

# Integrating convection information into products and services

**Caroline Bain, Met Office**

The Met Office is experiencing a time of radical change, ensuring that we make best use of our expanding data to result in best possible outcomes for users. With ever increasing resolution and the movement to ensembles and probabilities there are more and more options for how to exploit our modelling capability in products and services. Advances in AI and new technologies offer even more options, and the rapidly changing external competitive landscape means that our customer propositions must keep pace with expectations. Convection remains one of the most challenging areas of weather prediction, this also means that there are considerable opportunities for advancement here. In this talk I will set the wider context of where we find ourselves and give insight to the direction that the Met Office is looking to move towards.