

Weather Company Data Packages

Integrate weather into your operations for better business outcomes



Highlights

- Gain access to a variety of weather data feeds
- Inject a wealth of weather-based insight into your business processes
- Optimise operations, help reduce costs, improve safety capabilities and uncover potential opportunities for new revenue.



Weather impacts virtually every sector of the economy and is one of the greatest decision points in business performance. With data packages from The Weather Company, an IBM Business, you can gain access to data feeds to introduce an abundance of weather-based insights, helping you optimise operations, reduce costs, improve safety and uncover potential revenue opportunities.

Businesses – everywhere – can benefit from a weather strategy

These robust data packages tap into current and forecast conditions as well as seasonal and severe weather. You can take advantage of these packages efficiently by accessing the weather data APIs via the cloud. The packages are curated to give you precisely the data you need in the necessary format, including alerts, notifications, forecast data, weather imagery and damaging weather packages.



Core Weather – This offering contains many of the most important weather APIs ranging from current conditions and forecasts to radar and satellite data. 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 over 250,000 personal weather stations in addition to traditional sources. Government-issued weather sensors are augmented by personal weather stations and near 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 minutes².



Severe Weather – Near real-time severe weather data provides alerts to help you safeguard your assets by enabling 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 behaviour. 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 – This package offers access to hourly values for surface temperature, wind speed and direction, relative humidity, atmospheric pressure, dewpoint and precipitation rate.



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

About The Weather Company, an IBM Business

The Weather Company, an IBM Business, helps people make informed decisions and take action when confronted by severe weather conditions. The company offers the most accurate forecasts globally with personalised 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 a day. 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 information, see theweathercompany.com



Footnotes

1 Three Regional Accuracy Overview, 2010 to 2016, By ForecastWatch.com, a Service of Intellovations, LLC, CorecastWatch, December 2016, http://forecastwatch.com/static/Three_Region_Overview_2010_201606.pdf

2 Ibid, 2016.

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