True Stories. | Real Results.

WeatherData®

*Protecting Your Business. Protecting You.™*

# Success Story - Automaker

## THE STORY November 16, 2005 | Grand Rapids, MI

- **2:38 p.m. CST** - WeatherData meteorologists forecast "4 to 8 inches of snow with localized amounts to 10 inches" between 3:00 p.m. and 9:00 a.m. the next morning. In addition, "blowing and drifting snow" was forecast with winds "gusting to 35 mph."

The National Weather Service (NWS) forecast, in effect for the same time period, predicted as follows (excerpts taken from original NWS forecasts):

"Rest of today...snow showers likely. New snow accumulation an inch or less.

Tonight...snow showers likely in the evening...then a chance of snow showers after midnight. Snow accumulation of an inch or less."

According to the post storm report by the National Weather Service, eight inches of snow accumulated where our client was located. **Amounts up to 8.7 inches were reported in some parts of the city.** The wind gusted to 33 mph while the snow fell, causing snow to drift across the area.

### Why is this important to you?

Have you ever tried to operate with a parking lot covered in eight inches of snow? Think about the lost productivity! And, try hiring a contractor for timely snow removal after a "surprise" snowstorm. Our client wasn't surprised.

Employees may slip and fall due to uncleared snow and ice.

Have you ever had to shut down production because critical parts could not reach your facility?

Think about how much operational disruptions like these can subtract from your bottom line and distract from doing business.

You run these risks when using weather information from sources like TV and websites or from our competitors that simply repackage NWS products. Our meteorologists are laser-focused on the individual requirements of our clients.

With WeatherData, you proactively manage the risks associated with weather and natural hazards. We guard your safety, efficiency and bottom line. Our clients tell us our service is one of the best investments they make.

*It is only a matter of time until a natural hazard costs your business big dollars.* **Call or email WeatherData today**, before the next storm arrives.

### A Few of Our Clients:

**Banking and Call/Data Centers:**
- Experian
- Fidelity National Financial
- Symantec

**Manufacturing Industry:**
- Abbott Laboratories
- Boeing
- DaimlerChrysler
- International Truck & Engine®

**Transportation Industry:**
- BNSF Railway
- Canadian National Rail

**Schools & Athletics:**
- Duke University
- Kansas Speedway
- New York Jets

**Here is What One of Our Many Satisfied Clients Has to Say:**

*"The timeliness and content of the WeatherData forecasts helped us make decisions and understand what the storm would do."*

**Major Jay Gruber**
**University of Maryland Police**

For More Information, Please Call:
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