

# IBM Weather Operations Center

## Highlights

- Reduce operating cost by optimizing business operations with weather insights.
- Unlock hidden revenue potentials by better understanding customer behavior and demands.
- Stay ahead of the curve in the era of big data and AI with access to 6PB of proprietary geospatial data and location intelligence.
- Build technical capabilities in-house so that you can control and grow the business faster and smarter.
- Break the silos in workflow between data science, data engineering and operations, and instantly convert data insights into actions.



## Plan for and respond to critical weather events with advanced analytics to ensure business continuity.

Weather impacts every business, every day, requiring industry leaders to build intelligent workflows to reduce weather-related disruption.

Minimizing disruption to your business requires more than just weather data — you must employ advanced analytics and intelligent workflows to reimagine processes and better predict how weather will impact your assets, employees and customers. Fair or foul, when weather strikes, the IBM Weather Operations Center is a suite of applications that allows you to plan for and respond to disruptive events like weather to avoid outages and ensure business continuity.

In 2019, there were 373 catastrophic weather events, like drought or flooding, globally causing \$229 billion in economic loss.\* Almost every weather-related headline in the media or corporate annual reports focused on the associated negative impacts for organizations, including depreciation, lost revenue opportunities, business operations disruption and increased insurance premiums.

With the IBM Weather Operations Center, you have the tools to not only predict disruptions to your business, but rapidly respond to them—or avoid them altogether.

# IBM Weather Operations Center provides a central place to unlock hidden potentials in weather insights and location intelligence to better plan for weather impacts and climate change.

- **Weather API services**, built with the expertise of The Weather Company, provide access to a variety of weather data such as high-accuracy, hyperlocal forecast, historical data and industry-specific packages (i.e. agriculture, aviation and renewable energy).
- **Geospatial analytics engine** brings six petabytes of geospatial-temporal datasets to equip the businesses with a unique set of knowledge, imperative to maintaining the leadership in the era of machine learning and AI.
- **Operations dashboard** connects the data insights to visual representations that anyone in the company can understand and configure, no matter what background and technical skills they have.
- **Scalable alerts console** pushes out action items to the thousands of personnel, at the right time and right place so that the weather insights for your business can be taken to actions instantly.
- **Industry add-ons** are available to combat more unique weather challenges to specific industries, such as aviation, banking, consumer packaged goods, energy and utilities, insurance and retail operations industry.

## The Weather Operations Center

**Enable greater application accessibility across users** with a streamlined user experience, mobile capabilities, intuitive dashboards, maps, charts, alerts and access to weather, earth observation, and geospatial data as well as GPS.

**Support stakeholders across your organization** with a scalable SaaS solution based on specific application consumption requirements. The base entitlement offers a wide range of weather functionality with an impressive number of API calls. As you grow, the app point model makes it easy to adjust consumption and choose the right add-on applications that work best for your business needs and IT strategy.

**Free up data scientists and developers** from low-value and cumbersome data management processes so they can focus on developing advanced analytics models that provide actionable insights and enhanced workflows.

Register for the Weather Academy  
to learn more



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