

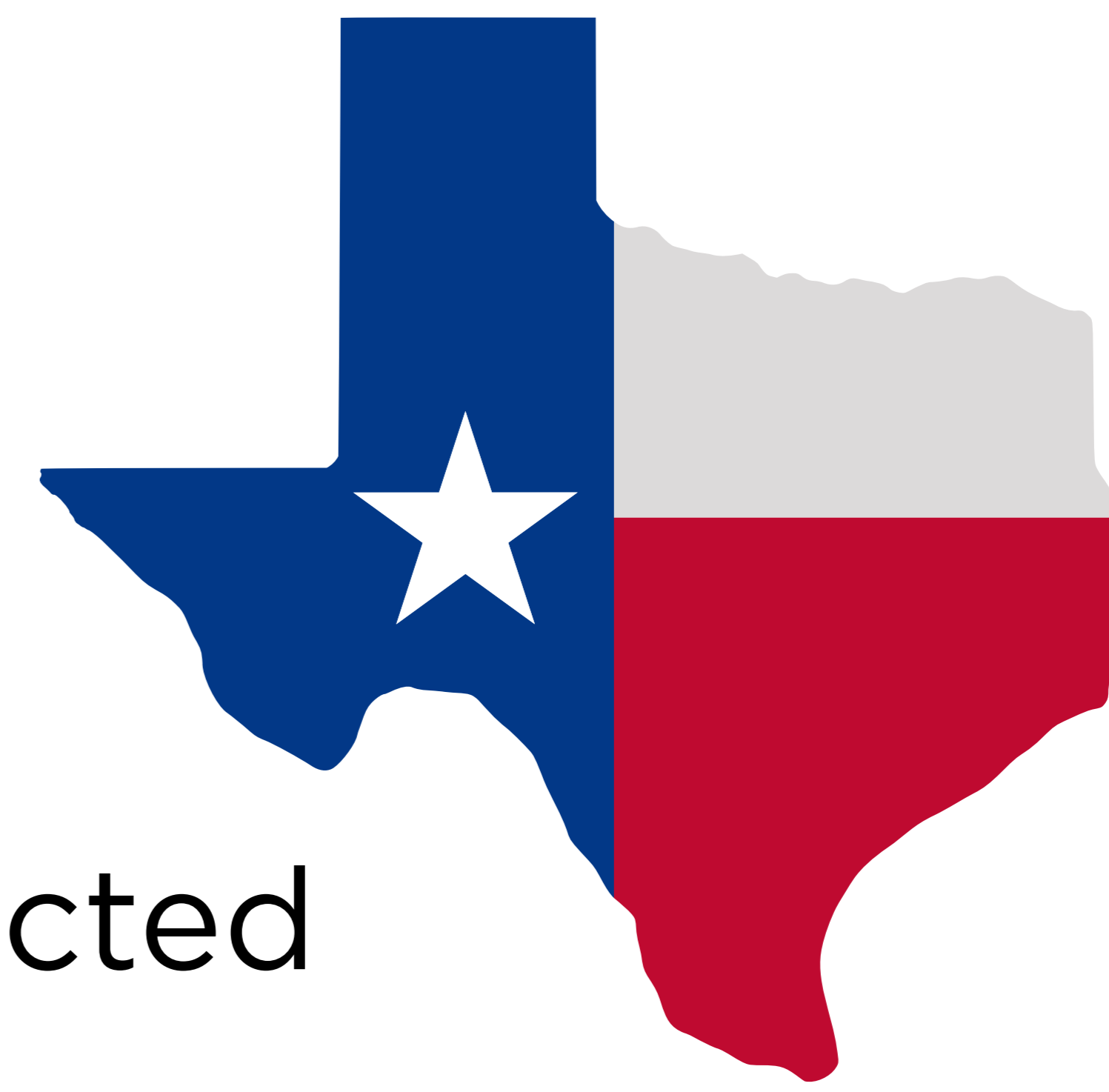
Weathering the Storm

Lessons from the Texas Winter Storm

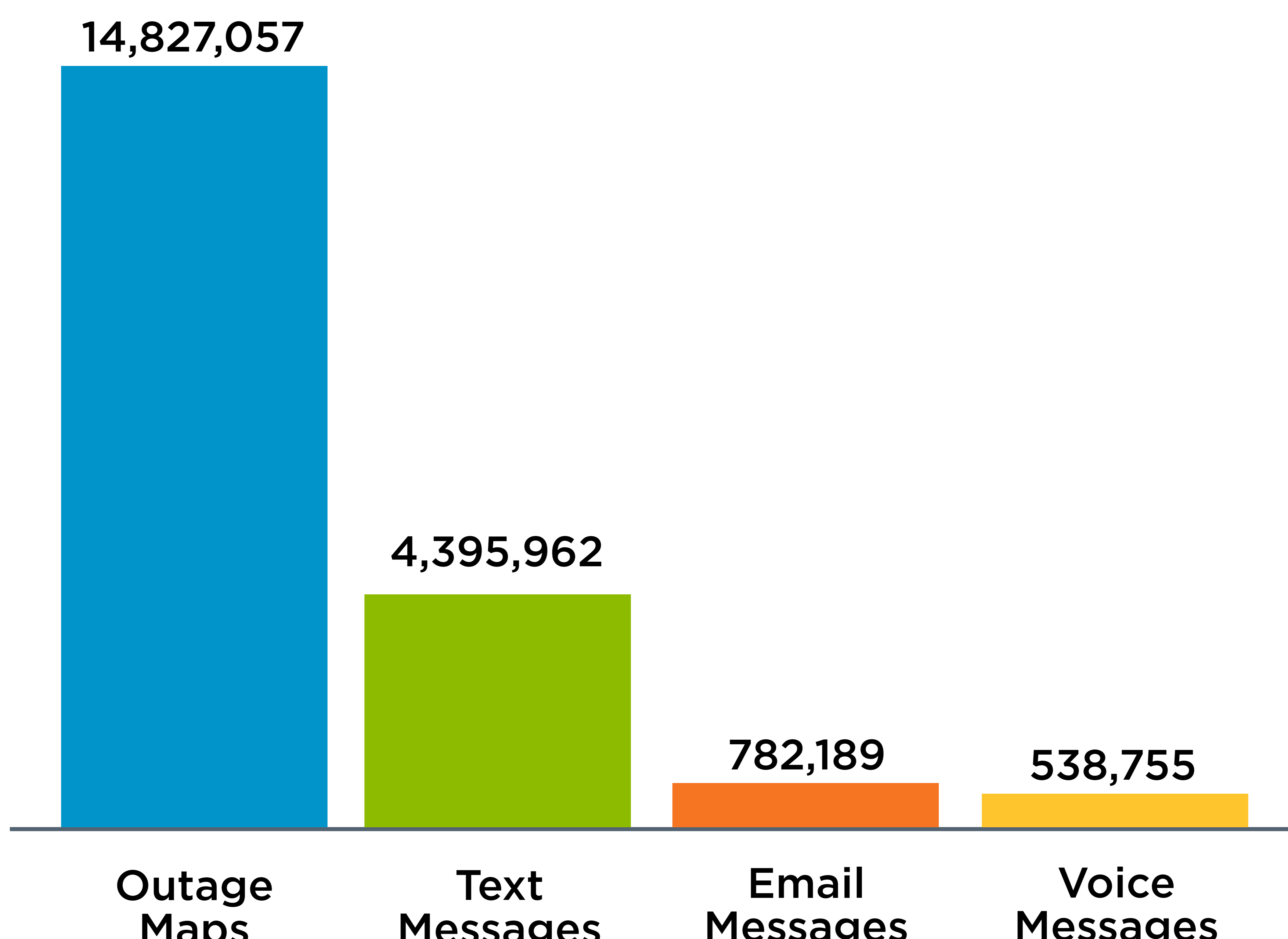
Storm Statistics

February 15 to February 21, 2021

- **3,000 daily** low temperature records tied or broken across the U.S.
- **4.5 million Texans without power** - the **largest** blackout since 2003
- **\$195 billion in damage** - the **costliest** in U.S. history
- **21** KUBRA Storm Center maps affected



