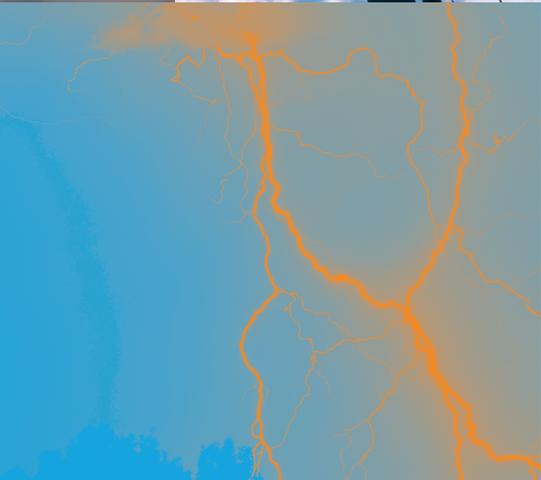


The background of the entire page is a photograph showing the silhouettes of several workers in hard hats and work clothes. They are positioned around a large industrial pumpjack structure. The scene is set against a dramatic sky at sunset or sunrise, with colors ranging from deep orange near the horizon to a pale blue at the top. The workers appear to be engaged in some form of maintenance or operation of the machinery.

Weather Alerts for Worker Safety

The 
Weather
Company
An IBM Business



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 jobs¹



US field workers: 2630 suffered heatstroke, 18 deaths in 2014²



Truckers are 6.5X more likely to suffer fatalities on the job³

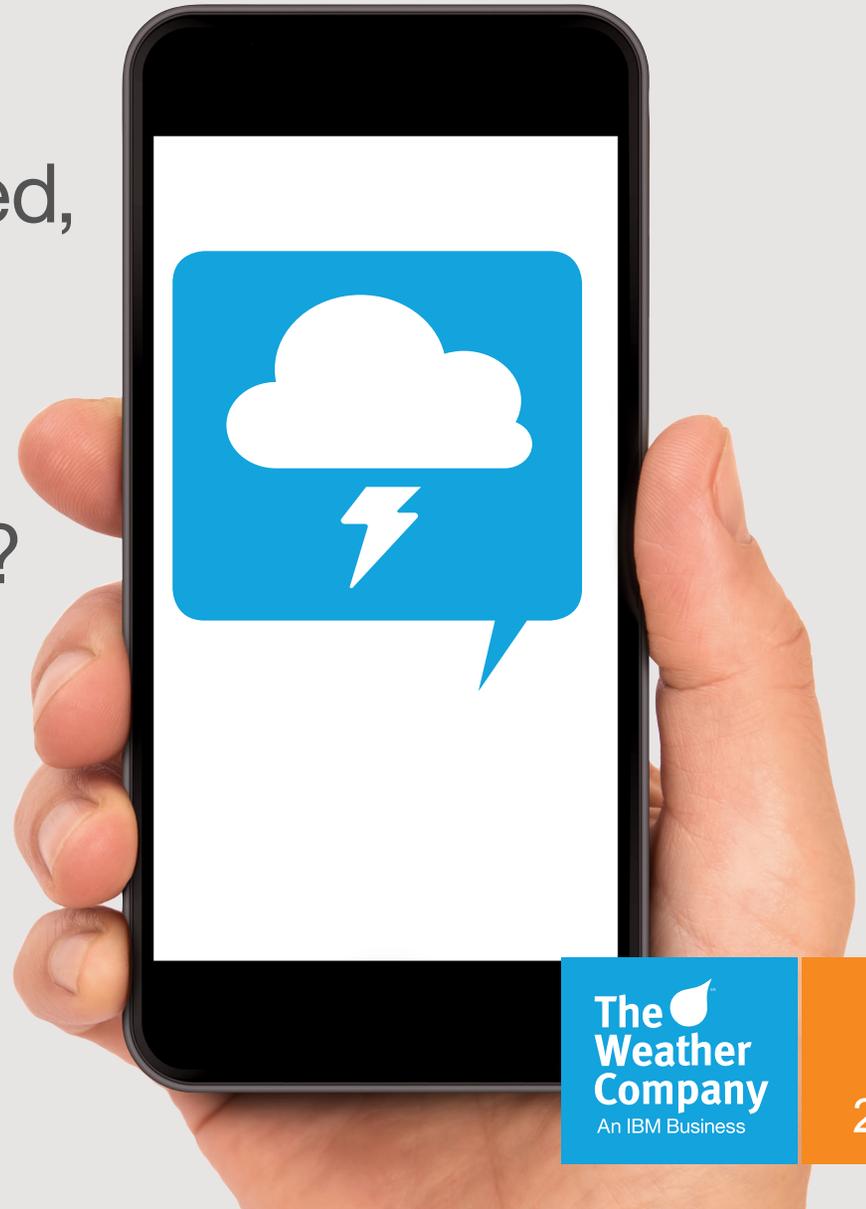
¹ <http://www.tdworld.com/transmission/utility-line-workers-one-top-10-most-dangerous-professions>

