The Business of Weather

In business, weather is more than an external factor—it's a critical variable that influences safety and operations to supply chain logistics and customer behavior.

Relying on accurate forecasts, retailers can adjust inventory levels based on seasonal forecasts, while agriculture enterprises can precisely plan planting and harvesting cycles. Logistics companies benefit from optimized routes for safety measures, reducing delays, and accidents. Even energy providers rely on weather intelligence to predict demand spikes during extreme temperatures.

Businesses need weather intelligence

Weather intelligence is the art and science of using advanced data analysis, forecasting tools, and historical weather patterns to deliver actionable insights. More than just a daily forecast—weather intelligence combines meteorology, machine learning, and big data to predict how conditions will impact specific locations, industries, and operations.

Businesses that integrate weather intelligence into their decision-making strategies gain a competitive edge; they not only minimize disruptions caused by storms, heatwaves, or snow, but also unlock opportunities to better serve customers, reduce costs, and operate sustainably.

Why you need DTN

DTN is a global company whose teams bring diverse perspectives, ideas, and expertise to create innovative solutions tailored to your evolving weather needs.

We use proprietary, historical, and supplementary data modeled to deliver a suite of high-resolution, hourly forecasts that deliver granular information specific to your location, assets or business.

Global network

With 70,000+ weather stations worldwide and advanced gap filling technology for continuous data coverage, DTN is a valued weather partner that collaborates with weather services in multiple countries.

Unparalleled expertise

DTN transforms raw weather data across 280 parameters to deliver actionable intelligence tailored to operational needs with:

- 80+ Risk Communicators—meteorologists with deep industry-specific expertise—who plan and manage through significant weather events in real time.
- 50+ years of long-range meteorological expertise, and blended models plus 75+ years of historical data.
- 140+ meteorologists across four state-of-the-art weather rooms, who operate 24/7, monitoring, modeling, and interpreting weather data and events around the world.

Trusted, accurate insights

DTN uses extensive verification that undergoes rigorous accuracy testing through partnerships with third-party vendors as well as internal verification processes, delivering more reliable forecasts for short- and medium-term periods, while also being a valuable tool for long-range planning.

Our forecasts demonstrate a 27% higher accuracy in short-term forecasting (compared to the ECMWF ENS) and 15% higher accuracy for a 15-day period.*

Weather intelligence: When and where you need it

Scalable cloud infrastructure utilizes reliable, redundant, and scalable computing power to handle complex weather modeling tasks.

DTN weather solutions—available in SaaS, API, data feeds, and integrated hardware—make it easy to have weather intelligence when and where you need it.

* Forecast Verification Summary-Average Bias and Mean Absolute Error (MAE) for the Last 90 Days, ending December 31, 2024, for 300+ US locations.

www.dtn.com