



## Contact

Kristin Q. Cody  
Director of Marketing & Communications  
[kristin.cody@weathersource.com](mailto:kristin.cody@weathersource.com)  
(603) 664-4760

### **Weather Source's Hyper-Local Data Now Available via Knoema Data Catalog**

*Knoema customers can access Weather Source's industry-leading, analytics-grade continuum of global weather & climate data*

**Salem, N.H. (November 30, 2020)**—Weather Source is pleased to announce it has partnered with Knoema, an end-to-end data and knowledge management platform. Knoema customers can now integrate, visualize, and autonomously discover Weather Source [data products](#).

Weather Source offers a curated continuum of historical, present, forecast, and climatology weather data covering every land mass in the world and up to 200 miles offshore. Weather Source's historical data stretches back to the year 2000 and its forecast data includes a 15-day outlook with an enhanced view out 42 days. The total Weather Source dataset is petabyte-scale and growing.

"Knoema's value goes far beyond simply cataloging industry-leading alternative datasets. I was impressed with their ability to map disparate data, and therefore provide visualization that helps clients discover insights and actionable data signals," said Michael J. Fix, Director of Sales at Weather Source. "Weather Source looks forward to providing our best-in-class weather and climatology data to Knoema customers and building upon this partnership."

Weather Source collects its data from a wide variety of inputs, including airport observation stations, radars, satellites, and IoT-enabled sensors. The company has perfected its data quality processes to ensure data that is error-free, gap-free, and instantly usable. Weather Source ingests data from thousands of U.S. and international inputs, unifies the data under its patent-pending [OnPoint Platform](#), and resolves issues related to geography, topography, and elevation to deliver accurate predictions at any point on Earth.

"We're delighted to welcome high-quality data providers like Weather Source onto the Knoema platform," said Charles Poliacof, CEO of Knoema. "The breadth and depth of data that individuals and enterprises are seeking is expanding rapidly. We are confident that the

versatility and granularity of the weather data available by Weather Source enhance the Knoema experience for individual and enterprise clients.”

Weather Source’s hyper-local solutions can be tailored to a customer’s points of interest, from lat/lon coordinates to geographically bounded areas such as ZIP/Postal Code, designated market area (DMA), metropolitan statistical area (MSA), Census tract/block, county, and more.

Weather data can reveal meaningful observations for a variety of industries. For example: retail and food service companies can analyze weather’s effects on product sales and footfall traffic; finance organizations can optimize trade signals; energy providers can anticipate potential changes in demand; and much more. Nearly every business has some degree of weather sensitivity and Weather Source has the tools and expertise to help organizations harness Mother Nature to their advantage.

### **About Weather Source**

Weather Source empowers organizations to leverage weather and climate technologies for business intelligence. Our mission is to make hyper-local weather and climate data accessible around the globe and across industries. Our passion is working with companies to leverage weather and climate data to reduce waste, increase ROI, fine-tune logistics, optimize marketing, and improve resource planning. To learn more, visit the Weather Source [website](#) and follow us on [Twitter](#) and [LinkedIn](#).

### **About Knoema**

Knoema provides an end-to-end data and knowledge management platform that is unrivaled in its ability to integrate, visualize, and autonomously discover proprietary and subscription data throughout enterprises. Knoema believes in helping companies create cultures of knowledge sharing and discovery where information finds users where they work. Knoema enables teams of data scientists, analysts, and data officers to collaborate through its integrated suite of tools to upload, share, manage, visualize, and maintain all their data assets on a single platform. For more information visit [Knoema.com](#).