

TRUE STORIES — REAL RESULTS

Protecting Your Business. Protecting You.

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The Costs of Unnecessary False Alarms

We often talk about the dramatic stories of timely storm warnings that save lives and money for our clients. Equally important is the number of times we prevent the chaos, disruption, and loss of productivity (thus, dollars!) involved with false alarms.

On April 12, 2009, 11:51am, government meteorologists issued a tornado warning for the Houston area valid until 12:30pm. They believed there was a tornado developing over downtown Houston.

* AT 1150 AM CDT ... NATIONAL WEATHER SERVICE DOPPLER RADAR INDICATED A SEVERE THUNDERSTORM CAPABLE OF PRODUCING A TORNADO. THIS TORNADO WAS LOCATED NEAR DOWNTOWN HOUSTON ... MOVING EAST AT 30 MPH.

WeatherData had multiple clients in the area warned by government officials. Based on our technology, we notified them there was no threat. *No tornado occurred.*

NWS Warning Notification
from WeatherData, Inc.

WeatherData has NOT issued a warning at this time for your facility in Harris county, TX and is not expecting this tornado to affect your facility in the next 30 minutes. Below is a courtesy copy of the local NWS warning for your convenience.

For 2009 through April 16, Houston governmental weather officials have issued 9 tornado warnings. Only one tornado occurred. Suppose your fire alarm system falsely sounded eight times? Would you evacuate the 9th?

In 2008, the government's Houston office issued 19 tornado warnings resulting in a single tornado -- a false alarm rate of 95%. In spite of a 95% false alarm rate, two tornadoes occurred in the Houston area without any government warning.

You would never accept this level of performance from a fire or intrusion alarm system. WeatherData's business-quality site-specific weather warnings and risk mitigation systems save money, productivity and, when there is a genuine hazard, we help you save lives.



Call WeatherData today. (316) 265-9127 or email us at sales@weatherdata.com.


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Education:

- University of Texas
- Florida State University
- University of Alabama
- Duke University
- USD 259 (Wichita, KS) Schools

Transportation:

- BNSF Railway
- Canadian National Rail
- Cessna Aircraft
- Spirit AeroSystems

Manufacturing:

- Abbott Laboratories
- Boeing
- Navistar
- Wyeth Pharmaceuticals

Insurance:

- Liberty Mutual
- Blue Cross / Blue Shield