IBM Environmental Intelligence Suite for Retail

The challenge

Weather has a significant impact on the daily decisions of the consumer, and ignoring the weather can impact everything from pricing and product assortment to inventory and staffing. Controlling costs while creating an optimal customer experience is critical to any retailer. And with retailer costs increasing, due to heightened need for in-store sanitation and safety protocols, cost management is more important than ever. Everyday weather fluctuations can affect profitability by creating uncertainty about product demand and inventory. Further, disruptions in the supply chain from weather cost hours of downtime, impacting distribution and on-time delivery.

In the competitive retail industry, understanding the weather forecasts and how they change the demands of customers can offer a huge advantage. By using weather analytics, retailers can plan promotions and help ensure product availability. Employing weather data allows retailers to forecast changing demand and modify their inventories and staffing, becoming more resilient to uncertainty. Leading companies are using weather insights to forecast their retail needs with accuracy.

Keep customers happy— no matter the weather

Take early action to mitigate external factors and make confident decisions.

The IBM Environmental Intelligence Suite of applications that provides a single view of the disruptive weather factors that may affect your distribution, operations and staff schedules. With the IBM Environmental Intelligence Suite, you can plan for and respond to disruptive events to help ensure business continuity.

— **Weather API access** to one of the world's leading sources of weather data[1] puts historical and current weather data at your fingertips for analysis and model operations.

— **Geospatial analytics** from the PAIRS Geoscope platform lets you curate and scale your data sets, along with 6 petabytes of existing data, to drive your analysis.

— **Visualization dashboards** allow customized displays and monitoring by asset so you can visualize and operationalize analytic models or weather perils to keep your workforce safe.

— Using the **Alerts console**, notify your users to the presence of a peril, or indicate a threshold exceedance immediately to drive efficiency and safety.

## IBM Environmental Intelligence Suite can help you:

Improve demand planning
Manage inventory, plan markdowns and make more effective business decisions using one of the world's most accurate forecast of key weather attributes[2], with demand precision up to 7 months in advance.

Optimize store operations
Analyze weather augmented with other geospatial data along with your business data and asset information.

Improve customer experience
Use hyperlocal weather and traffic data to help ensure supply of the items customers need, match staff to traffic to optimize customer service and ensure on-time deliveries that keep customers satisfied.
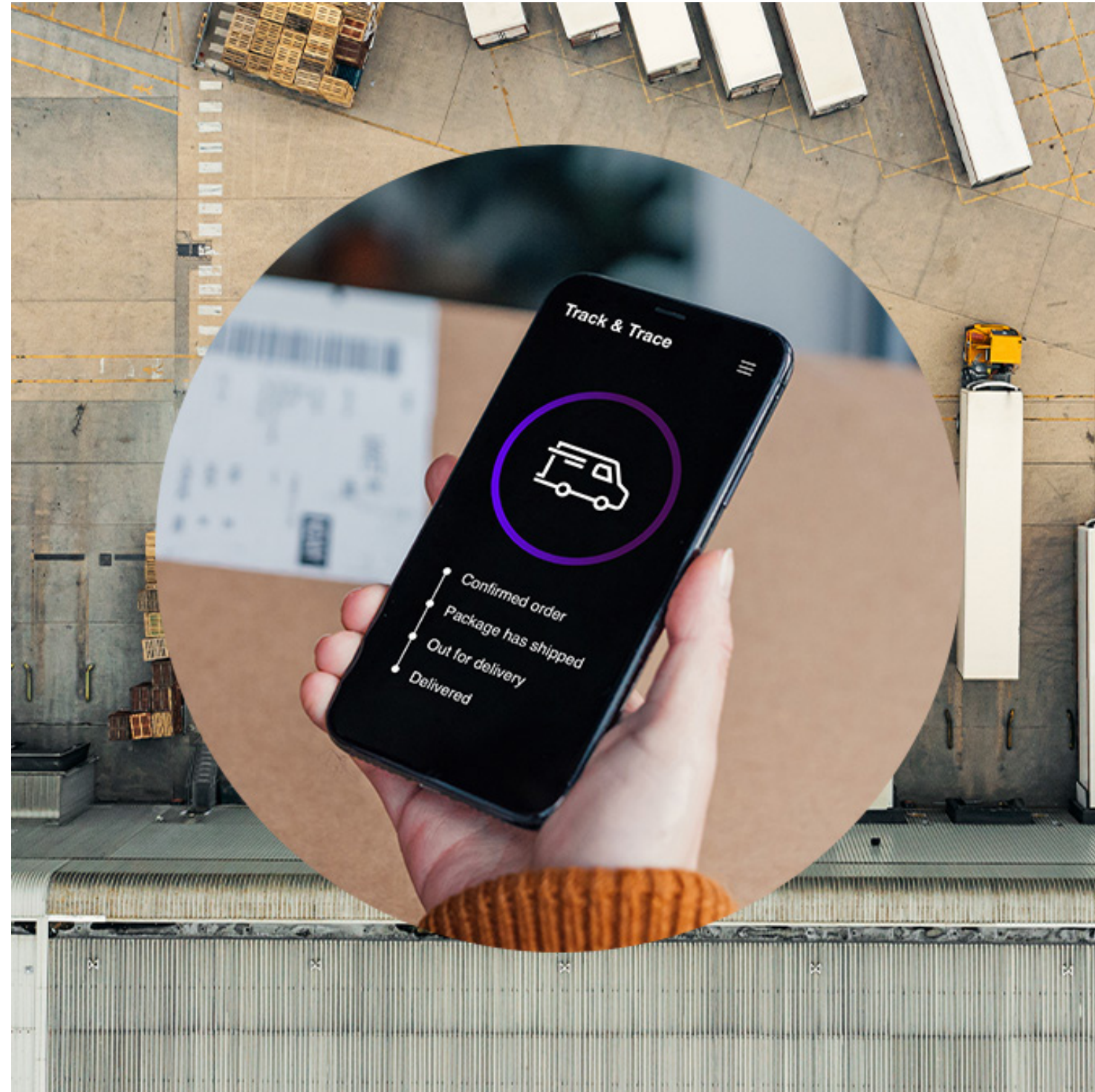
Genuine business impact

By integrating weather insights across supply chain and engagement, retail companies can generate a 2%—5% increase in revenue and decrease costs by as much as 2%.[1] Clients can attest to our results. With the Environmental Intelligence Suite, IBM retail client Bison Schweiz AG enhanced its shopping experiences with instant insights into products, encouraged customers to buy and reduced missed sales, and had a 3 times faster ROI in electronic shelf label (ESL) technology by increasing the average basket size.

Turn weather insights into your competitive advantage

The IBM Environmental Intelligence Suite of solutions are empowering retail companies with the information they need to make smarter decisions. IBM Environmental Intelligence Suite provides up-to-date weather data for optimal route planning, allowing for drastic savings in fuel consumption and fleet management.
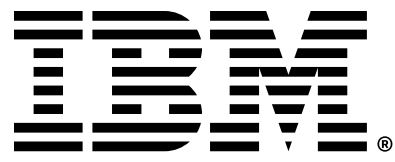
Explore the full IBM Environmental Intelligence Suite

To learn more, contact your IBM Business Partner:

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https://se.insight.com/sv_SE/home.html

1. [Global avnd Regional Weather Forecast Accuracy Overview 2017 – 2020](#), ForecastWatch

2. The Future of Retail: A Weather Insights Q&A With IBM's Paul Walsh, Bluewolf, an IBM Company