





*Creating Consumer Apps that Leverage*

# The Weather Company: Creating Consumer Apps that Leverage its Big Data

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## *The Weather Company*

- Launched in 1982 as first 24 hr weather network
- Currently owned by IBM
- 100 million viewers in 2013
- \$350 million in annual income
- Data comes from National Weather Service's owned radar system and by 100,000 individuals with private weather stations
- Uses computer models and over 200 meteorologists, come up with highly accurate forecasts

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## *TWC's 3 Divisions*

### o TV

- Non-TV revenue will consist of half of total revenue in near future

### o Digital – Website and mobile

### o Professional Services – sells data, hardware, software to B2B clients

- B2B will double from 2014-2016

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- o Advertising on TV and digital platforms
- o Weather data analysis and sales to corporate clients

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## *Problems TWC Faces*

- Increase use of mobile device to access weather info
- When developing more mobile access a few questions arise:
  - o Continue to develop OutSider app with more features to be the "go-to running app"
  - o Create features in the app or in new apps that target other outdoor enthusiast segments
  - o Study data from OutSider app and sell that user data to other organizations looking for biometric insights

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## *Problem Statement*

- Over emphasis on mining big data
- TWC was betting its future on the Digital and Professional services divisions

## *Symptoms*

- Declining ratings
- Blackouts from cable providers
- Users don't use running apps regularly

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## *Looking Forward*

1. How to maintain competitive advantage
2. Continue to leverage mobile apps
3. Expand efforts into mobile apps or professional services division?

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## *Maintaining Competitive Advantage*

### 4 Critical Characteristics:

1. Being valuable
2. Rare
3. Imperfectly imitable
4. Non-substitutable

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