



# In the Wake of Cindy's Destruction

AccuWeather Enterprise Solutions provided clients with 24 minutes of advanced notice for an EF-1 tornado in Birmingham, Alabama, and another notification for New Orleans, keeping clients safe.

During the afternoon of June 22nd, 2017, a thunderstorm associated with Tropical Depression Cindy produced a destructive EF-1 tornado in the Birmingham, AL metropolitan area. Maximum winds were estimated at 110 mph, which caused downed trees, power lines, and severe damage to businesses and homes in the area. Four people were injured as a result of this tornado.

AccuWeather Enterprise Solutions (AES) meteorologists were closely monitoring the rapidly developing storm and issued a tornado warning 15 minutes ahead of the National Weather Service (NWS). **AES clients received up to 24 minutes of lead time**, allowing people to take shelter. Those who relied on government-issued tornado warnings in the same area received only 9 minutes of lead time. In fact, the tornado was already on the ground by the time the NWS issued their tornado warning.

That same day, a severe thunderstorm moved through the New Orleans area. The National Weather Service issued a tornado warning. However, AccuWeather's advanced SkyGuard® Warning using our unique SmartWarn® technology depicted insufficient rotation for a tornado to occur. We notified our clients accordingly and prevented a false alarm from affecting their operations.

No tornado ever occurred in New Orleans on that day and **AES was able to save those clients 13 minutes of unnecessary down time as well as any related costs to shutting down their facilities.**

AES received positive feedback from a client in New Orleans who said the null tornado notification was not only accurate, but very helpful.

**"...once again your crews came through for us with TS Cindy. Kept us well informed including a very timely Null Tornado Warning that helped a lot."**

*– Norris Yarbrough, Assistant Vice President, Tulane University*

Call us today to learn about our SkyGuard Warnings that provide severe weather warnings to protect employees, businesses and residents from severe weather-caused damage, bodily harm and loss of life. The superior accuracy of our warnings for snow, ice, tornadoes, lightning, hail, hurricanes and flooding are tailored to each location and client to effectively prepare for weather events and save lives, reduce risk and avoid costly shut downs.



*Tornado in Birmingham, Alabama, June 22, 2017*



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

