



Tornado Impacts Numerous Businesses in the City of Charlotte

AccuWeather Enterprise Solutions was able to provide two major clients 24 minutes of lead time for EF-1 tornado. Other businesses had to rely on 4 minutes publicly available notice.

Leading companies want to provide a safe work environment to allow their valuable employees to be as productive as possible regardless of the environment. One of the business challenges of managing risk that has received attention among thought leaders the last few years is “low risk (meaning rare)/ high impact” natural hazards like tsunamis and earthquakes.

A tornado, one of those infrequent natural hazards, occurred in Charlotte the evening of November 30, 2016. The storm caused considerable damage and disruption in the southern part of the Queen City area. AccuWeather Enterprise Solutions provided timely, life-saving warnings before others. How? Before discussing that specific tornado, a little background may be helpful.

The lack of adequate National Weather Service radar coverage in the Charlotte area has been a source of consternation among the public, the media, and even Congress in [recent years](#). There is a nearby Terminal Doppler Weather Radar (TDWR) in the area, run by the Federal Aviation Administration (FAA). However, that radar has been unsuitable to [some meteorologists](#).

At AccuWeather Enterprise Solutions, we don't whine, we work. How do we take that unconventional weather radar data and transform it into something valuable to our clients? How do we use that asset to save lives and property?

Over a recent one-year period, AES lobbied to obtain an enhanced data stream from the TDWR radar and then adapted the data for our exclusive SmartWarn® storm warning system. Even though tornadoes are infrequent in late November,

when the need arose, we **used this data to warn our Queen City clientele 24 minutes before the tornado arrived**. Others were only able to provide four minutes of warning. Below is a SmartWarn precision street-level image of the tornado from the TDWR as the tornado was causing its damage and before some others were even warning of the storm.



Fortunately, this tornado only produced damage. But, as this storm demonstrates, had it been a major, life-threatening tornado, only AccuWeather Enterprise Solutions provided adequate time to ensure the safety of your employees.

Saving people, property, and profits are what we do. By implementing the best science, incorporating the best tools, and staffing with the most passionate meteorologists we provide a tremendous return on your risk mitigation investment.

So, call us today. The next storm may already be on the way.



Contact us today at: 814.235.8600 or sales@accuweather.com.
Visit us at: AccuWeather.com/EnterpriseSolutions.

