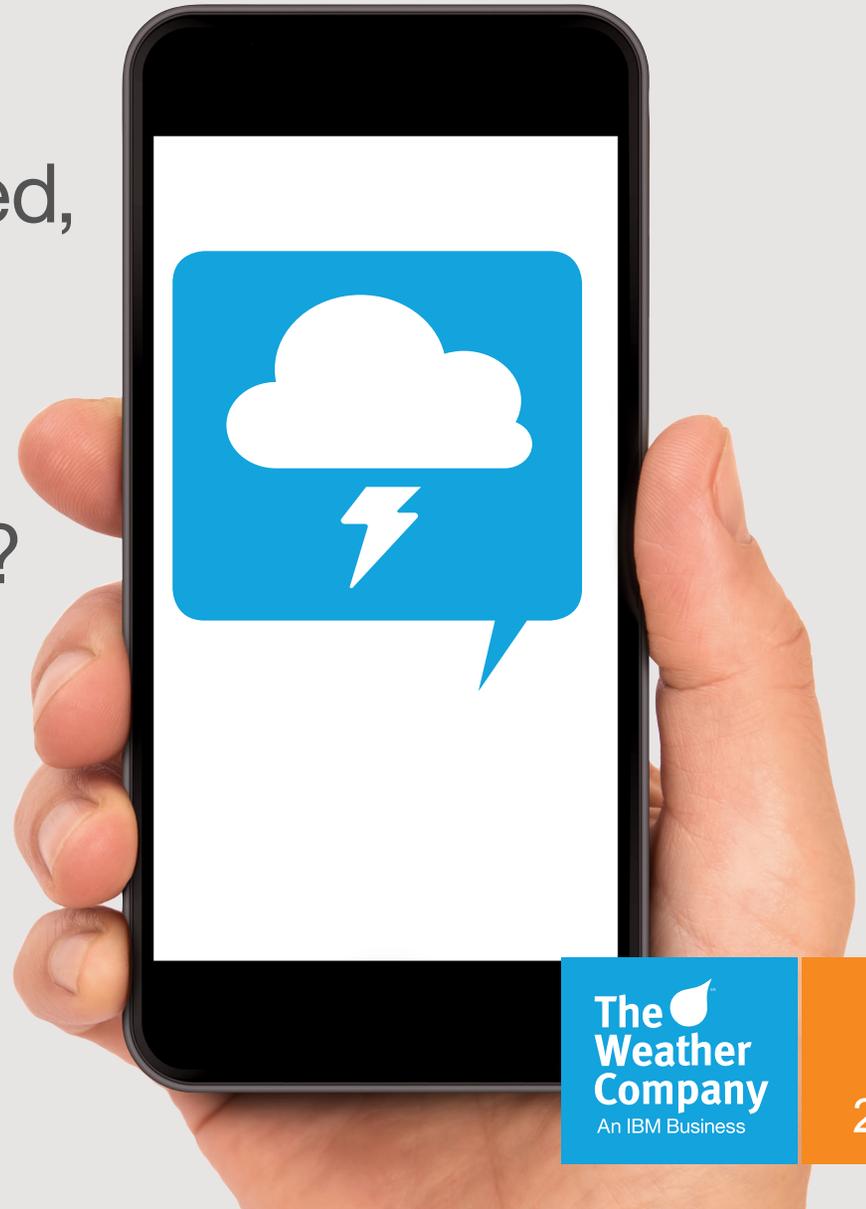
Introducing The Weather Company Alerts for Worker Safety

Localized, timely, prebuilt alerts of approaching weather dangers via mobile device

"Black ice likely at higher elevations through morning. Use caution and consider timing and routes accordingly."

"Severe thunderstorms approaching your area: stop work and seek shelter now."

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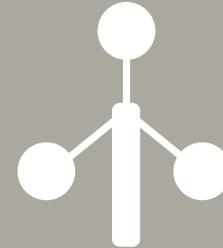
Powered by The Weather Company data