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>

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?



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.”

Powered by The Weather Company data



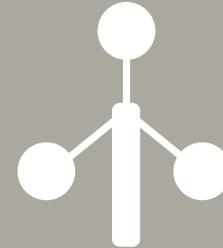
26B daily
forecasts
from 2.2B
locations



Data from
40 million
mobile
devices



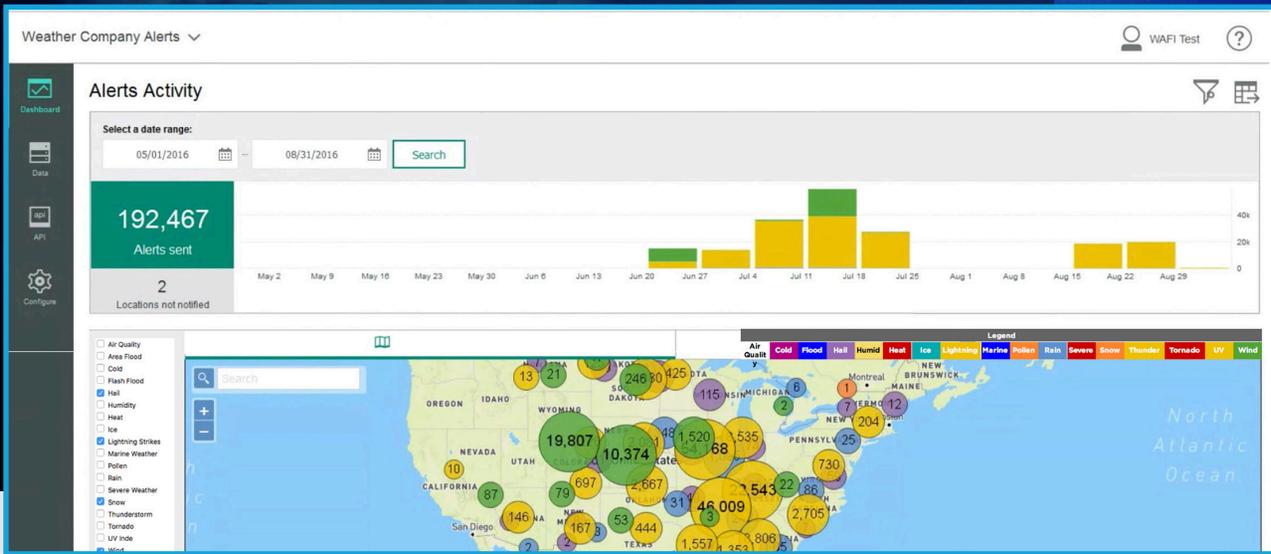
Atmospheric
data from
50,000
flights per
day



250,000+
worldwide
weather
stations



100+
meteorolo-
gists



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.

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)

Snow (>5cm/2"; within 4hrs)

Snow (>8cm/3"; within 48hrs)

Sustained wind (20 mph/32 kph; within 24hrs)

Sustained wind (30 mph/48 kph; within 24hrs)

Sustained wind (40 mph/64 kph; within 24hrs)

Sustained wind (30 mph 48 kph; within 12hrs)

Sustained wind (40 mph 64 kph; within 12hrs)

Sustained wind (50 mph/80 kph; within 12hrs)

Feels like temp (<-25C /-13F; within 48hrs)

Lightning (within 30 min)

Rain (>=5cm/2"; within 3hrs)

