ONP♀INT CLIMATOLOGY

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Long-Range Forecasting

The Most Accurate, Robust Climatology Data on the Market. Climatology is the statistical representation of weather over time.

OnPoint Climatology offers valuable information such as: the "normal" or "average" (mean) weather for any location at any point in time; departures from normal (standard deviations); and frequency of occurrence for specific weather parameters such as precipitation or extreme temperatures.
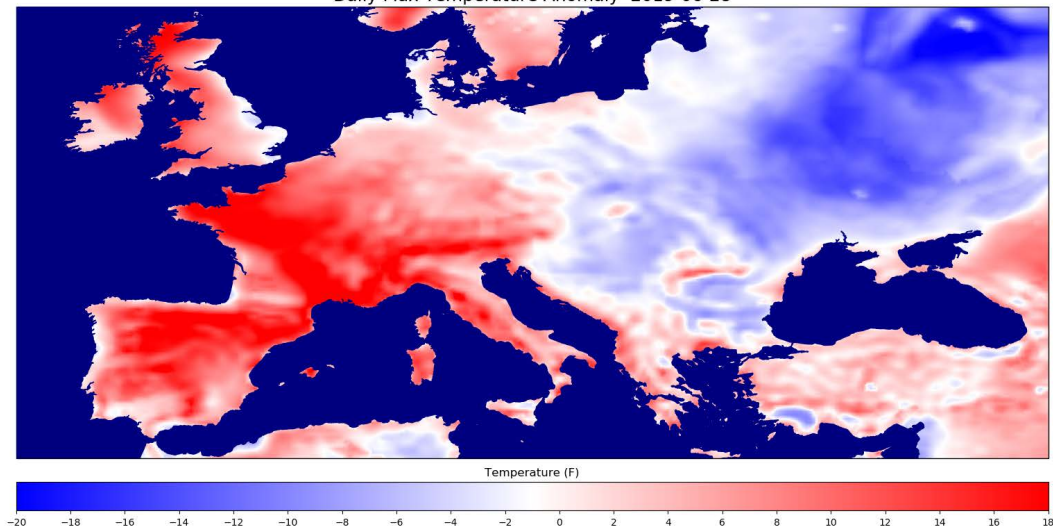
Weather Source climatology data is seamlessly integrated into any company's business intelligence strategy to discover how consumers respond during "normal" or "average" conditions, and more importantly, how they respond during "departures from normal." Often, departures from normal have the biggest influence on consumer behavior.

OnPoint Climatology is also useful as a long-range forecasting tool. The majority of forecasts can only provide a reliable outlook of 7 to 10 days, after which point certain weather parameters such as wind and cloud cover become less accurate. More advanced projections may be able to look forward a few weeks with some detail, but beyond that, long-range forecasts tend to be even less precise.

Using our cutting-edge climatological technology, Weather Source is able to solve these challenges to provide accurate forecasts of up to 15 days with an enhanced and extended forecast out to 42 days.

Daily Max Temperature Anomaly 2019-06-28

Daily maximum temperature anomalies for June 28, 2019, during the record-breaking European heat wave.

Stastically-Driven Insights

Frequency of occurrence data reveals how often certain conditions occur at your location of interest. For example, how often it snows within the range of 1 to 2 inches or how many times it typically rains on a given day. This information is extremely useful for business planning. For instance, a road salt distributor is more concerned with how many unique snow events are "normal" on a particular day than with how many inches it is likely to snow on said day.

OnPoint Climatology can be used in combination with OnPoint Weather to identify and rank departures from normal. Pairing temperature forecasts from OnPoint Weather with the associated **OnPoint Climatology** temperature means can yield forecasted anomalies.

For example, sales of iced coffee accelerate during abnormally high temperatures and drop during unseasonably cool ones. Therefore, a coffee chain using **OnPoint Climatology** can drive efficiencies by planning inventory and staff schedules accordingly during periods of anomalies. These revelations take the guesswork out of organizational decisions that may be affected by changes in weather.

ONP**O**INT CLIMATOLOGY | Used By:

NATIONWIDE RETAILERS to anticipate departures from normal for temperature and precipitation then predict sales of related products such as lawn and garden merchandise. Or, to make decisions regarding when to mark-down or remove seasonal products in advance of changing weather patterns.

HEALTHCARE NETWORKS to understand weather impacts on emergency room visits, leading to more efficient staffing and reduced wait times.

PHARMACEUTICAL COMPANIES seeking to proactively market medications for ailments such as allergies and asthma by anticipating weather parameters that trigger said conditions.

SOLAR ENERGY COMPANIES to predict cloud cover and net solar radiation and make optimal use of available resources.

TECHNOLOGY COMPANIES to determine the ideal location to build ground-based satellite imaging stations.