



# StormWatch™

## *Severe Weather Impact Guidance*

For companies worldwide, business continuity planning is imperative to ongoing corporate growth and prosperity. Substantial research data confirms that the primary threats to business continuity are extreme weather events. Public weather services, by design, focus on informing the public by providing general information without contrast or measure of business-specific potential impact. Instead, businesses rely on a comprehensive, tested, weather preparedness plan, supported by StormWatch™. StormGeo is the full-time weather department for hundreds of organizations globally, delivering business-critical, severe weather decision guidance services.

### **StormWatch Benefits**

- Assures tested, severe weather preparedness.
- Provides actionable decision guidance to protect employees and business assets.
- Avoids costly actions when perceived weather threats do not apply to specific client locations
- Helps organizations manage the impact of severe weather threats including: thunderstorms, floods, tornadoes, lightning, hail, high winds, blizzards, droughts, wildfires, and extreme temperatures.

### **StormWatch Features**

- Provides expert meteorological guidance, customized to clients' specific locations and organizational mandates
- Identifies potential weather threats up to 10 days in advance of events, specific to client locations and business requirements
- Delivers business location specific alerts of imminent weather threats via a personalized website, e-mail, phone, and/or text messages
- Provides 24/7/365 expert meteorological assistance whenever a relevant weather threat arises
- Produces specialized impact forecasts and modeling, custom-tuned to the operational needs of each client facility

*"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.

