



Moving Technology Forward in a Commercial Internet Environment

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Since the Met Office embraced internet technologies in the mid-1990s to undertake a proportion of its commercial business, the focus has been on delivering quality meteorology, but with limited reference to the impact of the meteorology on the end customer. However, a number of business and technological drivers are now coming together to generate a step change in the way we conduct our business over the internet. From the business perspective, there is the need to translate the meteorology into more specific customer impacts. The business are also pushing for ever increasing turn around times in the development of new web sites. At the same time, the likes of Google Earth are raising expectations of the customer experience. Technology is increasingly reacting and responding to these drivers. Rich Internet Applications (RIA) are being developed to improve the customer experience. Additionally, the implementation of Service Orientated Architectures means that legacy systems are being exposed for far easier exploitation. The changing business and technological environments promise significant change in the way to conduct our business in the next few years.