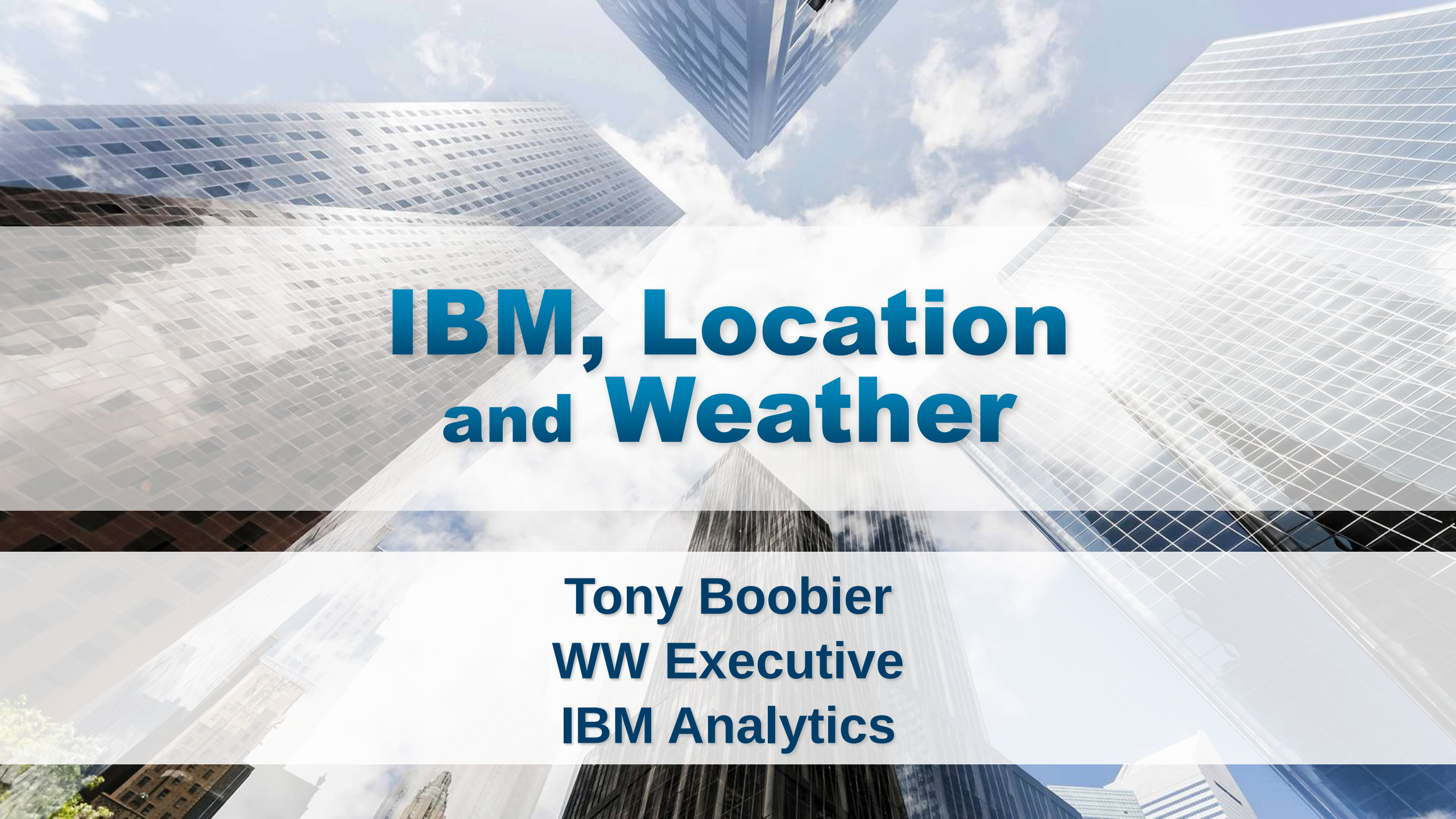
