

# 601 billion reasons

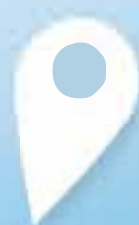


## why weather data can transform the insurance industry

With the help of IBM and The Weather Company, insurers are giving their customers a safe port in the storm. Learn more about how you can use weather analytics to show your policyholders that you mean business about the weather.

### Weather Means Business™

**3 billion**



The Weather Company uses 3 billion weather forecast reference points to collect real-time weather data.

**15 billion**



The Weather Company produces more than 15 billion forecasts during an average day.

**17.4 billion**



The five most destructive weather events of 2014 caused total damages of \$17.4 billion worldwide, with insured losses reaching \$11.8 billion.

**26 billion**



The Weather Company app handles 26 billion inquiries every day, making it the fourth most used app in the United States.

**40 billion**



Insurance fraud (excluding health insurance fraud) has a yearly impact of more than \$40 billion in the United States.

**500 billion**



The costs incurred by routine weather events totaled more than \$500 billion in 2014 in the United States alone.

### Insight for insurers

Advances in weather science, analytics, geolocation and cloud computing now enable insurance companies to apply weather-related insights in new, innovative ways.

#### Customer engagement

Engage more effectively with your policyholders



#### Claims reduction

Help reduce claims by alerting policy holders



#### Risk management

Better predict risks, allocate funds and flag fraud



#### Telematics

More accurately set your policy pricing



Ensure sunny skies are overhead for your policyholders. Download the IBM Institute for Business Value study "Cloudy With a Chance of Mishap" to learn how insurance companies can use weather data as an important asset to both manage operational and financial risks, as well as improving customer relationships.

[Cloudy with a chance of mishap](#)