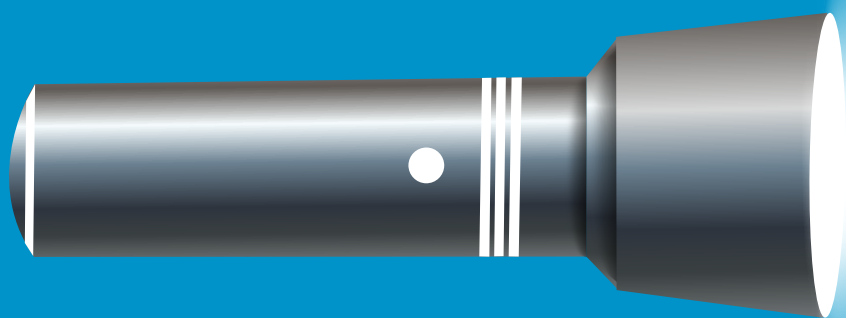


WEATHERING A POWER OUTAGE WITH A KUBRA STORM CENTER™ OUTAGE MAP



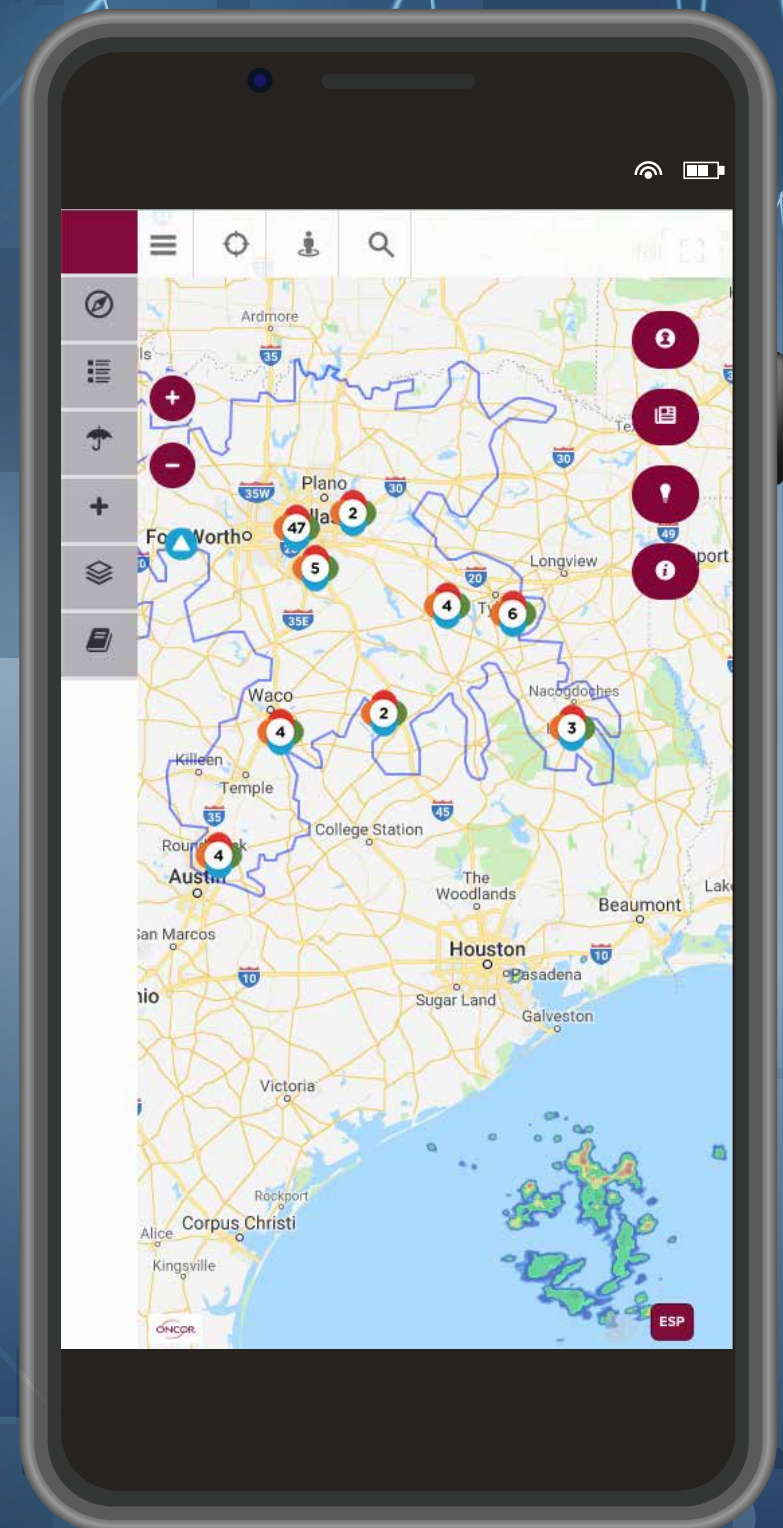


As seasons change, so do weather events that expose us to inconvenient power outages. Don't get left in the dark! See how customers use their utility's Storm Center outage map for power updates during extreme weather.