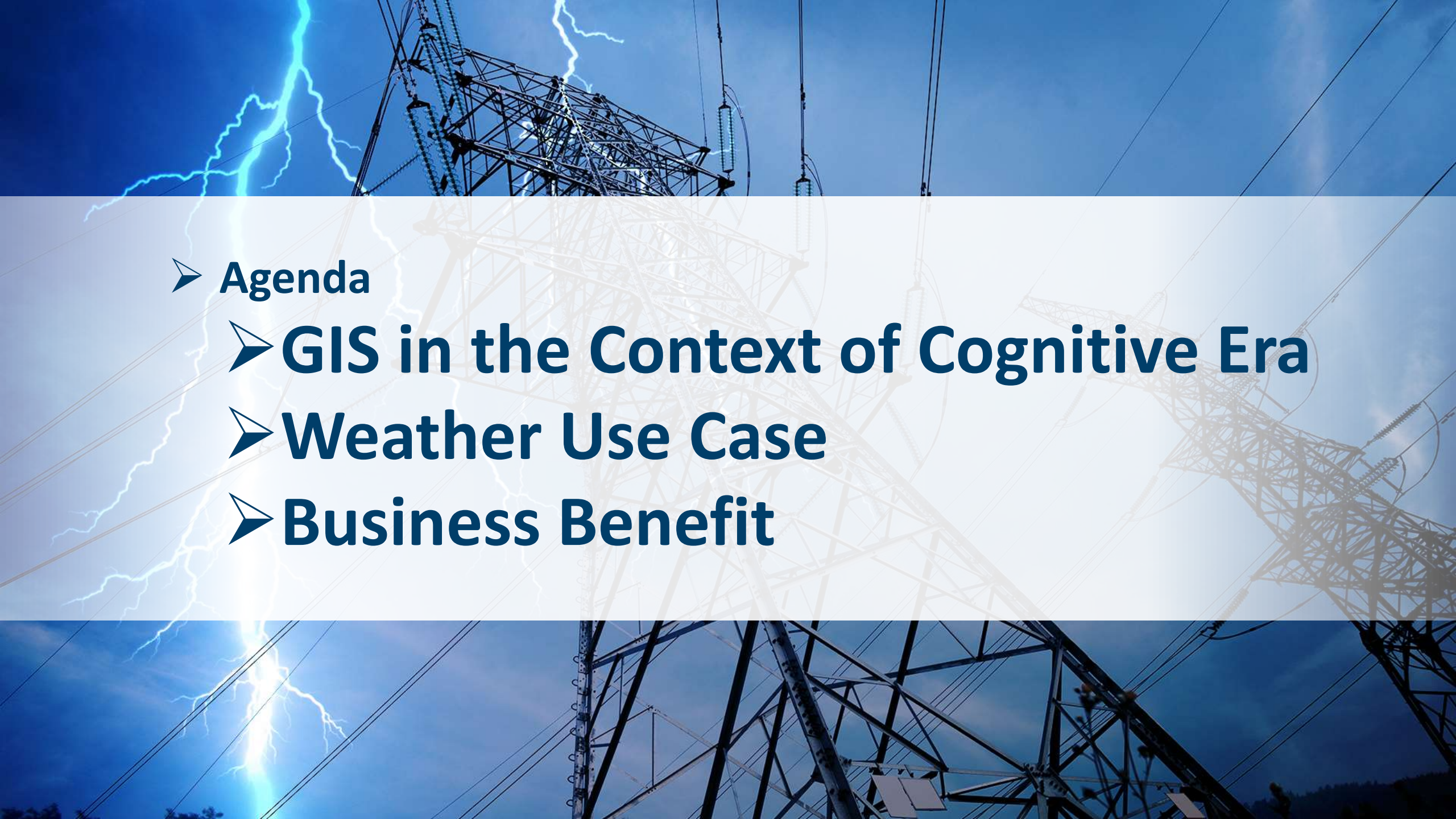


