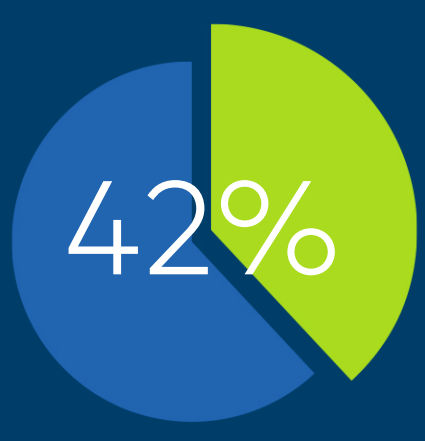
From Chaos to Clarity

How Industry Leaders Can Close the Competitive Divide with Operational Decisioning

The Era of Stability Is Over. Decision Agility Is the New Advantage.

The operating environment has permanently changed for the companies that feed, fuel, and protect the world. Today's volatility isn't a blip—it's a structural shift.

- Energy transitions → cost and supply volatility
- Geopolitical shocks → fragile markets
- Weather extremes → frequent disruption
- Digital acceleration → new data demands
- Compliance pressure → higher stakes for every decision



42% of CEOs believe their companies won't survive the next decade without radical reinvention and better decision-making (PwC).

Why Traditional Operating Models Fall Short and Create a Competitive Divide

Legacy Operating Model	What Today's Leaders Need
Invest in more capital	Invest in decisioning and innovation
Process automation power	Best data and AI power
Stability is rewarded	Operational dexterity is rewarded
Decisions in days or weeks	Micro-decisions in minutes or hours
Company optimization	Ecosystem optimization

The Results Have Negative Consequences

Margins suffer
Delayed and suboptimal decisions chip away at profits

Growth stalls
Siloed data and reactive ops delay opportunity capture

Risk multiplies
Weather, regulatory, and market events hit harder and faster

Staying ahead of the competition now hinges on making smarter decisions—faster, with precision, and at scale.

How to Leap Ahead: Operational Leaders are Out-Deciding the Market

1. Spot decision bottlenecks
2. Map value to margin, growth, or risk
3. Unify your data layer
4. Automate with AI and closed-loop workflows
5. Govern with trust and transparency

Winning isn't about who has the most assets or data. It's about who makes the best decisions—faster.

Meet DTN: The Operational Decisioning Platform Built for You

Smarter Decisions	Faster Action	Trusted Outcomes
Decision-Grade Data	Closed-loop workflows	Neutral data stewardship
Operational AI	Purpose-built industry hubs	Transparent governance
Sector intel in agriculture, energy, weather	Scenario modeling	Auditable insight delivery

Transforming the Industries that Feed, Fuel, and Protect the World

Agriculture
95% U.S. farm visibility, segmentation and sustainability modeling

Energy
Real-time pricing and forecasting across the fuel supply chain

Weather
Hyper-local forecasting with 180+ meteorologists, AI-powered risk scoring to reduce disruption

Where to Begin

- ✓ Assess your decision bottlenecks
- ✓ Identify margin, growth, or risk value
- ✓ Start where you are. Scale fast.

Learn more at www.dtn.com