Driving recurring revenue through data and solution as a service

Samuli Hänninen, Head of Vaisala Xweather
Weather and Environment
Investor event, November 10, 2022
• Subscription only
• DaaS and SaaS
• B2B and Developer
VAISALA XWEATHER IS A LEADING ENVIRONMENT FORECAST AND OBSERVATION SERVICE USING INTELLIGENT SENSORS.
Our unique position

• with combined hardware and software knowhow

• building the next generation of services where hardware-based observation enhance forecasts.
BUSINESSES AND DEVELOPERS WHOSE PRODUCTS, OPERATIONS, OR CUSTOMERS DEPEND ON HIGH QUALITY WEATHER AND ENVIRONMENTAL INFORMATION
Xweather business today

35%  
SaaS – Software as a Service

65%  
DaaS – Data as a Service

~ 60%  
North America

~ 30%  
Europe

< 5%  
Rest of the world

November 10, 2022  
Investor event  
VAISALA
Xweather business today

Double digit growth during 2022

+98% Net Revenue Retention (NRR)

+95% of revenue is recurring

>1,500 paying customers
Technology stack

- **Vaisala SaaS**
- **Vaisala DaaS**
- **3rd party solutions, developers**

**Developer tools (APIs, SDKs), self-subscription, customer journeys**

**AI ML / OPS: deployment, automation, diagnostics, monitoring, scalability**

**Forecast engine: forecast, nowcast, historical data**

**Device and network management, observation management and quality control**

**Hardware: instruments and sensors**

**3rd party sensor, observation and data input**
Solution as a Service

SW + HW bundled, first tier of offering SW only. The more you use it, the better it gets.
Your business.  
Your forecast.  
Always improving.
Demo
Data as a Service

Self service data for developers and SME’s
Enterprise offering for larger accounts
Forecast

- Global Weather Forecasting based on Vaisala MOS and our unique data ingestion engine
- Delivered through APIs:
  - AerisWeather Weather API
  - AerisWeather Maps API
  - MapsGL
Demo
Driving recurring revenue through data and solution as a service

- ARR and NRR
- Technology: same building blocks for DaaS and SaaS
- A scalable platform to serve several industries
- Customer journey: from free trial (DaaS) to full solution (SaaS)
VAISALA