IBM, Location and Weather

Tony Boobier
WW Executive
IBM Analytics



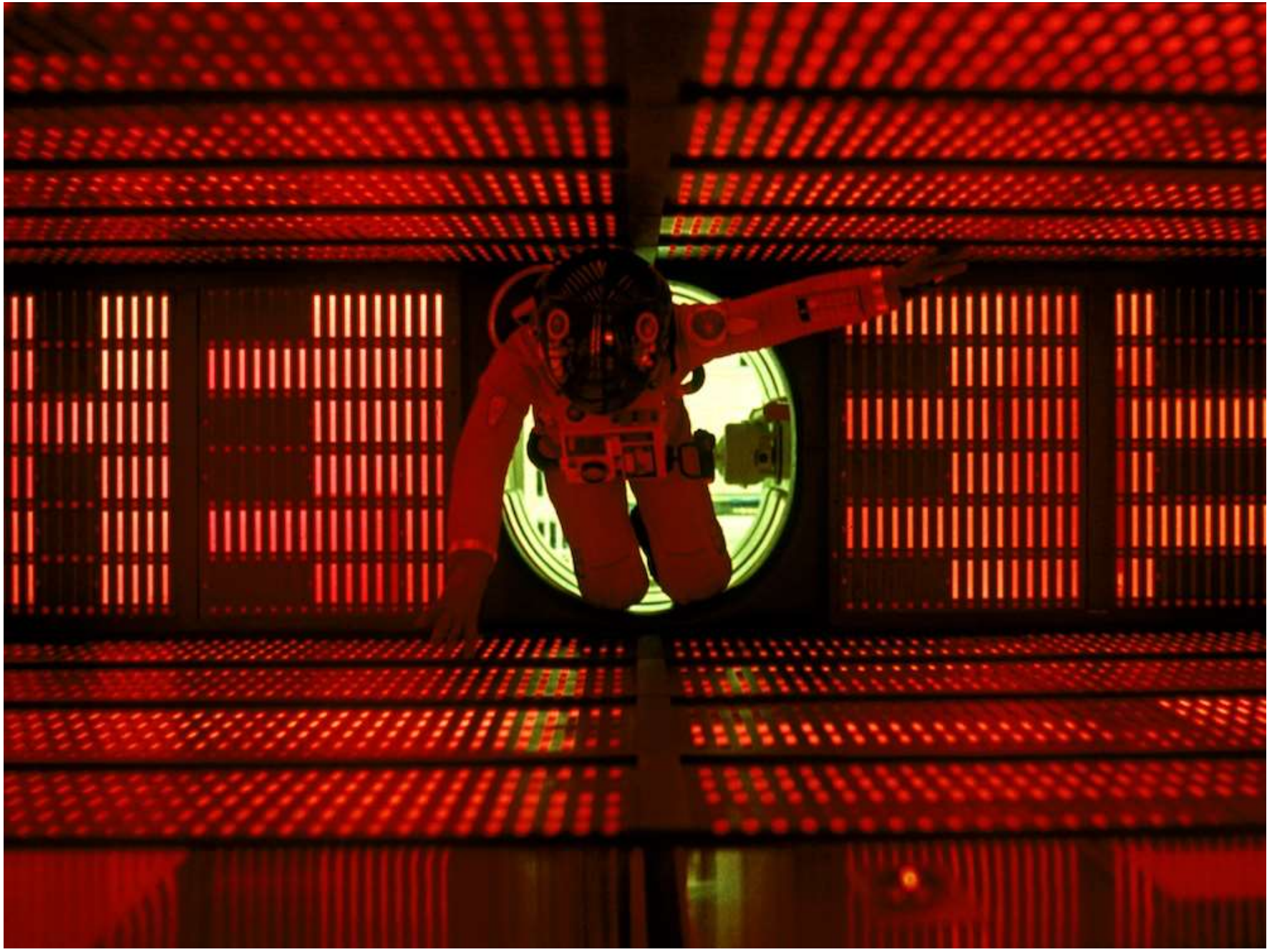
- Agenda
  - GIS in the Context of Cognitive Era
  - Weather Use Case
  - Business Benefit