THUNDERSTORM

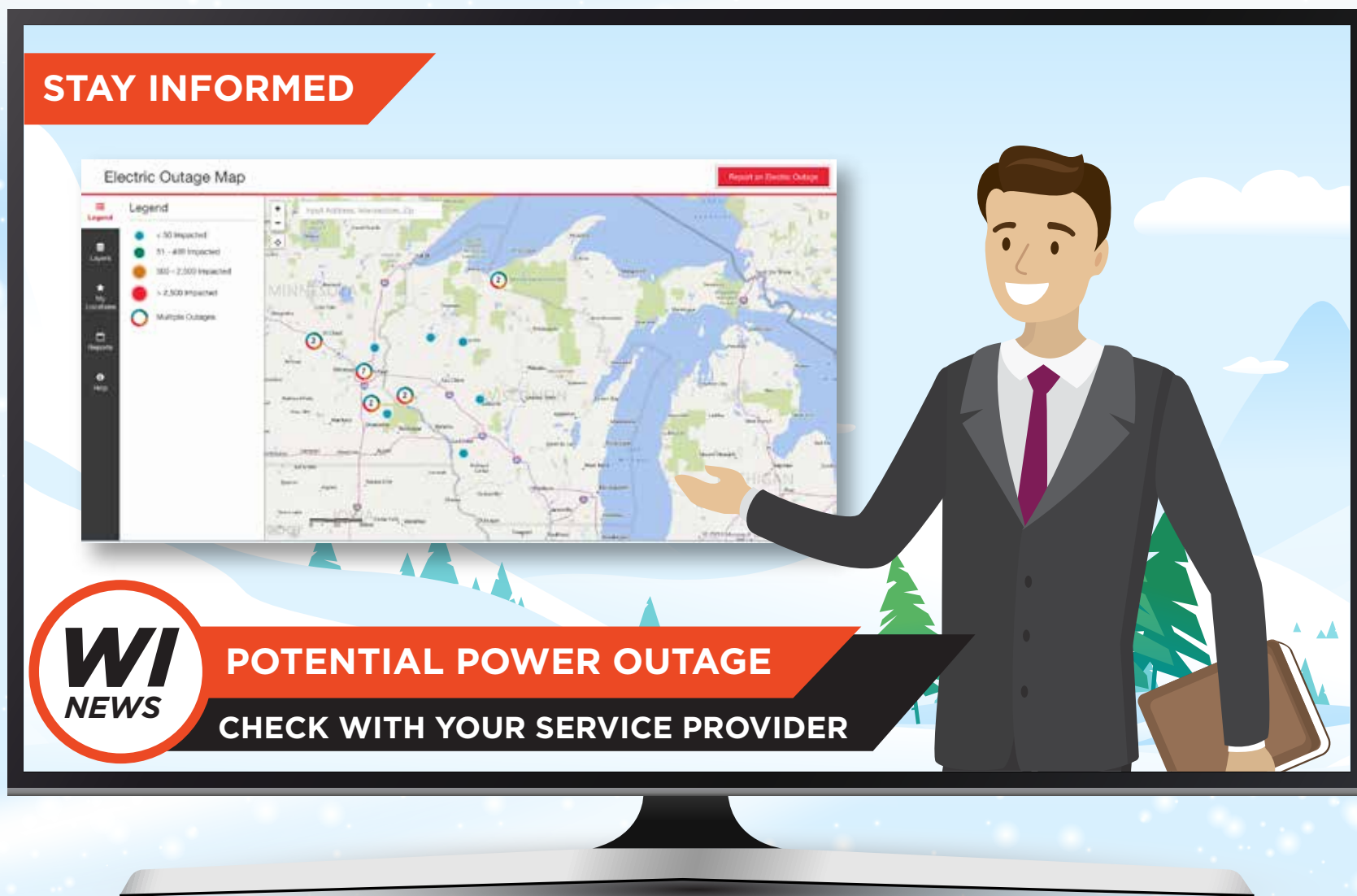
A severe thunderstorm in Texas put thousands of households out of power.

More than **3.8 million** of the local utility's 10 million customers turned to its map for answers.



SNOW DAY

When a major snowstorm hit Wisconsin, a utility's 1.38 million customers were suddenly vulnerable to an outage.



The utility's outage map kept customers informed, receiving **40,000 visits** at the peak of the storm.

POLAR VORTEX

In the wake of a polar vortex in Maryland, a utility pointed its 1.8 million customers to its Storm Center outage map, garnering **305,000 views** in just two days.



HURRICANE SEASON

Category 5 Hurricane Michael caused widespread power outages throughout Florida.

Within a week's time, a utility with 7.7 million customers experienced a spike in map views with a **442,000** spike in map views.



HEAT WAVE

When an unbearable heat wave took the power out in New York, a utility with 10 million customers offered its outage map for updates, receiving **237,000 views** within two days.



 **237K**

Storm Center™



Source: Data was collected from the KUBRA Storm Center™ outage map analytics.

