WSI Corporate Overview

- **Company Overview**
  - Established 1978
  - U.S. Headquarters in Andover, MA
  - European Office in Birmingham, U.K.
  - 300+ Employees; ~40% Meteorologists
  - 5,500 clients in 45 countries

- **The world’s trusted provider of weather-driven business solutions for specialty markets**
  - 85% Major US Airlines & 20% Top 100 Global
  - Aviation (gov, comm, business, and private)
  - Government (DoD, FAA)
  - Broadcast & Cable Television
  - Energy Trading & Utility Operations Management
  - Insurance and Risk Management

- **A subsidiary of The Weather Company**
  - Sister company to The Weather Channel & weather.com
  - Owned by a consortium made up of NBC Universal and the private equity firms The Blackstone Group and Bain Capital.
  - The largest and most profitable private weather organization in the world
Proven Airline Solutions Plan to Land

--- Home/Hotel ---
05:00 PM

----- At the Airport ----
06:00 PM
07:00 PM
08:00 PM
09:00 PM
10:00 PM
11:00 PM
12:00 AM
1:00 AM

----- During Flight ----

WSI Fusion, Replay and Data Srvcs
WSI Hubcast™
WSI InFlight Datalink
WSI Pilotbrief™
WSI Media Solution

THE WEATHER CHANNEL
weather.com

Forecasts, Opmet, and Graphical Weather

WSI Aviation Weather Forecast Team

WSI Archive

Menu
Net-Centric – Yes
Decision-Centric – A Must

- Data/Products are Relevant through their Enhancement of the Decision Lifecycle
  - Successful implementations require firm grounds in the airline’s business case; a better x/y/z product in and of itself is generally not sufficient
  - Horizontal consistency in weather and aerospace depiction is highly valued
Collaborative Decision Making Involves Airline/Vendor Sources

- Industry will benefit from the consolidation of data and interfaces in NextGen
  - Data/Product consistency promotes FAA and NAS user decision consistency and more predictable contingency measures
  - Putting aside stovepipe data access and display promotes real advancements in M2M interactions and trust thereof
Federation Opportunity Across Industry – Cloud Sourcing

- The same patterns of federation between the NWS and the FAA are applicable for an industry consumer/producer interface
  - Data restriction policy must be inherent in the cube user provisioning
  - Controlled transparency between FAA and NAS stakeholders
- Can be accomplished through proposed standards in their transactional forms
  - e.g. W*S-T and ebXML
• The WSI’s of the world establish our business on making NWS, international NMSs/ANSPs, and proprietary weather data/products relevant to an airline’s operations
  – Akin to the process of consuming weather data into ATC/ATM systems in the FAA
• Key attributes of these data and products are their consistency across the enterprise both in depiction and it’s use in decisions through translation
• Airline meteorological expertise is relevant to planning and real time support
  – FAA benefits through CDM and M2M Cube inclusion