

# Norcast Weather and CrewTracker Software Establish Cutting-Edge Partnership

*Revolutionizing Weather-Driven Decision-Making in Snow and Ice Management*

CLEVELAND, OHIO, USA, June 4, 2024 /EINPresswire.com/ -- [Norcast](#) Weather and [CrewTracker](#) Software are proud to announce a dynamic partnership that redefines snow and ice management with service-specific weather information. This strategic collaboration leverages Norcast Weather's premium radar visualization and forecast data to empower snow and ice personnel with actionable insights. As we embark on this exciting journey, our joint mission is to enhance safety, operational efficiency, and improved decision-making.



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*John Paganini, CEO of CrewTracker Software*

"This partnership with Norcast Weather represents a pivotal step forward in our mission to equip snow and ice management professionals with the most advanced tools available. We have integrated real-time AND forecast information directly into all areas of our Digital Services Platform including the web portal, the mobile app and the desktop. We are not only enhancing operational efficiency, but also safeguarding the crews and the communities they serve," said John Paganini, CEO of CrewTracker Software.

The Power of Our Partnership

The collaborative synergy between Norcast Weather and CrewTracker Software is unparalleled and will help to transform how snow and ice management industries gather, use and distribute valuable weather information.

- Premium Radar Visualization and Forecast Data: Norcast Weather's state-of-the-art radar visualization technology provides CrewTracker Software with real-time weather data. From snow and ice amounts to storm trajectories and precip timing, contractors can now make informed

decisions with greater confidence.

- **Enhanced Crew Management:** CrewTracker Software Digital Services Platform, fortified by Norcast Weather's insights, ensures efficient crew deployment and info around pre-treating, deicing, plowing and more. Hyper-Local weather conditions and forecast info will help assist weather-based service routing to optimize resources, minimizing downtime and maximizing productivity for contractors.

- **Customized Forecasting Services:** Norcast Weather provides tailored forecasts to CrewTracker Software clients' specific operations and optionally offers private forecasting and weather consulting. This service provides high impact-based forecasts with recommendations through live, round-the-clock support and constant updates, driving improved operational management decisions.

- **AI-Powered Forecasting Engine:** We're excited to announce that Norcast Weather and CrewTracker Software will be developing an AI-powered weather forecasting engine as part of the CrewTracker Software Crew AI module. It will analyze historical data, weather patterns and crew availability to recommend optimal crew routing and schedules. This will help ensure that crews arrive precisely when needed!

"At Norcast Weather, we believe that the best weather information is not only about accuracy but also how it applies to real-world impacts and challenges. Working with CrewTracker allows us to transform how our weather data is utilized in the critical decision-making process within the unique needs of snow and ice management. We set out many years ago to provide this valuable insight to businesses whose operations revolve around the weather, and this partnership will help to further improve and enhance how our combined services will make those weather impacts easier and safer for everyone" -Brian Ivey, Meteorologist, VP and Owner of NorCast Weather

The partnership between Norcast Weather and CrewTracker Software marks a significant



CREWTRACKER Mobile App with Norcast Weather

Norcast Logo

advancement in the snow and ice management industry. By harnessing the power of precise weather data, integrated seamlessly with the leading edge CrewTracker Software Digital Services Platform, a new standard is being established for operational excellence and safety. Our combined expertise will not only improve the responsiveness and efficiency of snow and ice management operations but will also significantly enhance the ability of professionals to make proactive, informed decisions.

### Looking Ahead

As we move forward, CrewTracker Software and Norcast Weather remain committed to collaborative innovation and excellence, continually pushing boundaries to provide unparalleled value to our partners and clients in the snow and ice management sector. Expect more innovations as we combine our strengths to serve everyone better!

### About Norcast Weather

Norcast Weather, backed by over a century of meteorological expertise, extends its commitment beyond traditional forecasts to bridge technology with the human element, providing simple yet detailed weather coverage. Norcast offers hyper-local insights, expert analysis, and real-time updates, ensuring that individuals and businesses stay ahead of the weather curve.

### About CREWTRACKER SOFTWARE

Founded at the turn of the millennium, CrewTracker Software established itself as a leader in providing a digital services platform designed by and for snow and ice professionals with a focus on empowering companies through leading-edge software solutions that streamline operations, enhance efficiency, and maximize safety. CrewTracker Software continues to be at the forefront of incorporating artificial intelligence, business-focused data analytics, and integrated weather data into its platform. With commitment to innovation and excellence in customer support, they have maintained their status as a premier partner for snow and ice management companies in the US and Canada.

John Paganini

CREWTRACKER SOFTWARE

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