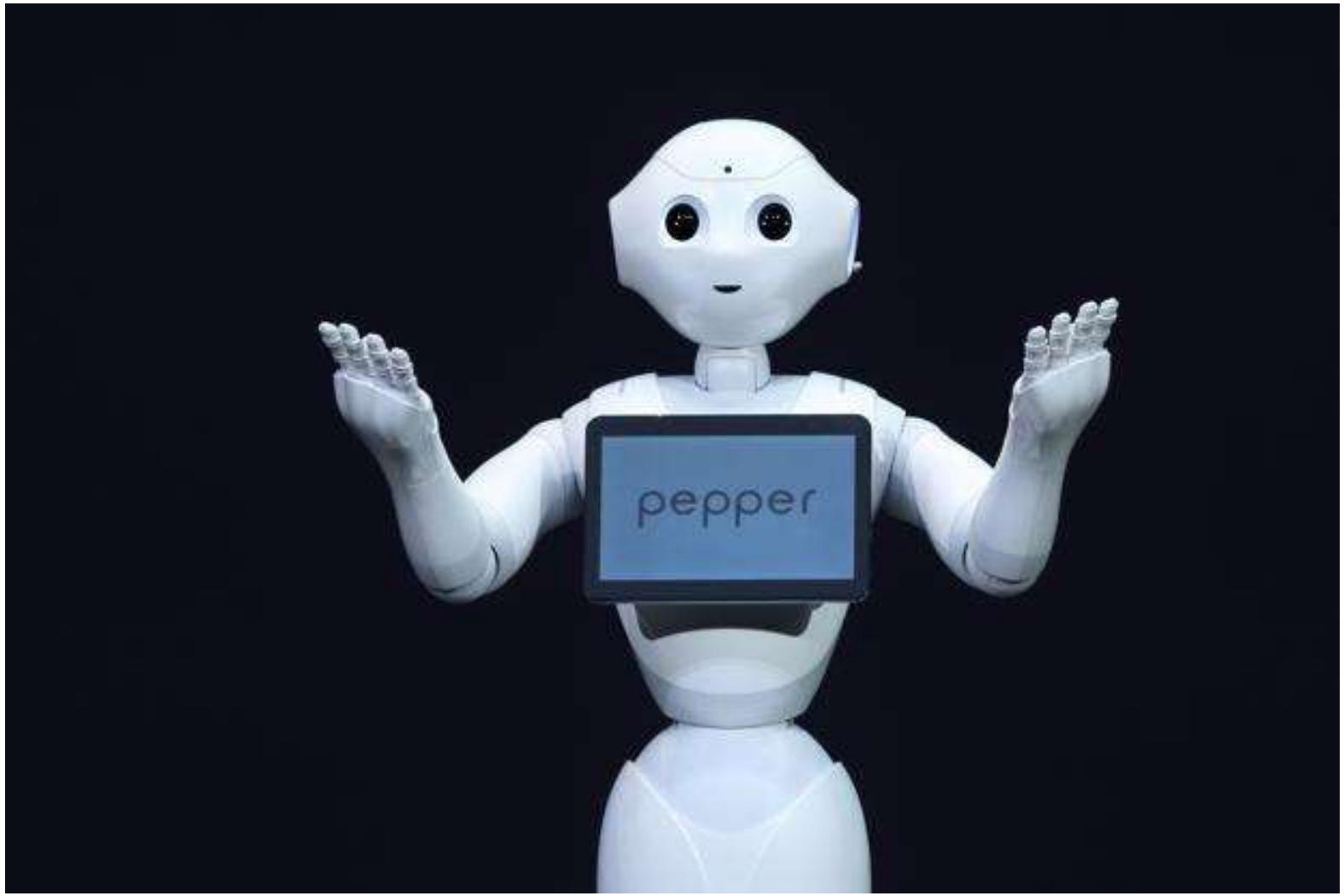
Fourth Age of Analytics

1. Descriptive
2. Predictive
3. Prescriptive
4. Cognitive

Analytics create actionable insights

The ***cognitive era*** *begins when systems* ***understand*** *and make sense of the world*




pepper

Weather Related Damage is Increasing

- Worldwide insured losses totaling **$11.8** billion in 2014 from five most destructive weather events.
- **$2.3** billion of weather-related damage in the United States in 2014
- Over the last 30 years weather-related loss events is **x5** in North America, **x2** in Europe and **x4** in Asia

The Weather Company
An IBM Business
Combining
business data, weather data, location and IoT data
to transform enterprise decision making

The Weather Company delivers 26 billion forecasts per day

2.2 Billion weather forecast locations

Data from **40 Million** mobile devices

Atmospheric data from **50,000** flights per day

190,000 worldwide weather stations

100+ meteorologists

#WeatherMeansBiz

Using the most precise, accurate and timely weather data in a Location Context

Precision

100x greater coverage

Accuracy

Rated number one

Speed

Forecasts update every 15 minutes

Insurers help Policyholders Weather the Storm

Claims	Respond faster to claims
Risk Management	Reduce risk exposure
Telematics	Provide user-based insurance
Customer Engagement	Alert policyholders to adverse weather

Claims Mitigation

Hail alerts save insurers **$1.67** per policy holder

Customer Retention

5-plus client touches per year can increase retention **5%**

Customer Satisfaction

52% of policyholders take action on alerts

To Summarise

- Think about GIS in a ‘Cognitive’ World
- Remember the value of Converged data
- Think ‘business benefit’, not technical capability

And Finally …

Isn’t it Time to Redefine GIS ?

Greater Information Systems

Thank You

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