Weather is recognised as one of the biggest external factors influencing retail performance.

Our DemandMet™ Hazard Forecasts are designed to give you a competitive advantage by supporting supply chain efficiencies. They enable you to ensure safe and timely transport of goods thereby securing on-shelf product availability.
According to industry research undertaken by industry experts, IGD, forecasting demand is becoming more difficult despite available tools. This is due to the increasingly complex nature of the supply chain with fragmentation of demand across channels and competitors as well as volatility driven by external events such as the weather.”  

**FEATURES**

- Forecast provided per:
  - location
  - sites prone to severe weather conditions on motorways, roads and at warehouses

- Hourly forecasts for 1 day
- Table of hourly weather parameters
- UK maps for day and night
- Meteorologist commentary focused on highlighting bad weather conditions

- 2-5 day forecasts
- 6-hourly breakdowns
- Expert meteorologist commentary

- Weather parameters focusing on road hazards including wind gust and road surface temperature
- Flexible parameters depending on the season and type of business

- Thresholds for selected parameters

**BENEFITS**

- Helps you:
  - choose vehicle types suitable for weather conditions
  - plan safe routes and prepare for gritting requirements
  - ensure the safety of your staff

- Provides support for logistics operations on an hourly basis every day
- Expert commentary and advice ensures uncertainty in weather conditions is effectively communicated
- Enables adaptation of plans according to up-to-date weather forecasts
- Safety of staff and other road users
- Supports transportation of good all over the country from warehouse to store

- Advance weather information for future planning enabling safe and timely delivery of goods
- Expert commentary and advice ensures uncertainty in weather conditions is effectively communicated

- Enables:
  - you to ensure safe conditions for drivers
  - the right choice of vehicle type
  - (eg safe transport of light cargo in high winds)

- Enables easy checking of weather parameters that are critical for you to ensure safe and timely transport of goods
- Helps you make quick decisions to the benefit of your business