

WINTER WEATHER FORECAST: EXTREME PRODUCTIVITY

Gone are the days when "snow day" equals "free day." Each winter, millions of people encounter extreme weather conditions that bring transportation — and life in general — to a grinding halt. While harsh winds, driving snow and freezing temperatures may stop you in your tracks, the reality of today's always-on world is that life and work keep moving.

Luckily, with today's technology, it's easy to stay connected and productive, even when Mother Nature has a different agenda.



DID YOU KNOW?

- ❖ Silver Lake, Colorado holds the record for the greatest snowfall in a 24-hour period. From April 14–15, 1921, it received nearly 76" inches of snow.¹
- ❖ "America's Ice Box" (International Falls, Minnesota) set a daily record low temperature of -37 °F (-38 °C) on January 2nd and 3rd 2010.²
- ❖ During the October 2011 snowstorm on the East Coast, an unprecedented (for October) 2.9 inches of snow was measured in New York City's Central Park on Oct. 29. Since snowfall records began in 1869, Central Park has never received an inch of snow on any given October day.³



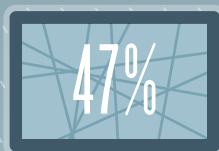
EXTREME WEATHER, EXTREME IMPACT

- ❖ Extreme weather conditions in 2010 resulted in a loss of approximately 50 million total man-hours of productivity in five states alone, according to a survey.⁴

FURTHERMORE:



Were forced to cancel or delay a meeting in the last year due to inclement weather.⁴



Have no technology tools, flex time, telework provisions or alternate assignments to assist when commuting is a problem.⁴



Were unable to commute to work at least once during the storms in December 2009 and January and February 2010.⁴



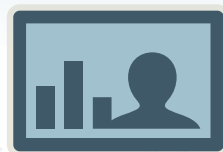
- ❖ Millions of dollars in economic opportunity are lost each day a state is shuttered by impassable roads because workers can't get to work due to snow. In fact, a one-day shutdown due to a snow storm can cost a state as much as \$700 million.⁵



MOTHER NATURE IS NO MATCH FOR TECHNOLOGY

Microsoft ensures you've got everything you need to stay productive, even when you unexpectedly can't get to the office, school or wherever you need to be:

- ❖ **Be a packrat.** Store important documents for free on the Web so you can access them over the Internet from a computer, iOS device or Windows Phone.
- ❖ **Let Office be with you.** Create, view and edit documents from any Mac or PC connected to the Internet, with the free Microsoft Office Web Apps.
- ❖ **Be as good as there.** Use the Microsoft PowerPoint 2010 Broadcast feature on the Mac or PC to present ideas to people in different locations. Participants can even view presentations on their mobile phones.



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