Outage Communications Interactions

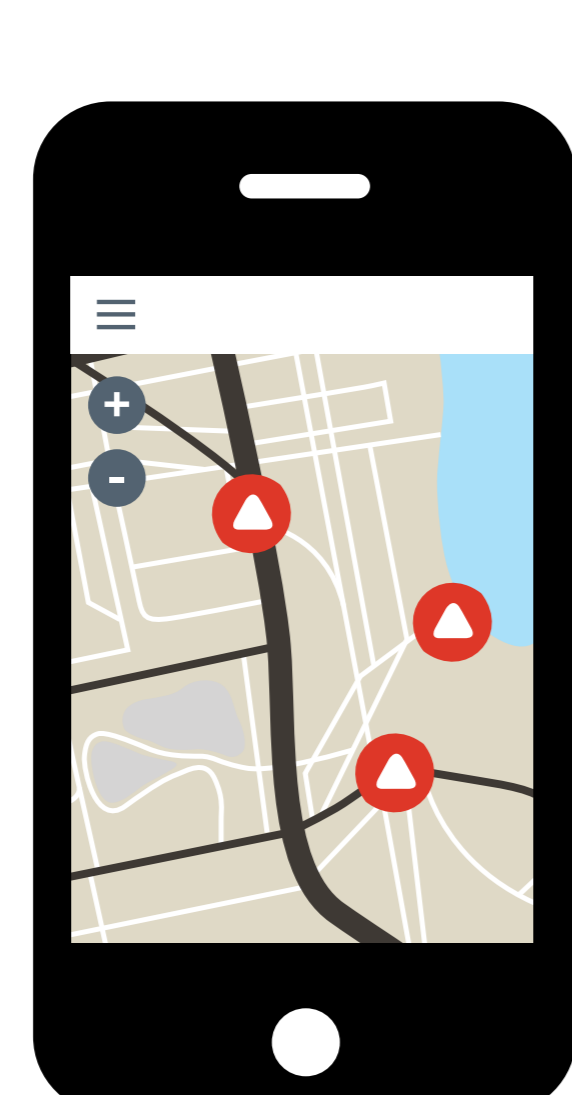
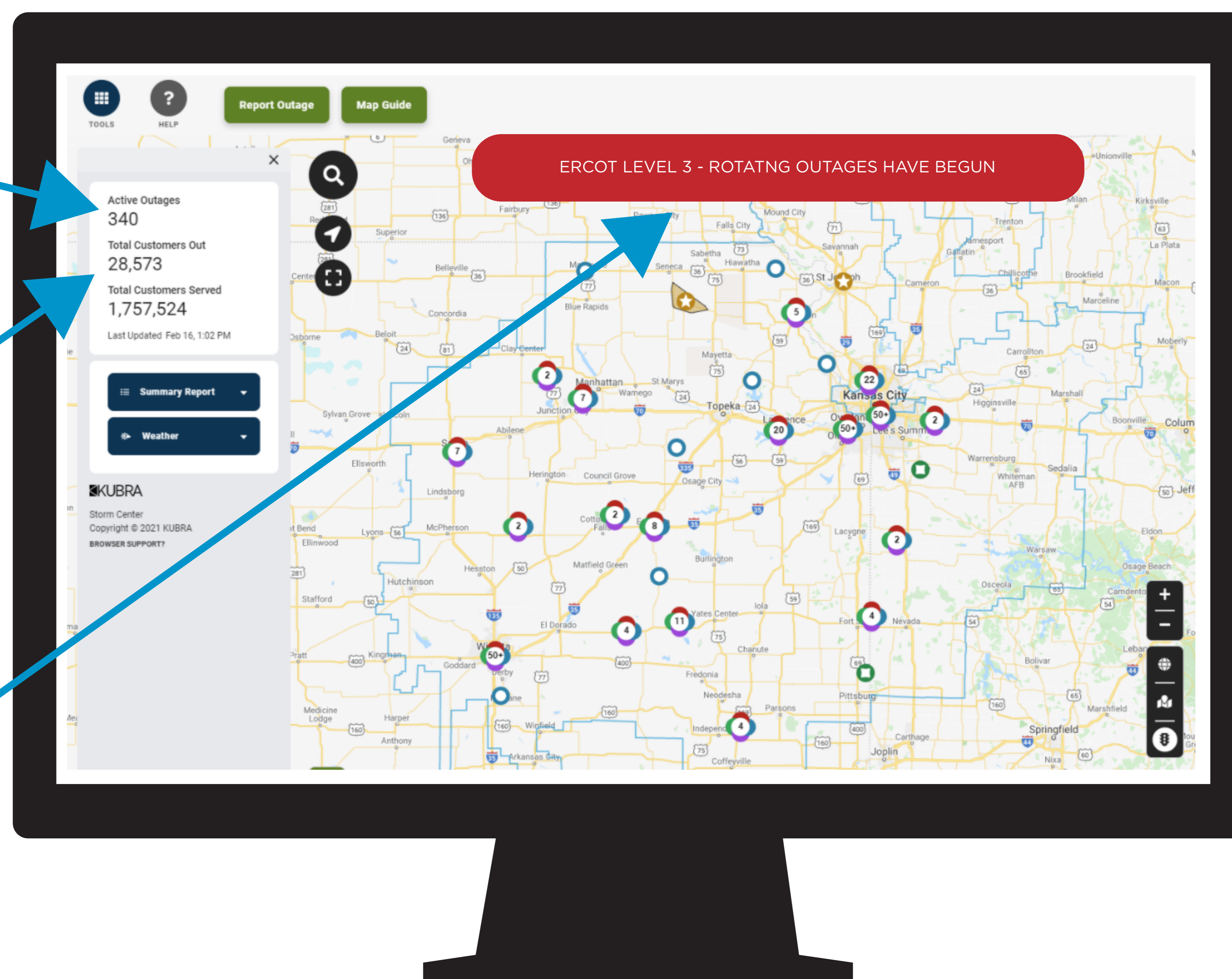