26B daily forecasts from 2.2B locations

Data from 40 million mobile devices

Atmospheric data from 50,000 flights per day
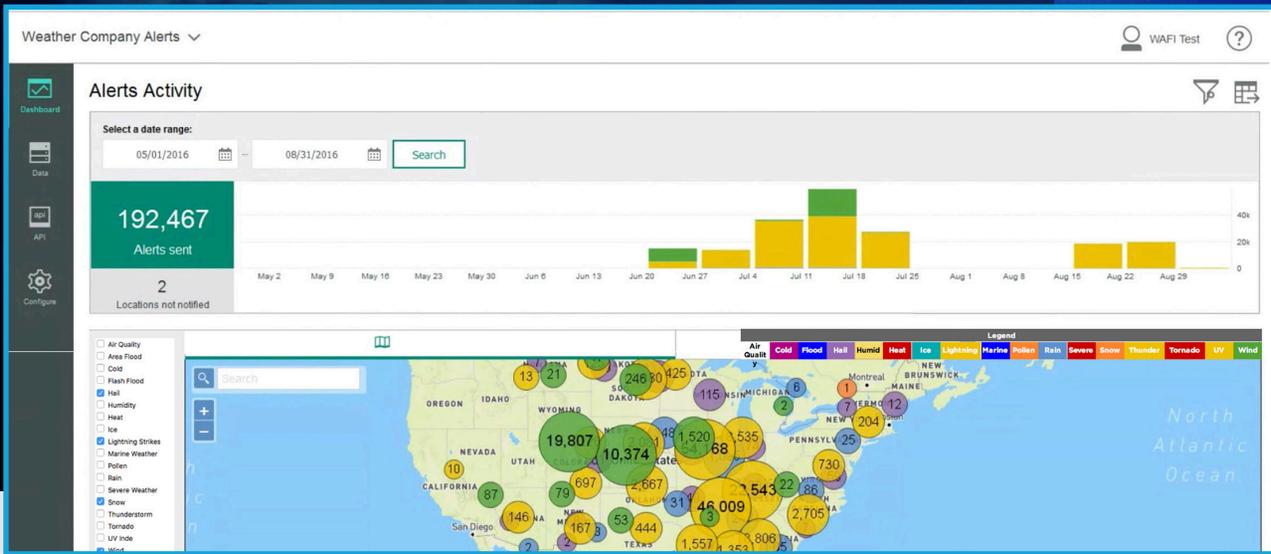
250,000+ worldwide weather stations

100+ meteorolo-gists

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100X greater coverage than public data

Hyper-local forecasting helps avoid false-positive alerts

Alerts are based on the most accurate forecasts, updated every 15 minutes – down to a 500 square meter resolution[4].

🟡 weather.com sensors
🔴 Public sources sensors

Boston, USA

Paris, France

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Create your first weather alert in minutes

Fast, simple and intuitive to deploy–without IT intervention

Cloud-based service with no hardware to buy, no software to install or maintain.

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How to set up your alert

5 intuitive steps to help protect your workers

The Weather Alerts system is fast, intuitive and self-service. You don't need support from IT, but live help from The Weather Company is readily available.

1) **Select the weather peril(s) that will trigger alerts to your customers.**
   From hail, snow and wind to special circumstances like flash floods and marine warnings.

2) **Specify the threshold level where you want an alert triggered.**
   Choose from specific temperature level, and wind speeds.

3) **Decide what you want that alert to say.**
   This is a great opportunity to reinforce your brand and relationship along with the alert.

4) **Choose who you want the alert sent to.**
   Either upload a CSV file with worker contact information OR link to your CRM system through an API.

5) **Determine how you want the alert sent.**
   Send an SMS text message, an email or via a separate messaging system through an API.

Trigger alerts based on weather perils you select

Choose from specific weather events and levels of severity

Weather Alerts has a wide variety of peril and level presets that make the system quick, intuitive and convenient to set up. We can also work with you to set other levels (such as, size, speed or temperature) for your specific area. New perils are being added to the system on a regular basis as new data becomes available.

Current perils, include:

Hail (>1"; within 30min)	NWS-Severe Thunderstorm Warning
Snow (>5cm/2"; within 4hrs)	NWS-Severe Tornado Warning
Snow (>8cm/3"; within 48hrs)	NWS-Flash Flood Warning
Sustained wind (20 mph/32 kph; within 24hrs)	NWS-Flash Flood Statement
Sustained wind (30 mph/48 kph; within 24hrs)	NWS-Severe Weather Statement
Sustained wind (40 mph/64 kph; within 24hrs)	NWS-Special Marine Warning
Sustained wind (30 mph 48 kph; within 12hrs)	NWS-Aereal Flood Warning
Sustained wind (40 mph 64 kph; within 12hrs)	NWS-Aereal Flood Statement
Sustained wind (50 mph/80 kph; within 12hrs)	NWS-Extreme Wind Warning
Feels like temp (<-25C /-13F; within 48hrs)	Temperature (<32F/0C; within 48hrs)
Lightning (within 30 min)	Temperature (>90F/32C; within 48hrs)
Rain (>=5cm/2"; within 3hrs)	Temperature (>100F/38C; within 48hrs)
Ice (>=6mm/0.25"; within 48hrs)	Temperature (>115F/46C; within 24hrs)

