



ImpactReady™

Severe Weather Preparedness

Severe weather is the leading challenge to business continuity for organizations worldwide. International research confirms that winter storms, hurricanes, tropical storms, tornadoes, wind, lightning, hail, and floods constituted 87.3% of the \$400 billion business damage and loss in 2014. Severe weather threat preparedness is imperative. ImpactReady assists clients with their weather threat preparedness response plan writing, update, and testing, in order to mitigate the operational impact of severe weather, the largest threat to business continuity and prosperity.

ImpactReady Benefits

- Delivers clients a comprehensive weather threat preparedness plan based on a customized risk assessment and vulnerability analysis.
- Assures employee preparedness and security against weather threats through drills and preparedness presentations.
- Helps mitigate weather related business impacts such as asset damage and loss, as well as employee injuries.
- Prepares organizations to manage and minimize the impact of severe weather events.

ImpactReady Features

- Provides business impact analysis and risk assessment of the client's weather threat preparedness plan, specifically tailored to each organization's site geography and business mandates.
- Sets a response plan activator that acts as the initial alert or trigger for clients to activate their severe weather response plan.
- Vets triggers (initiation thresholds) for emergency response actions based upon business-specific, operational requirements.
- Provides trigger reports which are custom time-phased alerts that combine the arrival of a weather threat with a company's severe weather response plan.
- Delivers employee preparedness presentations (EPPs) to educate and prepare employees for severe weather events, including preseason preparation, evacuation, ride-out checklists, and post-event recovery efforts.
- Enacts employee drills using simulated weather threats to help your organization prepare for and respond to impending threats.

"During the last 5 years, 69% of companies invoked their emergency business continuity plans due to natural disasters and severe weather conditions."

Source: Forrester Research
Q4, 2014,
Business Continuity
Preparedness Survey

**StormGeo is your
24/7/365 weather
department protecting
personnel, property,
and profits.**



Onshore Solutions

StormGeo Onshore Solutions are a full suite of weather preparedness services with expert meteorologist guidance and support for every weather threat.

ImpactReady™

Business impact analysis and risk assessment of weather threat preparedness, tailored to business locations and mandates.

StormWatch™

Business-specific, weather threat monitoring, reporting, alerts, and action guidance for thunderstorms, floods, tornados, lightning, hail, high wind, blizzards, wildfires, and extreme temperatures.

TropicsWatch™

Business specific tropical threat monitoring, alerts, videos, reporting, and action guidance for tropical storms.

BDG Dashboard™

Secure, personalized dashboard with a hierarchical view of client assets and hour-by-hour, color-coded weather threat charts.

