



# AccuWeather Clients Avoid Unnecessary Business Disruption

On April 30, 2016, the Omaha World-Herald April 30, 2016, published an article highlighting how one of AccuWeather Enterprise Solutions' (AES) clients, an Omaha-based financial services company, avoided an unnecessary business disruption when they were not threatened by a tornado.

When the U.S. government issued a 107-square mile tornado warning, AES meteorologists were carefully monitoring the situation and notified corporate security officials there was no risk to their facility. While employees were advised they could take shelter if they wished, a company-wide tornado warning was not issued, allowing normal business operations to continue. Company officials received phone briefings throughout the situation to ensure the safety of their employees, even though no tornado occurred near their facility.

## Here is why our clients place such high value on this storm insight that only AES offers:

- Government statistics indicate their tornado warnings for the general public have, on average, a false alarm rate of 70 to 80 percent. AccuWeather issues 80 to 90% fewer client-specific warnings, significantly reducing unnecessary false alarms.
- With many fewer false alarms, human risks are reduced (moving critically ill patients, carrying immobile employees to shelters).
- The economic losses associated with shutting down a production line, retail operations or a call center are dramatically lessened.
- The credibility of the warning system as a whole is increased so people are more inclined to take shelter when the "real thing" presents itself.

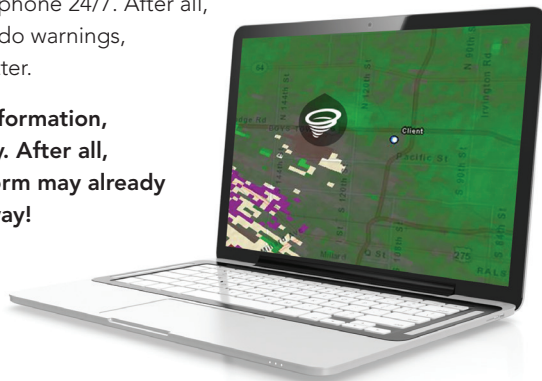
*AccuWeather's exclusive storm tracking technology shows the precise location and movement of the tornado relative to each of our clients. In this case, the tornado passed safely west of our client's location.*

## Only AccuWeather Enterprise Solutions offers this to our clients:

- Warnings issued to each client's unique specifications.
- The absolute state-of-the-art in tornado forecasting and tracking technology.
- All National Weather Service weather radars plus radars from other federal and state agencies.
- High-resolution weather satellite data, at up to one-minute intervals.
- Unique technology to insure receipt of warnings during life-threatening weather.
- Two forecast centers with fully redundant technology for uninterrupted client service.

And, most importantly, talented, experienced meteorologists who are specifically certified in storm warning meteorology available by phone 24/7. After all, during tornado warnings, seconds matter.

**For more information, call us today. After all, the next storm may already be on the way!**



Contact us today at: 814.235.8600 or [salesmail@accuweather.com](mailto:salesmail@accuweather.com).  
Visit us at: [AccuWeather.com/EnterpriseSolutions](http://AccuWeather.com/EnterpriseSolutions).

