



SOUTHERN GLAZER'S WINE & SPIRITS MITIGATES SEVERE WEATHER RISKS

Southern Glazer's Wine & Spirits is the largest wholesaler and distributor of wine and spirits in North America. Founded in 1909, as the Jumbo Bottling Company, Southern Glazer's is a tight-knit group of friends and family that seeks to provide superior service to customers and suppliers. This privately held, Fortune Top 20 company operates in 46 states and 38 countries. With over 250 locations and 23,000 employees, Southern Glazer's is one of the top 40 largest importers in the United States. With Southern Glazer's large operational area, it's no surprise that severe weather is a common business continuity risk for this selling, logistics, and data insights company for alcoholic beverages.

FREE WEATHER APPLICATIONS ARE TOO BROAD FOR IMPORTANT BUSINESS DECISIONS

Severe weather events like hurricanes often impact Southern Glazer's in a number of different ways. They face a wide array of challenges including asset protection, business sustainability, operational efficiency, human resource safety, customer satisfaction, and the distribution network. According to FEMA, 40% of businesses do not reopen after a natural disaster or severe weather event and another 25% fail within the next year. Southern Glazer's cannot afford down-time after a disaster. Not to mention, less extreme weather conditions like temperature impact the quality of their products. Previously, the business utilized free weather websites and mobile applications. These generic solutions weren't precise enough for the business continuity professionals during the 2017 hurricane season as four major hurricanes impacted their Florida headquarters alone.

PRECISE WEATHER SOLUTION IMPROVES COMMUNICATION AND RESPONSE

Now, during hurricane season, Southern Glazer's Wine and Spirits is ready with automated severe weather decision-making solutions from Earth Networks. They can make plans based on weather information and forecasts targeted to the locations that matter to them most. They also can alert employees, partners, and customers with real-time alerts with Sferic Mobile. This app provides them with customized mobile alerts, so they can plan for any weather situation. Sferic Maps provides Southern Glazer's with a level of detail that assists the emergency operations center to identify weather threats anywhere nationwide and decide whether contingency mitigation or adjustment of operations is necessary.

WHY IT MATTERS

During the winter months of 2017-2018, dozens of Southern Glazer's locations were faced with critical decisions as numerous severe winter storms paralyzed the northeast U.S. These storms, bringing snow, ice, high winds, and other hazardous weather conditions would have overwhelmed Southern Glazer's business continuity and disaster recovery decision-making team in the past. With Sferic Maps, they were able to get snowfall amount forecasts, real-time wind gust data, and freezing rain probability forecasts to protect their operations and their employees.

SOUTHERN GLAZER'S KEEPS OPERATIONS RUNNING SMOOTHLY IN EVERY SEASON

OVERVIEW

Southern Glazer's Wine & Spirits operates in 46 different states that face a wide variety of different severe weather challenges.

CHALLENGES

Severe weather compromises asset protection, human resource safety, customer satisfaction and the distribution network.

SOLUTION

Utilize Earth Networks global weather and lightning networks to monitor potentially disrupting weather conditions for over 250 locations with Sferic Maps and set up customized weather alerts on Sferic Mobile.

RESULTS

Southern Glazer's keeps operations, employees, and customers safe from severe weather with real-time weather visualization and customized alerts.



The automated weather solution will help us in the long run. It provides real-time intelligence we need to make more informed weather-related decisions. And most importantly, it can help our business to build resilience for severe weather and to be sustainable.



– Southern Glazer's Wine & Spirits

