

Dangerous October Tornadoes Show Why Your Business Should Trust AccuWeather All Year-Round

In October 2019, multiple tornadoes struck North Texas. In yet another example of AccuWeather's proven Superior Accuracy™ we provided more advance notice than any other source to customers in numerous industries, helping clients protect their people and their property, while reducing risk and legal exposure.

During the evening of Sunday, October 20, 2019 North Texas was impacted by 10 tornadoes. Widespread devastation was reported, including severe damage to homes and commercial properties. The Insurance Council of Texas named this October tornado outbreak the costliest severe weather event in North Texas' history, reaching upwards of \$2 billion in insured losses.

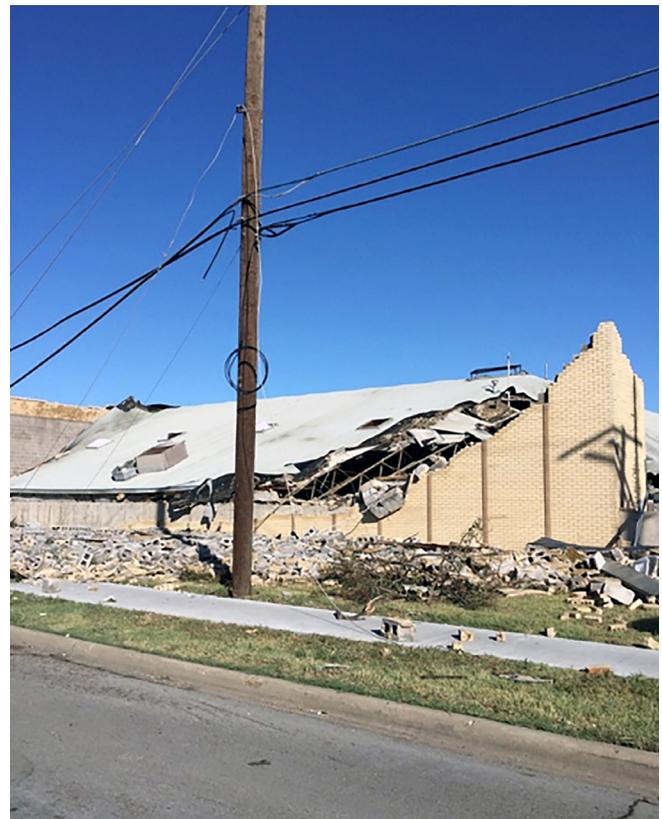
SkyGuard® tornado warnings were issued exclusively by AccuWeather minutes prior to public warnings and North Texas AccuWeather clients, including manufacturers, railroads, logistics companies, retailers and a convenience store chain reacted immediately saving lives and keeping their assets protected. If these businesses relied on warning delivery through consumer apps, local television coverage, it would have been a disaster.

AccuWeather expert meteorologists issued SkyGuard tornado warnings to business clients in Dallas prior to the government warning intended for the general public. The pinpoint and site-specific warnings, however, provided 10 minutes of preparation time prior to the EF3 tornado arriving within three miles of the clients' locations with dangerous, swirling winds of more than 115 mph in northern Dallas.

In the suburb of Rowlett, the tornado was initially unwarned by the government for the first four minutes of the tornadoes' nine-minute existence. The Rockwall tornado was completely unwarned by the government. Before the tornadoes touched down, AccuWeather issued proactive warnings to clients in both the Rowlett and Rockwall areas of a dangerous tornado 24 minutes and 37 minutes in advance, respectively. AccuWeather customers were prepared and lives were saved based on these exclusive, early warnings.

Public and government warnings, while valuable, are issued to inform the general public in a wide area – and not a specific business or pinpointed location. Depending solely on public warnings can expose any business or organization to unnecessary risk and liability.

In yet another example of AccuWeather's long history of Superior Accuracy, our clients were provided with clear and concise recommendations from AccuWeather's expert meteorologists to safely shut down operations, secure property and usher employees to safety. The warnings have near instant delivery via AccuWeather's innovative mobile app for iOS and Android, the AccuWeather Portal as well as through texts and emails. AccuWeather's technology monitors for an acknowledgement from the client that the warning has been received at the customer site – if not, as part of its proactive service, AccuWeather meteorologists call backup contacts to ensure the tornado warning was received.



Contact us today at 814.235.8600 or sales@accuweather.com. Visit us at AccuWeather.com.



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Benefits of SkyGuard® Warnings

- Proactive, site-specific alerts offer advanced warning well before severe weather impacts occur
- Alerts are delivered in a format that aligns directly with your organizational emergency management plan
- All-clear notifications are delivered as soon as a threat is over, minimizing weather-related downtime
- Live one-on-one or group consultation is provided by our severe weather experts anytime day or night
- Warnings are delivered via push notification from the AES mobile app, available on Android and iOS

“Many people don’t realize that there is a second severe weather season each year that carries with it a spike in tornadic activity in October through late November. Severe weather events like this remind us that businesses can easily be caught off guard if they don’t receive proactive warnings and have emergency procedures in place for all their locations.

For your business assets, you need to be prepared and protected above and beyond simply tuning into local media or depending on public warnings. We look at the entire tornadic potential of a storm using AccuWeather’s unique data and patented technology, covering your specific business locations, not just major metropolitan areas.

Our accurate, site-specific warnings make proactive emergency plans actionable. These customized warnings allow AccuWeather clients to make the best decisions as early as possible to achieve the best possible outcomes.”

— *Guy Pearson*
Senior Meteorologist, Director of Weather Warning Services

Contact us today at [814.235.8600](tel:814.235.8600) or sales@accuweather.com. Visit us at [AccuWeather.com](https://www.accuweather.com).



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