

# Business Weather Intelligence<sup>®</sup>

*"Through Planalytics, we can anticipate extreme weather conditions and adjust our production and inventory accordingly."*

*Randy Kitchin, National Demand & Supply Planning Manager  
Nestle Waters North America*

*"We have been able to make weather part of the DNA & culture at Ace Hardware, so that when we talk about sales opportunity, sales risk and past performance, weather is now just a part of that."*

*Paul Sikes, Director of Inventory Control  
Ace Hardware*

Everyone is affected by the weather. On a day-to-day basis, it is the most volatile external factor influencing consumer and market behavior. And, because weather is constantly changing, businesses must deal with a continuously shifting array of opportunities and risks. The impact on revenues, costs and margins is measurable and often substantial.

So how can your business manage weather's impact? Weather maps, forecasts and statistics are only the beginning. Business Weather Intelligence (BWI) translates weather data into powerful, understandable and applicable insights on how your company is impacted by weather. As the pioneer and premier provider of Business Weather Intelligence, Planalytics gives clients a distinct edge over the competition by presenting weather to businesses in a way that clearly identifies both the impact and the actions that can be taken to manage it.

Planalytics Business Weather Intelligence is built on an unparalleled database of weather's financial and volumetric impacts, proprietary modeling technologies and market-specific expertise. The BWI platform puts weather into a business perspective by turning temperatures, precipitation, etc. into weather-driven demand indices, unit/dollar changes and other indicators. This allows you to easily and effectively incorporate weather impacts throughout your business, bringing improvements in planning, production, distribution, replenishment, logistics, marketing, energy procurement and everything in between.

With years of comprehensive analyses and real world experience, Planalytics is uniquely positioned when it comes to understanding weather's impact on planning, buying cycles, distribution, promotions and prices. Planalytics determines how weather has and will affect your customers' buying behavior, identifying conditions that trigger supply and demand changes, shift market sentiments or alter what products and services become focal points — when, where and for how long.

## **BWI SOLUTIONS**

Consumer Insights

Market Insights

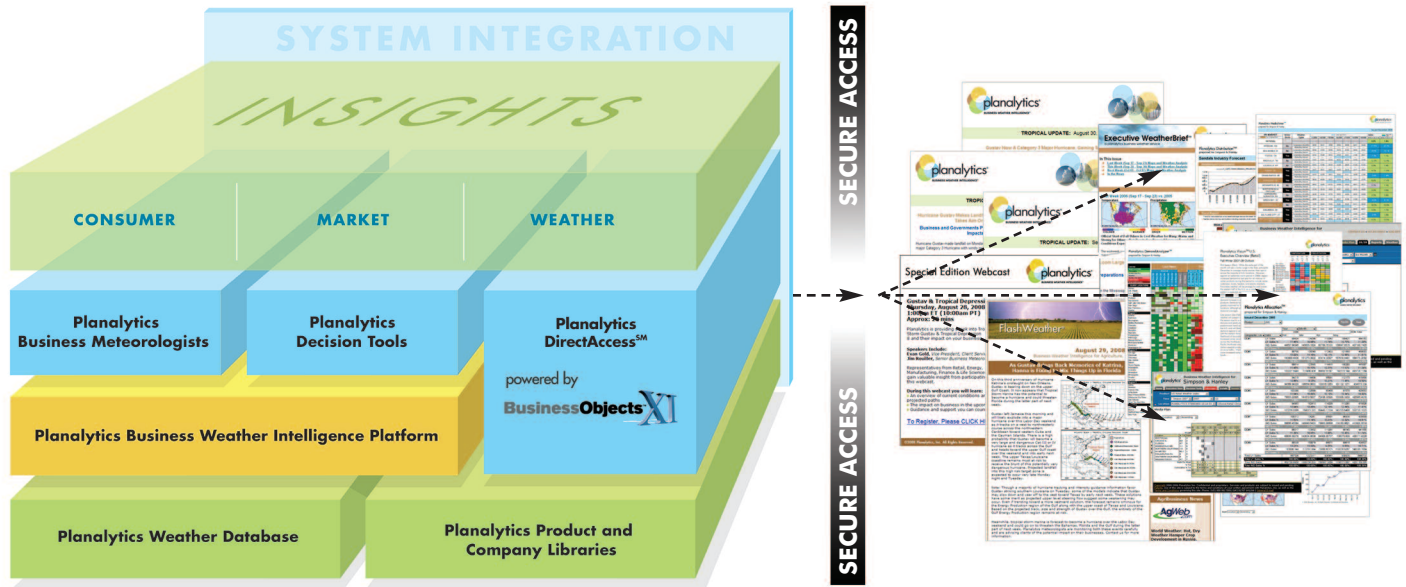
Weather Insights

Contact us to make better  
essential decisions today!

**800.882.5881**

[www.planalytics.com](http://www.planalytics.com)

# Business Weather Intelligence® Solutions



## BWI SOLUTIONS

### Consumer Insights

Planalytics Consumer Insights quantifies how weather influences consumer buying behavior. Planalytics helps retailers, distributors, consumer packaged goods companies and other consumer-focused businesses pinpoint when, where and how much demand for specific products and services will change due to weather. Planalytics' ready-to-use Product Libraries model weather's impact on demand for over 200 categories from soft drinks to sandals; from lawn mowers to long sleeve shirts; from capris to cough-cold medicines. Companies access Planalytics' information through reports and online Decision Tools and integrate weather-driven demand indices to get the most from their existing merchandising and operational systems.

### Market Insights

Planalytics Market Insights isolates weather's impact on financial markets, allowing companies to optimize pricing in areas such as commodities, equities and catastrophic bonds. Utilities and energy end-users, agribusiness and life science companies, consumer-centric energy funds and firms in insurance markets all use Planalytics to account for weather's influence on market movements and to mitigate the resulting risks. Planalytics' online tools use a combination of historical and predictive analytics to determine when it is a good time to buy or sell,

to project crop conditions (yields, disease threats, etc.) and to identify areas of financial opportunity or risk.

### Weather Insights

Planalytics Weather Insights provides forecasts, updates and alerts and round-the-clock access to the most comprehensive, continuously updated and cleansed weather database available. Through DirectAccessSM, Planalytics enables companies to specify the foundation weather data (weather variables, locations, etc.) needed for historical analyses and customized forecast information. Planalytics' proprietary weather services include temperature and precipitation outlooks, specialized forecast products (growing degree days for agriculture, etc.) and severe weather (wind storms, tropical storms/hurricanes, etc.) outlooks and alerts.

## EASY INTEGRATION, FAST RESULTS

Planalytics Business Weather Intelligence gives you the ability to capture measurable results with minimal investment.

With Planalytics, there is no lengthy implementation and ROI is fast (weeks instead of months or years). As a client you have immediate access to Planalytics web-based analysis platforms, online Decision Tools and e-mail delivered reports. Planalytics analysts and business meteorologists will help identify tactical decisions and adjustments you can make right away. If you decide to integrate Planalytics' intelligence into existing operational systems, our weather-driven demand indices are compatible with a variety of leading merchandising, pricing and supply chain planning solutions.

## Strategic and Tactical Management of Weather's Business Impact

