



CASE STUDY: DRAMATIC SHUTDOWN COST SAVINGS

ARE YOU INTERESTED IN SAVING \$6K PER HOUR ON YOUR SHUTDOWN COSTS?

Al was skeptical when he first heard that our service could deliver a high ROI. He'd been frustrated with his weather emergency procedure because he'd twice had to activate it for no reason. As the plant manager at a large box manufacturing plant, he's focused on schedules and deadlines.

So, when he must interrupt operations, it's a big deal. He told us a typical shut down takes around twenty minutes, which includes the time needed to spread the word, stop machinery and hustle staff to their designated shelter. It's something he wants to avoid at all costs, because when he does – it costs him, to the tune of \$6,000 an hour.

He used to rely on weather radios to know when he needed to do that costly shut-down. However, he recounted several times when he'd been burned. Once, he discovered someone accidentally unplugged one of the radios, and it eventually shut off when the battery backup ran out. But often, he related multiple instances when the radio sounded, he took action, but then nothing happened.

We explained that while weather radios can be helpful in a general sense, Al needed a more laser-focused solution. That's because weather warnings are precise; you're either in or out of the warning and you only need to act when you're in it. Also, storms evolve, change directions and eventually fizzle out. For his business, he needed an end-to-end solution.

So, he gave our system a try. We often do this with those businesses who want to see if what we do is right for them. Interestingly, most become clients after the demo when they experience what we do.

It didn't take long for Al to see the benefit. Not long after the demo began, his weather radio went off and he waited...and waited...and waited for a call from WeatherCall. It never came. A bit nervous at first, he kept the activity going in the plant. He excitedly reported this to us the next day, "I just told my boss we saved 6 grand by not shutting down!"

When we outlined the annual cost for our service, he told us that using WeatherCall was a "no-brainer".

FIND OUT MORE ABOUT HOW WEATHERCALL DELIVERS A HIGH ROI
SOLUTION: www.weathercallenterprise.com