

IBM Integrates Automated Alerts from The Weather Company to Enhance Resiliency Communications as a Service

Cloud-enabled resiliency solution will use hyperlocal weather data to help ensure availability of critical data

ARMONK, N.Y., April 18, 2017 /PRNewswire/ -- IBM (NYSE: [IBM](#)) today announced new cloud-based weather monitoring capabilities that can pinpoint and proactively respond to weather events by automatically alerting clients to worsening conditions over specific locations of interest around the globe. The new offering enhances IBM Resiliency Communications as a Service solution by integrating high-resolution automated weather alerts from The Weather Company, an IBM Business.

Extreme weather events now represent the leading risk factor facing businesses today, and in 2016 those events inflicted [\\$175 billion in economic damage](#) worldwide. These numbers underscore nature's volatility as a leading driver to enhance disaster recovery and crisis management communications in the enterprise.

Resiliency Communications as a Service uses mobile devices and web interfaces to automate workflows to analyze and identify the location of crisis events and responders, compile interactive status response reports, and get the right people engaged and informed to react to disruptions as they happen. Hyperlocal weather alerts from The Weather Company help incident response teams to make the most reliable decisions possible in each situation. It is also highly scalable to accommodate any number of team members or facilities.

"Resiliency Communications as a Service has transformed the way organizations anticipate, localize, and prioritize incoming risks to their IT infrastructure," says Laurence Guihard-Joly, General Manager, IBM Global Resiliency Services. "These new enhancements from The Weather Company will advance our efforts to bring further preventive and cognitive value to our software defined resiliency solutions, and empower our clients and customers to maintain 'always-on' expectations."

Modern Disaster Recovery as a Service solutions and resiliency orchestration strategies are particularly compatible with the era of cloud computing as organizations reshuffle their IT infrastructure to reduce cost, boost efficiency, or minimize downtime following disruption. Cloud-enabled strategies also allow for ongoing incident management when client internal systems and networks are impacted. In the long run, this is time and cost effective for both the organizations and their clients.

Every day, The Weather Company's sophisticated models analyze data for 2.2 billion locations worldwide every 15 minutes, using one of the largest troves of weather and location data available anywhere. Combining that enormous volume and variety of data with advances in atmospheric and computational sciences enables The Weather Company to produce the most accurate global forecasts available today. Now as part of IBM, The Weather Company has broadened that accuracy on a global scale for business clients.

LINK FOR EMBEDDED VIDEO: <https://www.youtube.com/watch?v=hSfe3cGjiOE&t=11s>

About IBM Global Technology Services

IBM Global Technology Services offers end-to-end IT consulting and business services supported by an unparalleled global delivery network that is transforming its business to lead in an era of Cognitive and Cloud. As a cloud services integrator, GTS is managing the services and underlying infrastructure in an integrated and unified way. It is modernizing clients' IT environments to help them meet the increasingly complex customer demands. GTS provides clients with innovative technology solutions that help them to improve their business processes and in turn, profitability.

The Weather Company, an IBM Business

The Weather Company, an IBM Business, is the world's largest private weather enterprise, helping people make informed decisions and take action in the face of weather. The company offers the most accurate, personalized 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). For more, visit theweathercompany.com.

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