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Customize your message

By email, SMS or through your existing messaging systems, Weather Alerts provide a quick, personalized call-to-action directly to employees on the front lines.
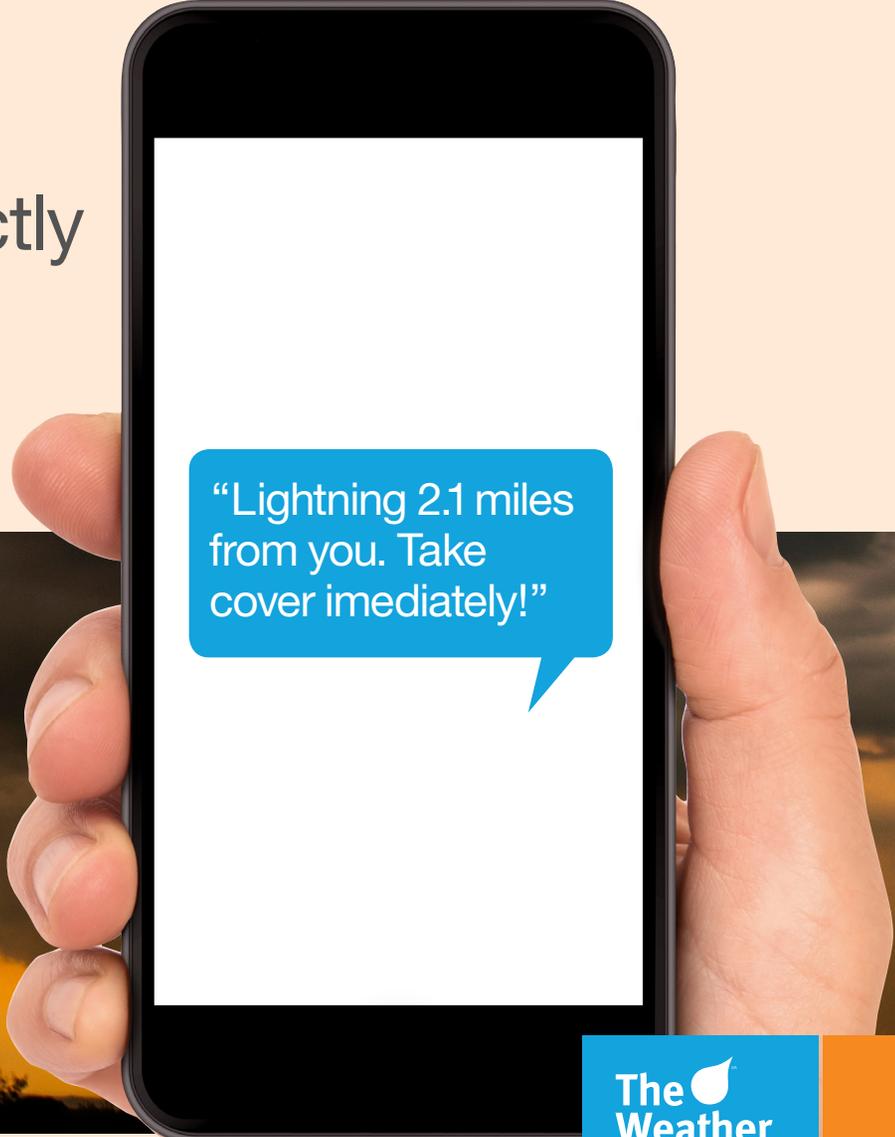
"Lightning 2.1 miles from you. Take cover imediately!"

After you've sent an alert ... What comes next?

Integrate weather alerts into your operations

Once a Weather Alert has been deployed, use the administrator dashboard to:

- View who was alerted, where and what kind of alert they received.
- Zoom in and out, pan to any geographic area and mouse-over for more detail.
- Change the timespan to view information for date ranges.
- Output the results in a spreadsheet for further analysis with IBM Watson Analytics or the analytics tool of your choice.

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The Weather Company alerts powered by IBM

- Get started efficiently without IT intervention.

- Send accurate, timely, actionable notifications to help safeguard people and assets.

- Generate meaningful touchpoints designed to help you drive customer loyalty, engagement and retention.

- Gain actionable insights that can help you increase efficiency and profits.

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About The Weather Company, an IBM Business

The Weather Company, an IBM Business, helps people make informed decisions and take action in the face of weather. The company offers the most accurate forecasts globally with personalized and actionable weather data and insights to millions of consumers, as well as thousands of marketers and businesses via Weather's API, its business solutions division, and its own digital products from The Weather Channel (weather.com) and Weather Underground (wunderground.com).

The company delivers around 25 billion forecasts daily. It's products include the world's most downloaded weather app, a network of 250,000 personal weather stations, a top-20 U.S. website, one of the world's largest IoT data platforms, and industry-leading business solutions.

Weather Means Business™. The world's biggest brands in aviation, energy, insurance, media, and government rely on The Weather Company for data, technology platforms and services to help improve decision-making and respond to weather's impact on business.

For more, visit theweathercompany.com

business.weather.com/alerts

1 Mauldin, P., Utility Line Workers: One of the Top 10 Most Dangerous Professions, T&D World Magazine, 2/9/2015, http://www.tdworld.com/transmission/utility-line-workers-one-top-10-most-dangerous-professions

2 Heat Illness Can Be Deadly, US Dept. of Labor, 2016, https://www.osha.gov/SLTC/heatillness/index.html?utm_source=Twitter

3 Ibid, 2016.

4: Three Region Accuracy Overview, 2010 through June 2016, ForecastWatch.com, December 2016, http://forecastwatch.com/static/Three_Region_Overview_2010_201606.pdf

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