Ice (>=6mm/0.25"; within 48hrs)

NWS-Severe Thunderstorm Warning

NWS-Severe Tornado Warning

NWS-Flash Flood Warning

NWS-Flash Flood Statement

NWS-Severe Weather Statement

NWS-Special Marine Warning

NWS-Aereal Flood Warning

NWS-Aereal Flood Statement

NWS-Extreme Wind Warning

Temperature (<32F/0C; within 48hrs)

Temperature (>90F/32C; within 48hrs)

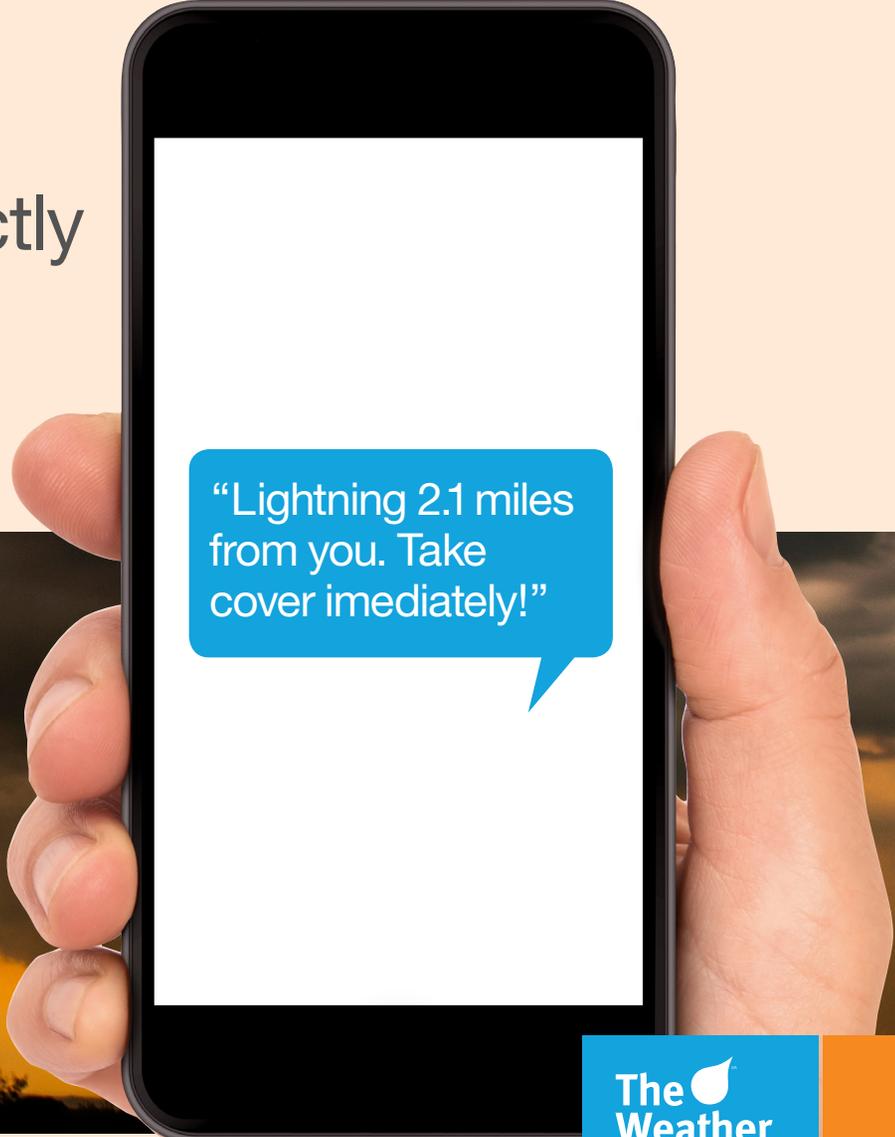
Temperature (>100F/38C; within 48hrs)

Temperature (>115F/46C; within 24hrs)



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.

A hand is holding a black smartphone. The screen shows a white background with a blue speech bubble containing the text: "Lightning 2.1 miles from you. Take cover immediately!". The background of the slide features a dramatic sky with dark clouds and bright lightning bolts striking down.

"Lightning 2.1 miles from you. Take cover immediately!"



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.



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.

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. Its 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

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July 2017

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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

