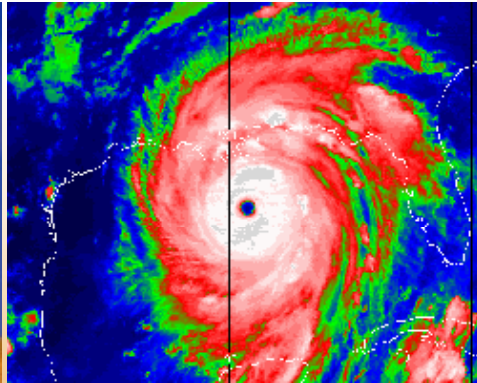




# Climate Forecast Applications Network (CFAN)

December 10<sup>th</sup> 2009 – Atlanta, GA



*Enabling superior risk management & decision making for your organization through innovative weather and climate tools*



# The challenge:

- 70% of all businesses and \$10B of U.S. economy exposed to weather risks
- Untapped opportunities to use climate/weather forecasts to make better decisions

Lake Lanier 2008



Atlanta 2009





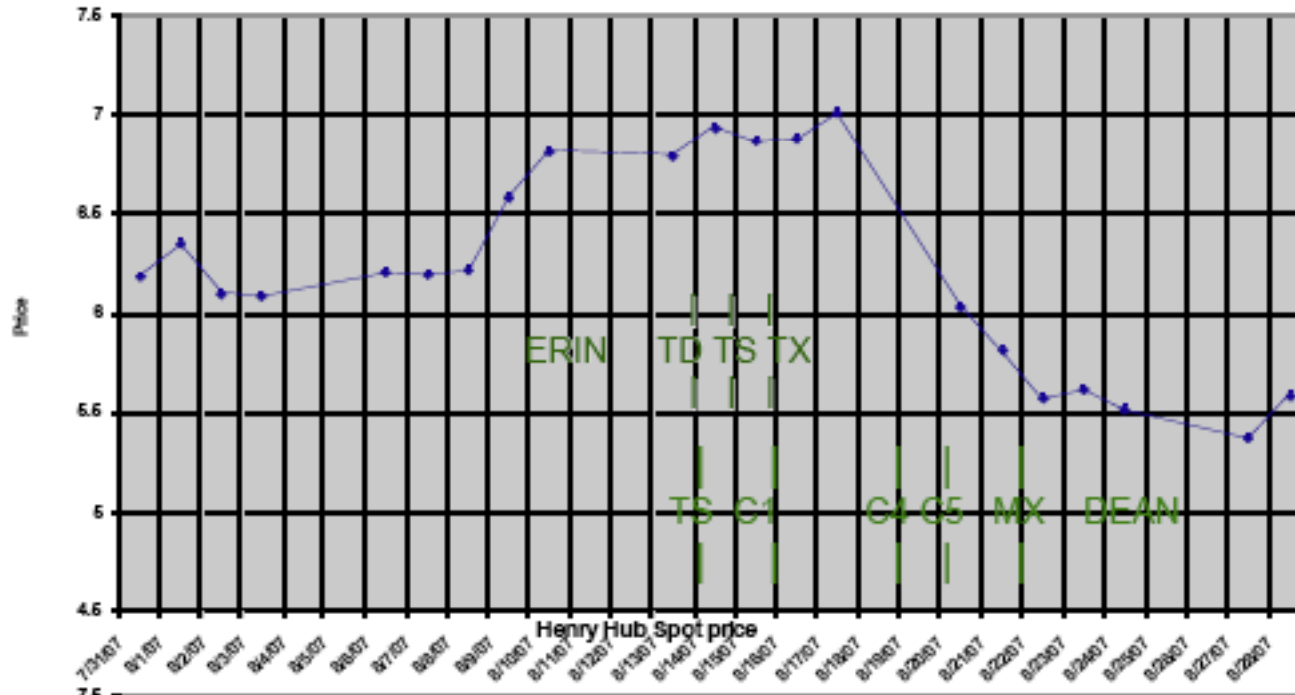
# Customized Products

- Weather/Climate Forecasting
  - Days to months
  - Adapted to exposure areas
  - Linked to key analytics
- Climate Impact Assessments
  - Identify organizational exposure
  - Assess adaptation options





# Supporting Decisions



DRAFT



# Success Stories

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- Weather Forecasts for Oil Company
  - Need: exclusive better-than-market forecasts of weather to support energy trading
  - Solution: probabilistic forecasting system for hurricanes, heating/cooling degree days, hydropower and wind energy supply
- Climate Impact Assessment for Development Bank
  - Need: guidance for making investments in Latin America to reduce vulnerability to hurricanes
  - Solution: integration of climate forecasts, population and economic projections, and vulnerability indices



# Why CFAN?

- Unique probabilistic forecasts to support risk management
- Customized solutions linked to key analytics
- Georgia's only weather/climate service provider
- Georgia Tech's cutting edge weather/climate research



*\* Connecting Georgia's Companies \**





# Thank You

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- Questions