



advanced thinking

Applications

Database

SharePoint

Support

Projects

Resourcing

The Weather Channel aims to be the number one commercial weather site in Australia by partnering with Artis Group

The Weather Channel is Australia's premier 24-hour meteorological media outlet

The Weather Channel (TWC) is an Australian subscription television outlet service providing FOXTEL and AUSTAR consumers with round-the-clock weather analysis, as well as an on-demand interactive subscription television service – Weather Active. TWC has become a leading voice of meteorological commentary across Australia providing the latest information and forecasting and allows for a personalised experience. TWC also hosts its own dedicated online weather experience through www.weatherchannel.com.au.

A partnership with a bright long-range forecast

The Weather Channel and Artis have an ongoing partnership. Before Artis involvement, TWC was ranked as #7 commercial weather website in Australia - it is now cemented at #3 and keeps raising the bar. It averages 1.2 million unique browsers a month and has become a leading online destination of meteorological commentary across

"We were looking for a larger company to develop and support a new database because we were expanding The Weather Channel's products. We were looking for someone who could use modern programming protocols, who had deep database expertise and who would be able to realise our vision. Artis was the best fit."

Julian Delany, General Manager, The Weather Channel

Australia. Artis has provided a range of consulting and application development services resulting in functional, operational, cost and staff efficiencies. At an early point in the engagement Artis worked with The Weather Channel's vision and was able to develop applications that aligned with their goals. Application support is ongoing, and Artis continues to demonstrate expertise, commitment and focus in providing insight and assistance into current and future development.

"Artis has the (very rare) ability to find people who are able to realise a creative vision from a technical perspective. Finding those people is difficult. Artis has its finger on the pulse."

Julian Delany, General Manager, The Weather Channel

Artis' strong technical capabilities, project management and business focus the best fit

To ensure real-time, accurate forecasting for viewers, TWC depends on a mission critical weather information database. In 2009, TWC was looking to upgrade its out dated database to ensure long-term sustainability and that was robust and required minimal ongoing maintenance. As reliability, accuracy and timeliness are top of mind and crucial to operations, TWC needed a partner who could provide quality service and a systematic approach to solving data integrity and data quality challenges. After a competitive tender process focused on these immediate and longer term requirements, TWC elected to partner with Artis.

Artis advanced thinking delivers cost savings and improves application performance

After detailed analysis, Artis demonstrated how an upgraded database would benefit TWC. Subsequently a Microsoft SQL Server database was implemented that provided a robust data repository able to cope with the magnitude of information gathered from numerous sources and improved data flow frequency for greater availability of new data. The new environment ensured increased data quality and processing capability, offering improved reliability, performance and uptime. The highly developed database enables improved weather reports, including more customised and accessible content, regular updates every 10 minutes and more accurate mapping information. It has allowed TWC to explore new advertising opportunities and expand its services to mobile phones. Having a more robust database has also contributed to a dramatic reduction in after hours support costs, resulting in costs savings for TWC.

People are an Artis strength. Their staff are proactive and have a wide range of knowledge and expertise. Their willingness and involvement was the key ingredient in the success of our development.

Julian Delany, General Manager, The Weather Channel



What Artis delivered

- Microsoft SQL Server
- Application Development
- Application Support

"We understood Artis had an intimate knowledge of how the complex data feeds worked and knew how our vision would come to life."

Julian Delany, General Manager,
The Weather Channel

"Artis provided us with a more concrete idea of what we could get out of our database and what existing and future products it would be able to support. Artis has expertise in how to feed data into the program to enable it to function more efficiently."

Julian Delany, General Manager, The Weather Channel

Redefining what a weather channel can provide

After completion of the databases development, Artis further engaged in assisting TWC in delivering on its' goal of being Australia's premier source of weather information. Artis delivered The Weather Channels' vision by designing and developing a highly interactive website and creating supporting programs to enhance customer experience across Broadcast, 'Weather Active', internet and mobile mediums. The new website employed the Microsoft .Net framework and Kentico Content Management System.

As a result, customer experience has been greatly enhanced. The new website is more interactive, easier to use, with more customised and accessible content, more often. This has increased site visits, overall session times and general site stickiness. TV Weather Active service is now available delivering weather for every Australian postcode, with the Forecast Mapping processing data in 108 seconds rather than the 150 minutes it took before Artis involvement.

The newly developed systems also created advertising revenue opportunity. For example a heating company can now tailor its advertising to be featured in selected areas where the temperature reaches below 15 degrees utilising weather information in a timely and targeted fashion.

Artis continues to demonstrate commitment in supporting the TWC environment. They provide expertise and insight for future developments to deliver on The Weather Channel's further visions.

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Artis specialises in the design, development, management, integration and support of critical business applications for leading Australian organisations. Key to this is our people and our processes. We employ advanced thinkers who are leaders in their areas of expertise. Artis maintains long term client relationships by listening and demonstrating business understanding in everything we do. We utilise well developed processes that we have tailored to minimise risk and maximise value.



T (02) 8404 5800 E info@artisgroup.com.au www.artisgroup.com.au