

The Weather Company, an IBM Business, Introduces New Solutions Designed to Help Freight and Logistic Companies Improve Operational Efficiency

New Operations Dashboard for Ground Transportation offers critical weather and traffic information to help minimize weather-related incidents and delays

ANDOVER, Mass., May 15, 2017 /PRNewswire/ -- Weather-related delays cost the freight industry alone approximately \$8.7 billion a year¹. To help address these inefficiencies, The Weather Company, an IBM Business (NYSE: [IBM](#)), introduced today its new *Operations Dashboard for Ground Transportation*, a solution which is designed to help optimize workforce productivity and route selection for freight and logistics companies. This comprehensive, customizable dashboard includes key information on weather and road condition information, such as precipitation, wind, fog, ice and pooling water. The dashboard also integrates real-time traffic flow and incident data, and flags safety hazards.

"By providing freight and logistics companies with a single view of critical weather and traffic information, we are providing them with the ability to make proactive decisions that can reduce inefficiencies and potentially keep their drivers out of harm's way," said Mark Gildersleeve, vice president and head of business solutions, The Weather Company. "We understand that weather can be disruptive, but with the right insight companies can be prepared to make proactive decisions."

The *Operations Dashboard for Ground Transportation* is designed to provide input across the trucking and fleet organizations. As part of the solution:

- **Dispatchers** will have access to a comprehensive dashboard of the network of vehicles and locations, with a view of relevant weather, traffic, and safety information on each route.
- **Distribution Center Executives** will have access to a dashboard-level view of weather and traffic that impacts the safety of relevant personnel and facility operations.
- **Drivers** will receive live, location-based alerts for current locations and upcoming locations based on current trajectory. Drivers will also have the ability to check weather and traffic while planning the day's travel and during breaks.

Additionally, dispatchers can set up individualized alerts of approaching hazards that are delivered via API to an in-cab or mobile device. This alerting capability can track a driver's trajectory and send alerts based on approaching weather. With weather updates as frequently every five minutes and down to a 500-meter resolution, drivers will be equipped to make more informed decisions from the road.

To learn more, visit <https://business.weather.com/industry-solutions/ground-transportation>.

The Weather Company, an IBM Business

The Weather Company, an IBM Business, helps 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](#)).

The company delivers tens of billions of forecasts daily. Its products include a top weather app on all major mobile platforms globally, 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, visit [theweathercompany.com](#).

¹ <https://ntl.bts.gov/lib/48000/48200/48291/2019837E.pdf>

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