

From Chaos to Clarity

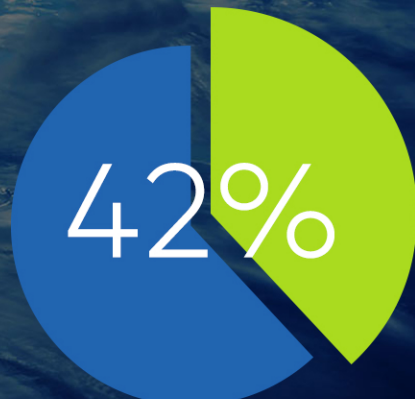


How Industry Leaders Can Close the Competitive Divide with Operational Decisioning

Weather's New Operating Reality: Precision Decisions for Margin, Growth, and Risk.

Across aviation, utilities, marine, and public safety, weather has become the most disruptive variable in daily operations. Planning windows are shrinking. Disruptions are intensifying. And traditional systems weren't built for this pace of change.

- Forecast inaccuracy → lost revenue and higher response costs
- 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

Rely on historical norms and static planning

Fragmented weather, asset, and performance data

Assume stable patterns and predictable seasons

Decisions in days or weeks

Company optimization

What Today's Leaders Need

Invest in decisioning and innovation

Best data and AI power

Operational dexterity is rewarded

Micro-decisions in minutes or hours

Ecosystem optimization

The Results Have Negative Consequences



Margins suffer

Missed forecasts and delayed alerts lead to unplanned downtime, service disruptions, and rising operational costs.



Growth stalls

Siloed systems and reactive responses limit cross-team coordination, slowing innovation and delaying infrastructure investments.



Risk multiplies

Extreme weather events, compliance failures, and infrastructure vulnerabilities hit harder and more often — jeopardizing safety and continuity.

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



Spot decision bottlenecks



Map weather intelligence to asset risk, resource readiness, and compliance



Unify forecasts, sensor data, and operational inputs for smarter planning



Automate with AI and closed-loop workflows



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 for All Businesses, Communities, and Governments

Smarter Decisions

Decision-Grade Data

Operational AI

Sector intel across aviation, utilities, marine, logistics, and public safety

Faster Action

Closed-loop workflows

Purpose-built for weather

Scenario modeling

Trusted Outcomes

Neutral data stewardship

Transparent governance

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