snowflake®

WEATHER SOURCE

REVEAL MEANINGFUL BUSINESS INSIGHTS WITH WEATHER SOURCE AND SNOWFLAKE

Weather Source and Snowflake modernize how businesses access weather and climate data.

> **Personalized Data**
> Request a personalized data feed from Weather Source containing only the slice of weather and climate data your business needs.

> **No Data Storage Costs**
> Data doesn't move from the provider account to yours, eliminating storage fees.

> **Accelerate Time to Insights**
> Get data faster than with traditional methods. Speed up analytics for faster decision-making.

> **Eliminate Data Transformation**
> No need to extract, transform, and load data. Snowflake automatically does all the heavy lifting to make your Weather Source data ready for immediate analysis.

> **Access to Real-Time Data**
> The Snowlake Data Marketplace provides access to real-time data, so any updates are instantly available to query.

> **Reduce Operational Risk**
> Securely access data that is always up-to-date, eliminating manual errors and data corruption.

WHY WEATHER DATA?
In the U.S. alone, weather accounts for nearly $600 billion a year in economic impact. All industries have some degree of weather sensitivity, but only the most forward-leaning organizations actually harness Mother Nature to optimize decision-making.

CHALLENGES WITH TRADITIONAL WEATHER DATA
Many companies encounter hurdles on the journey to leverage analytics-grade weather data for their business intelligence needs:

- Weather datasets are often extremely large, requiring petabytes of expensive storage capacity and preventing quick access.
- Traditional weather data providers rely solely on data from airport observation stations, which are often too far away to provide actionable information. Further, up to 25% of airport observation stations routinely report errors in their data.
- Complex weather data can be difficult to prepare for analysis. It is tedious and time-intensive to manually correct for inconsistencies if data is collected from numerous, disparate sources.
- Without on-demand data access, it is difficult to ensure forecasts contain the most current information available.
- Most weather data providers don't offer the opportunity to sample their data before purchase.

MODERNIZING WEATHER DATA ACCESS
Global weather data is easier to access than ever before. Weather Source has partnered with Snowflake to offer hyper-local, analytics-grade weather data through the Snowflake Data Marketplace.

The Snowflake Data Marketplace eliminates data movement and the need to use FTP or manage APIs. Consumers gain access to live, ready-to-query data without having to transform it or pay for additional storage, regardless of the quantity or volume of data accessed. Snowflake users can query Weather Source's past, present, forecast, and climatology weather data products on demand.
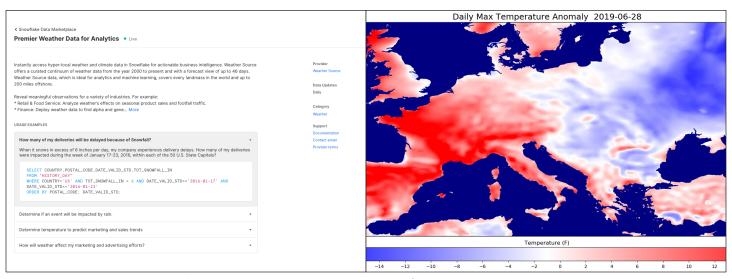
Solve key use cases around marketing, inventory, staffing, logistics, supply chain, disaster preparedness, and more by engaging Weather Source products and solutions via Snowflake. With access to consistent, hyper-local data—right down to your exact storefront, job site, real estate property, agricultural field, or automobile—your business can identify patterns, trends, and anomalies to always be one step ahead of competitors.

For data science teams, this partnership means reliable, consistent access to the data they need, while saving time and money.

Weather Source and Snowflake

Weather Source can help your organization predict and prepare for severe weather events and anomalies, such as the extreme heat wave Europe experienced in June 2019.

Key Observations for a Variety of Industries

Weather Source data accessed via Snowflake can reveal actionable insights and improve ROI for nearly any business:

Retail & Food Service: Analyze weather's effects on product sales, seasonal inventory, and footfall traffic.
Finance: Deploy weather data to find alpha and generate optimum trade signals.
Real Estate: Monitor weather's impact on asset locations.
Energy: Anticipate weather anomalies and potential changes in demand.
Logistics: Identify weather events and perils that result in delivery delays.
Healthcare: Understand weather's influence on emergency room and clinic visits to optimize staffing.
Agriculture: Quantify the impact of weather on planting schedules, crop yields, and overall field performance.

About Snowflake

Thousands of customers deploy Snowflake Cloud Data Platform to derive all the insights from all their data by all their business users. Snowflake equips organizations with a single, integrated platform that offers the only data warehouse built for any cloud; instant, secure, and governed access to their entire network of data; and a core architecture to enable many other types of data workloads, such as developing modern data applications. Find out more at **snowflake.com.**

About Weather Source

Weather Source empowers organizations to leverage weather and climate technologies for business intelligence. Our mission is to make hyper-local weather and climate data accessible around the globe and across industries. Our passion is working with companies to leverage weather and climate data to develop strategies that ultimately reduce waste, increase ROI, fine-tune logistics, optimize marketing strategy, and improve resource planning. Learn more at **weathersource.com.**