Information Shared on the Maps

Current Outages

Customers Affected

Information on Rotating Outages



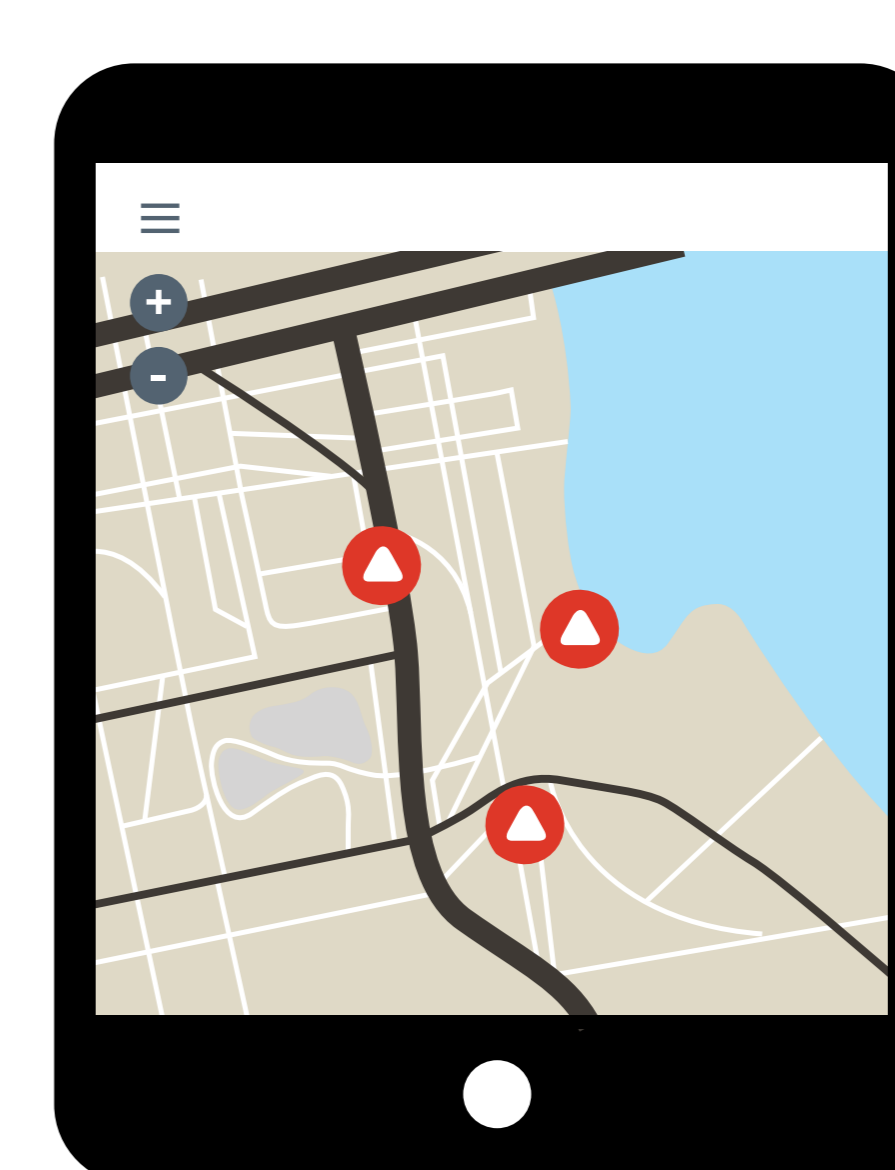
83%

of views from mobile devices



15%

of views from desktop



2%

of views from tablets

Lessons Learned

1. Make sure text messages are part of your communication toolset
2. Employ Artificial Intelligence to speed up communications
3. Ensure your map is made for mobile devices
4. Make sure your outage map is up to the task

Be ready to communicate with customers during the next big storm with KUBRA Storm Center outage maps, Notifi alerts and preference management, and KUBRA IQ natural language processing solutions.

Contact us today to learn more about how KUBRA can take your outage communications to the next level.

