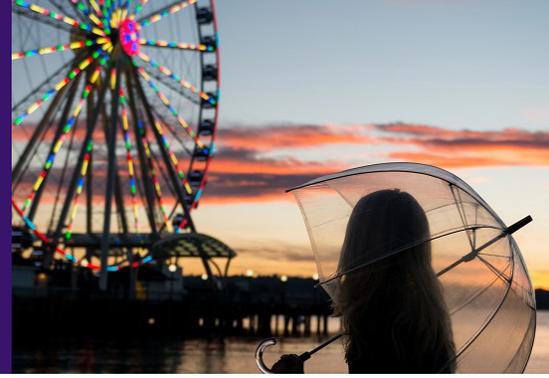


# Operations Dashboard for Entertainment

Take early action to mitigate external factors and make confident decisions



To optimize operations and keep employees and customers safe, entertainment companies need a comprehensive, single view of the many factors that may affect event schedules, attendance, staffing, and the fan experience. The Operations Dashboard for Entertainment from The Weather Company, an IBM Business, is the first comprehensive solution to address these specific industry concerns.

This weather, traffic, location, and safety dashboard includes live and forecasted weather conditions from radar and satellites as well as hyperlocal traffic information. The dashboard also keeps your operational teams informed with customizable alerts of hazardous weather and conditions in the vicinity.

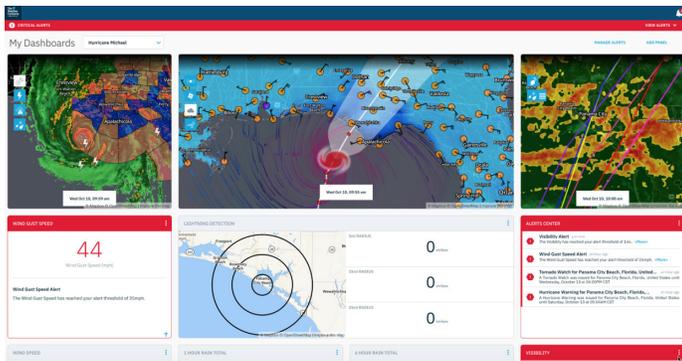
## Customer-First Approach

Creating exceptional experiences while controlling costs is paramount to profitability. With hyperlocal weather data, you gain visibility into the times during which weather-related activities may affect your operations.

From outdoor workers to your logistics crew, various members of entertainment organizations need to understand current and future conditions to ensure safety, situational awareness, and operational efficiency.

As the first and best in the industry to use weather and traffic data to guide operations, The Weather Company can turn common weather reports into accurate intelligence for real-time decisions.

In terms of our weather data, our accuracy and scale cannot be matched. The Weather Company produces two billion daily forecasts for 2.2 billion points on the globe and it's derived from the 40 million mobile devices that have our Weather Channel app, 275,000 personal weather stations and 50,000 aircrafts. This data along with IBM's super-computing and modeling expertise produces the most accurate and hyper-local forecasts per a recent third party ForecastWatch<sup>1</sup> report.



- Customize the dashboard to include the weather conditions and alert triggers that are most important to your business whether it be wind speed, lightning proximity, precipitation and more.
- Track weather and traffic that impacts safety and facility operations to protect staff and clients from harm.
- Send live, configurable mobile alerts and short videos to workers and even visitors, so they are aware of the approaching weather.

This single view of weather and traffic in an easy-to-use UI helps entertainment companies make more confident decisions relative to their high-value assets, operations, fans, and employees to keep business running smoothly.

<sup>1</sup> [https://www.forecastwatch.com/wp-content/uploads/Three\\_Region\\_Overview\\_2010\\_201606.pdf](https://www.forecastwatch.com/wp-content/uploads/Three_Region_Overview_2010_201606.pdf)

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