



# SkyGuard® Severe Weather Warnings

Situational awareness to help you protect your people, property and profits

SkyGuard warnings are backed by expert one-on-one meteorological consultation to help you make the right decision when seconds matter—24/7, 365 days a year. SkyGuard provides customized warnings tailored to your specific location, notifying you well in advance of severe weather threats that could impact safety and operations. These warnings include snow and ice, damaging winds, hail, extreme temperatures, heavy rainfall, tornadoes, hurricanes, lightning strikes and more. Save money by reducing unnecessary and time-consuming responsive actions to false alarms. AccuWeather’s SkyGuard warnings help you protect people and property before and during severe weather impacts.

## What makes SkyGuard warnings different?



Issued by AccuWeather meteorologists, not repackaged alerts from public sources.



Receive up to twice as much advance notice compared to other sources.



False alarms are greatly reduced, minimizing service interruptions while saving you time and money.



Be notified when a government-issued tornado warning is in effect, but the tornado does not pose a direct threat to your location.



If warnings are not acknowledged, a meteorologist will follow up to ensure you are aware.



SkyGuard warnings are global and can cover organizations with multiple assets and locations.

# In one weather emergency after another, AccuWeather has been the first, and often the only warning of life-threatening severe weather.

Proactive, site-specific alerts offer advance warning well before severe weather impacts occur

Alerts are delivered in a format that aligns with your organizational emergency management plan

All-clear notifications are delivered as soon as a threat is over, minimizing weather-related downtime

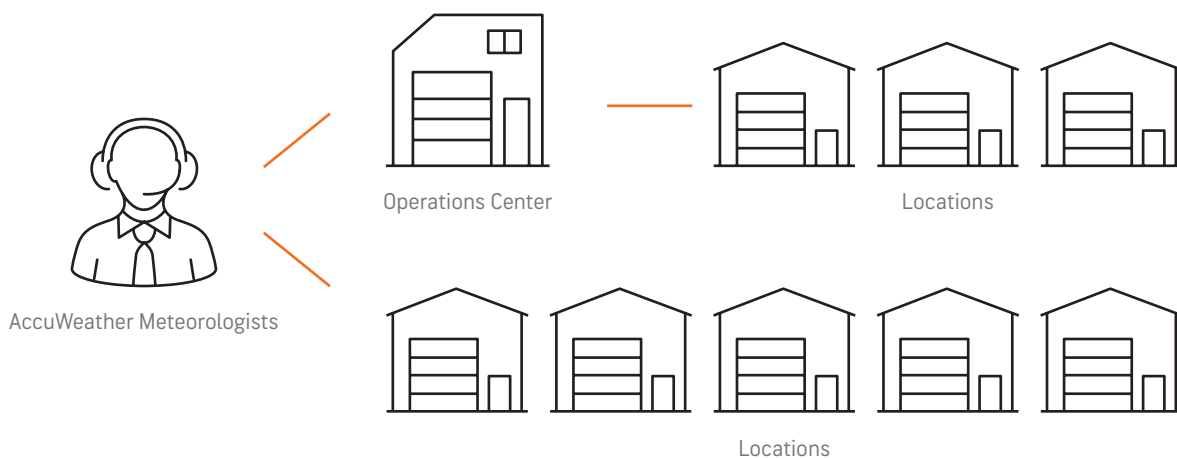
Live one-on-one or group consultation is provided by our severe weather experts anytime of the day or night

Warnings are delivered via push notification from SkyGuard Mobile, available on both Android and iOS

## Warning criteria

Weather hazard	Desired advance notice
Snow and Ice	2 - 4 hours
Winds	20 minutes
Extreme Temperature	2 - 4 hours
Hail	20 minutes
Rainfall, Flash Flooding	20 minutes
Tornado	20 minutes
Reviewed Tornado Notification	After public warning
Tropical storm, hurricane, cyclone, typhoon forecasts	Up to 5 days
Lightning	20 minutes

## Communication process: Facilitating a common operating picture



# Distribution methods

## Online portal

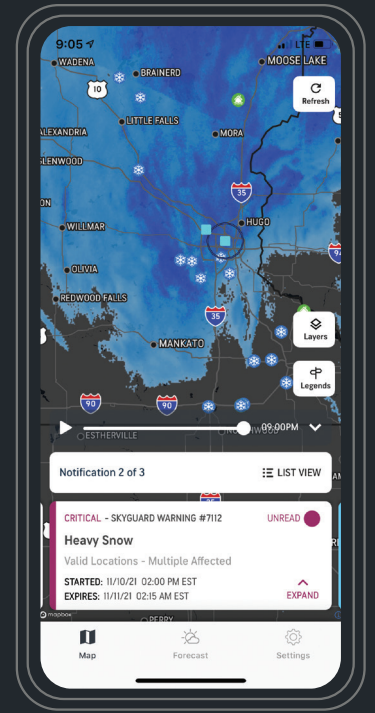
AccuWeather provides on-demand access to all SkyGuard warnings and information through an intuitive, web-based interface that can be accessed by key personnel throughout your organization, providing a company-wide common operating picture and critical situational awareness.

## SkyGuard mobile

This enterprise-level companion app for SkyGuard delivers life-saving information via push notification, ensuring your team is able to make informed and critical decisions no matter where they are. The app also features advance map visualizations with all site locations and current location plotted, ensuring you have a precise understanding of the hazards in relation to your assets.

## GIS

All of our pinpoint weather content is available in GIS-friendly formats in real time. As observations are collected, value-added data are assimilated, proactive warnings are issued, and forecasts are created. Tap into temporal/time-enabled data for actionable, site-specific AccuWeather content overlaid on the data about your business.



## SkyGuard warnings protect multiple industries

### Snow and Ice Contractors

With 2-4 hours of advance notice, 24/7 consultation and site-specific warnings tailored to, SkyGuard helps save time, money and resources all while maximizing safety

### Emergency Management

SkyGuard warnings act as the trigger within an Emergency Action Plan, mobilizing resources and preparing for storm impact, minimizing weather-related risks and losses

### Transportation Logistics

Plan ahead and re-route your fleet to avoid adverse weather and maximize employee safety while ensuring deliveries are kept scheduled and on-time

### Financial Services & Insurance

Diminish loss ratios, manage financial risk, and provide data and call centers with SkyGuard services tailored specifically for the needs of your organization

### Manufacturing

Allows you to enact emergency plans ahead of the storm and will alert you when severe weather is nearby but will not directly impact the site, helping you avoid costly shutdowns

### Outdoor Events

Protect fans, talent and staff from severe weather, manage operations, prepare wind-sensitive equipment and rigging ahead of changing conditions, and postpone rather than cancel

### Educational Institutions

Shelter students and staff when dangerous weather approaches and know exactly when the threat has passed. Count on SkyGuard forecasts leading up to school-sanctioned outdoor activities

## Customer Testimonials

**“Weather is a key factor in everything we do and having that partnership as a two-way street allows us to make the best decisions. For example, the sky may look like it’s clearing on our end, but AccuWeather’s meteorologists may end up seeing a system that’s still developing.”**

— Bill Stark, Chief Operating Officer, The Track Family Fun Park