



Transportation Clients Forewarned of Early Season Snow Storm



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Because You Need
Us to Be.**

We do whatever it takes to deliver accuracy and speed every time because we know the stakes are high:

- Your employees' safety.
- Your bottom line.
- Your commitment to your customers.

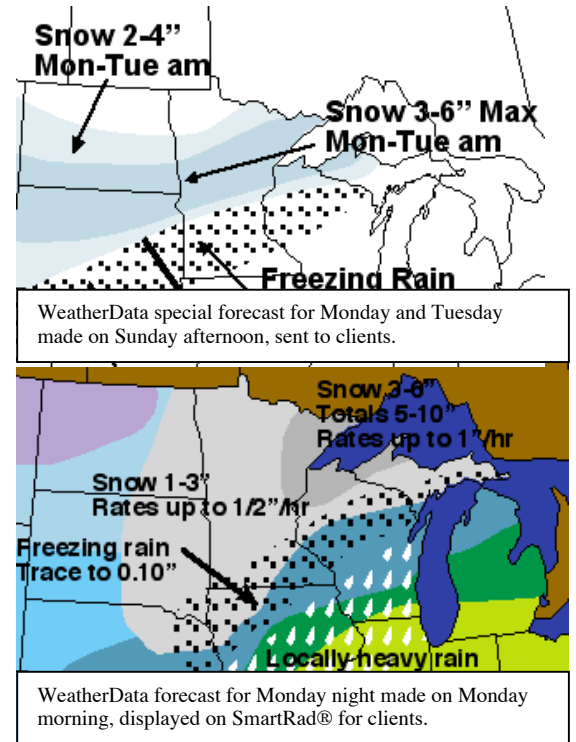
Just ask some of our clients.

- DaimlerChrysler
- General Motors
- Burlington Northern
- Santa Fe
- Boeing
- Toyota

The Story

On Monday and Tuesday November 3 and 4, 2003 the Midwest United States experienced its first winter storm of the season. On Sunday WeatherData began giving its clients an early warning that disruptive winter weather was on the way. Up to seven inches of snow fell across parts of Minnesota, enough to slow down travel even in that hearty part of the world. While the Upper Midwest has a reputation for digging out of snow storms quickly, one can't start to dig out until it stops snowing. The long duration of snow, a 48 hour event, complicated matters. Fortunately WeatherData clients were ready.

- Sunday: WeatherData issues the first forecast, pictured at right.
- Monday morning: WeatherData prepares the daily set of four maps valid for the next four 12 hour periods. The daytime map for Monday (not shown*) predicts 2 to 5 inches of snow from eastern SD through central MN. The Monday night map, shown below, depicts a forecast heavy snow belt around Lake Superior.
- Monday and Monday night: WeatherData follows up forecasts with customized snow alerts. The regional alerts include the same forecast amounts as the maps, and are time phased with the storm movement through the region.



Results

Clients had the information they needed to plan for disruptive snow, thanks to the **proactive** forecasts and warnings from WeatherData. WeatherData takes out the guesswork, with accurate and easy to understand graphics. Results follow:

<u>City</u>	<u>Amount</u>	<u>WeatherData Forecast</u>
Bismark, ND	4.6"	3-6"
Pierre, SD	4.5"	3-6"
Aberdeen, SD	5.5"	3-6"
Sioux Falls, SD	2.3"	1-3"
Grand Forks, SD	5"	2-5" * map not shown
Thief River Falls, MN	5"	2-5" * map not shown
Central MN	4-5"	3-6"
Duluth, MN	7"	5-10" final, 3-6" initial
Fargo, ND	2"	3-6", high by only 1"
Embarrass, MN	Trace	5-10" then 3-6" (too high)

Put our Expertise to Work for You. Don Coash, Senior Sales Consultant, dcoash@weatherdata.com