

Seasonal and Sub-Seasonal Forecast solutions



Differentiating with more precise predictions and data analytics

Plan for market shifts that may affect profitability by using Seasonal and Sub-Seasonal Forecast solutions from The Weather Company. This insight provides a robust and detailed view with graphics of the anticipated temperature and precipitation anomalies over the next seven months.

This solution empowers clients—from top commodity trading firms to financial institutions, agriculture companies to retail organizations—to plan for market shifts that may affect profitability in the 3 – 5-week, 1 – 4-month and 1 – 7-month timeframes.

More confident decision-making

When your company leverages Seasonal and Sub-Seasonal Forecast solutions, you receive best-in-class weather forecasts from The Weather Company, an IBM Business. The Weather Company is the world's most accurate forecaster, according to a 2010-2017 study, which is the most recent, most comprehensive study available from ForecastWatch. These forecasts are created using advanced techniques that include collecting data from a variety of individual sources and intelligently blending them to generate a single forecast that is continuously optimized using advanced machine-learning algorithms. The result is the ability for you to make more confident decisions.

Sample situations

	Seasonal forecasts	Subseasonal forecasts
Farmers	Formulate crop-planting models at the beginning of the growing season	Optimize harvesting time for increased crop yield
Energy traders	Establish long-term hedge positions	Go short and long against trades with hedge positions
Retailers	Make better ordering and production decisions	Plan markdowns, promotions, and the allocation of inventory

New and improved

- Extended timeframes
- Worldwide coverage
- Easier integration
- Updated forecasting methods



Ongoing differentiation

Our Seasonal and Sub-Seasonal Forecast solutions distance themselves from competitive offerings with precision and localization. While most of our competitors provide qualitative statements such as “June is going to be wetter and cooler than last year,” we quantify our forecasts with specifics: “June will have 1’ more rainfall and will be 2.5 degrees cooler than historical averages.” Rather than extended regional forecasts covering areas like “the Upper-Midwest United States” or “Southwest Europe,” we offer localized forecasts down to the size of a small metro area. This precision helps planners in all businesses to anticipate conditions and make better, more confident decisions.

For more information, visit [The Weather Company Data Packages](#) web page.

Specific data availability may vary by location.

¹ Source: “[Three-Region Accuracy Overview - 2010 through 2017](#)”, ForecastWatch.com, publ. date: Sep 2018, data collection was 2010 - 2017. In 2016 and 2017, ForecastWatch named The Weather Company’s consumer brands The Weather Channel and Weather Underground as the most accurate forecasters overall across diverse geographic regions and time periods covered. Note, this is the most recent, most comprehensive report available from ForecastWatch.

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Produced in the United States of America
January 2020

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