

Geeky News Discusses Technology Investment Firm Francisco Partners' Acquisition of The Weather Company



Surrey, United Kingdom Oct 10, 2023 ([Issuewire.com](https://www.issuewire.com)) - Geeky News—a leading technology and lifestyle journal—is proud to announce the publication of its new article. Its news story delves into the strategic acquisition of The Weather Company by Francisco Partners, a renowned technology investment firm. The article provides valuable insights into the details of this significant move within the tech industry.

Published on 9 October, the article, titled "Leading Technology Investment Firm Acquiring The Weather Company," explores the key aspects of this acquisition. It sheds light on IBM's decision to transfer consumer-focused assets, including Storm Radar and Weather.com, to Francisco Partners. The article also discusses IBM's retention of ownership of its sustainability software services and Environmental Intelligence Suite (EIS).

Geeky News goes in-depth into the implications of this transaction and emphasises Francisco Partners' dedication to improving The Weather Company's capabilities beyond just forecasting. The article touches upon the firm's plans to invest additional resources into the company, with a focus on well-being and health. The text also mentions that The Weather Company's advertising platform will maintain its ability to offer subscription and advertisement experiences that are proactive and real-time, while following consumer privacy regulations.

Alan Ni, Partner at Francisco Partners, expressed his enthusiasm for the partnership, stating, "Amid the growing volatility of weather, The Weather Company's unique set of consumer, media, and industry-specific products provide mission-critical, data-driven weather insights to individuals and businesses around the world. We are excited to partner with the management team to grow The Weather

Company's robust portfolio of technology offerings and deliver a great product experience for its customers."

Rob Thomas, Senior Vice President, Software and Chief Commercial Officer at IBM, shared his perspective on the development: "We're proud of what The Weather Company team has accomplished with IBM, and we are confident that the best path forward is as a standalone company benefiting from Francisco Partners' expanded investment, dedication, and expertise."

Geeky News' article also touches upon IBM's broader strategy, emphasising its focus on AI and hybrid cloud software and its decision to divest its holding in The Weather Company.

The article concludes by mentioning that corporate carve-outs and selling parts of a company are common strategies in the business world. However, when technology is involved, separating parts of a business can be more complicated. In such cases, using the expertise of companies like [Fission Consulting](#) can make the process smoother.

To read the full article, please visit: <https://www.geekynews.co.uk/fp-acquiring-the-weather-company/>

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