



# MIR3 makes notifications a breeze for ImpactWeather



*Your Weather Department™*

## **Customer Profile:**

Meteorologists at ImpactWeather monitor the weather and alert clients whenever severe weather threatens. They serve companies with operations throughout the Gulf Coast, Caribbean, Eastern Seaboard and many other parts of the world.

## **Problem:**

ImpactWeather needed a way to quickly and effectively notify many clients in many locations at once without burdening their forecasters with sending messages manually.

## **Solution:**

Intelligent Notification helps ImpactWeather quickly send notifications to hundreds of clients by phone, email, SMS and pager, and just as quickly confirm receipt and response.

## **Benefit:**

ImpactWeather can now easily notify any number of clients at once while maintaining constant weather monitoring. Intelligent Notification is scalable, allowing ImpactWeather to provide real-time alerting to its growing global client base.

Intelligent, rapid two-way notification and response technology enables ImpactWeather to keep clients up-to-date on weather threats.

## **The number-one threat to business continuity is weather**

Severe weather disrupts business operations more than anything else. It can strike without warning, trapping employees at work or home, damaging company facilities and threatening lives. To keep people safe, minimize damage and mitigate interruptions to operations, businesses need real-time forecasts and actionable warnings while there is time to respond. That's where ImpactWeather comes in, serving as the 24/7 outsourced weather department for hundreds of organizations of all sizes and in many industries.

## **The Problem: Reaching hundreds of clients immediately**

ImpactWeather's value to its customers hinges on rapid notification. Customers rely on ImpactWeather to rapidly deliver critical advance warnings of severe weather systems with enough time to make decisions and take appropriate measures. With hundreds of customers and multiple modes of communication for each customer contact, ImpactWeather needed a much more effective way to notify their clients of threats in real time rather than manually making phone calls and sending emails. They sought an emergency notification solution that was fast, reliable and easy to use so meteorologists could stay focused on monitoring the weather.

## **The Solution: Intelligent Notification**

The Intelligent Notification and response platform can send alerts to hundreds of thousands of people at once—on any number of communication devices—in minutes. It takes only seconds for an ImpactWeather meteorologist to launch an alert by typing a custom message, selecting appropriate recipients and clicking "send." The system then sends the message to every selected contact, by every pre-set communication method (including text-to-speech or recorded voice messages by phone), and repeats the message to recipients until they respond back to the system. This is automatically done in the background while the meteorologist continues monitoring the weather and preparing additional notifications to keep clients apprised.

*"It's hard to get ahold of someone in an office in the middle of a weekend, so we rely on Intelligent Notification to contact our clients, wherever they may be."*

—Chris Hebert,  
lead hurricane forecaster,  
TropicsWatch

### How clients benefit: a real-life example

A manufacturer in the auto industry with a plant in Alabama had to meet union regulations to shut down the plant and evacuate staff in the event of a tornado. Because plant shutdowns cost the firm thousands of dollars per minute, it was imperative that the decision be based on precise and timely weather information. The firm hired ImpactWeather because of its ability to provide precise forecasting, 24/7 monitoring and, using Intelligent Notification, immediate tornado alerts and updates, including an "all clear" message to resume operations as soon as a threat passes to minimize costly downtime.

Using the scheduling functionality, ImpactWeather was able to create user profiles to automatically target alerts to decision makers based on who's on duty. Thanks to ImpactWeather's monitoring and notification services, the client reduced unnecessary and costly plant closings by 75% and freed up key personnel to concentrate on core business responsibilities.

### ImpactWeather increases value to its customers by using these Intelligent Notification features:

- **Real-time reporting** – When launching a notification, Intelligent Notification provides reports of all activity updated in real time. This lets the meteorologist quickly confirm that clients have been notified and are taking action. Clients can review these reports later for auditing and process improvement.
- **Text-to-speech for the clearest message delivery** – Using advances in pronunciation accuracy and voice synthesis, the Intelligent Notification text-to-speech engine provides clear and lifelike vocal delivery from typed messages. ImpactWeather clients actually prefer this to a recorded voice message.
- **Call Bridge offers a direct line back to the meteorologist** – When an urgent weather alert requires direct client dialog with a meteorologist, the meteorologist clicks on the Call Bridge option within the notification screen before sending the alert. When receiving the call, clients can talk directly to their meteorologist by just punching a key on their phones.
- **Custom interface** – The SOAP-compliant Web services API from MIR3 allowed ImpactWeather to create a custom interface without complex programming. The interface lets meteorologists create message recipient groups based on geographic regions and create custom alerts using both pull-down menus and free-form text.

### The bottom line

ImpactWeather offers constant weather monitoring, precise forecasting and immediate alerting. Intelligent Notification enables ImpactWeather to alert an unlimited number of contacts at the push of a button, while keeping meteorologists on the important task of weather monitoring. Robust reporting helps ImpactWeather provide a complete summary of every event for client process improvement and accountability. ImpactWeather uses Intelligent Notification to increase productivity and efficiency, providing maximum value, and effectively serving an ever-increasing number of clients.

For more customer success stories, visit us at: [www.MIR3.com](http://www.MIR3.com)

U.S. SALES +1 (888) 960 MIR3 (6473) U.K. SALES +44 (0) 20 3178 2398

© 2012 MIR3, Inc. All Rights Reserved. MIR3 is a service mark of MIR3, Inc. All other marks are property of their respective owners. 04182012

