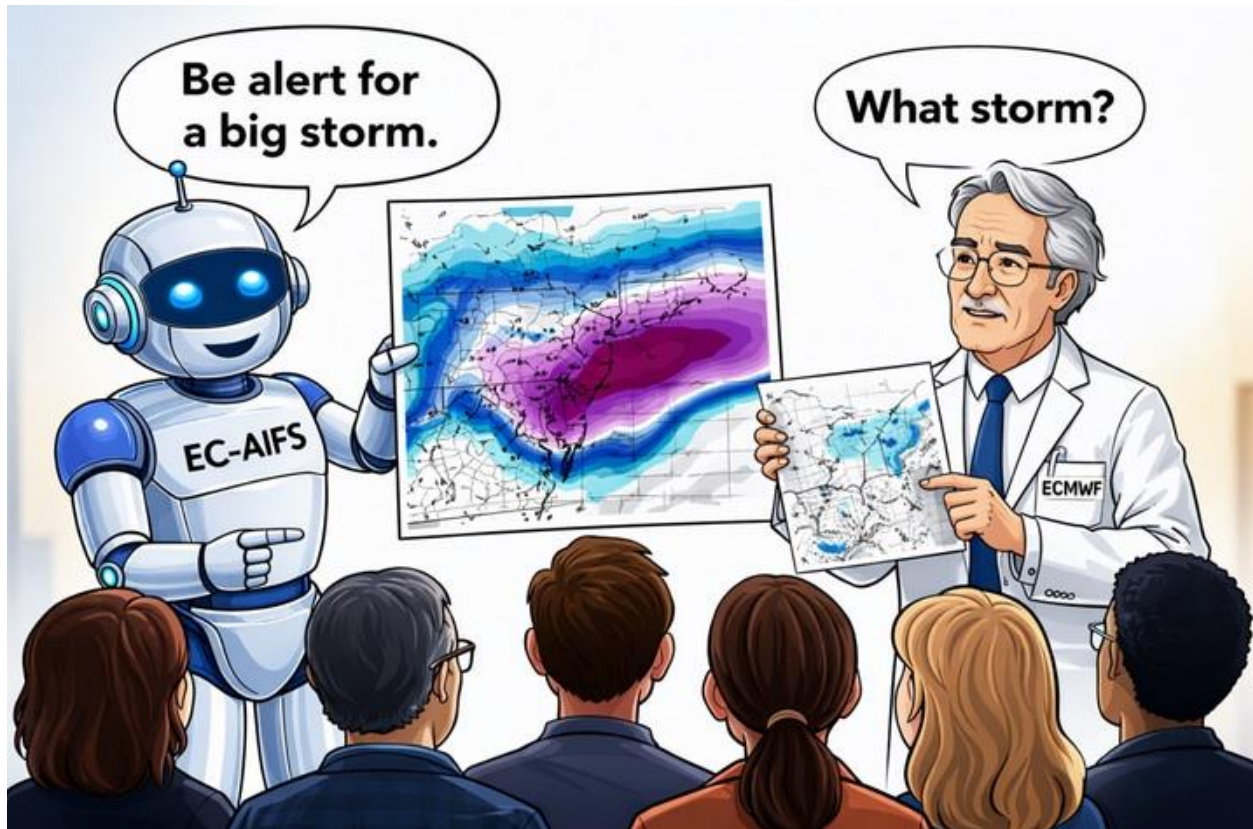


## How AI Beat the Old Guard

By Don Sutherland

The ongoing blizzard is providing yet another near real-time case study concerning AI's growing capabilities. Back on Tuesday, February 17<sup>th</sup>, the European Centre for Medium-Range Weather Forecasts' AI Forecasting System (AIFS) showed a significant snowfall from Sunday into Monday for the New York City area. The Centre's traditional physics-based version showed no storm.



The ongoing blizzard is more than a weather story. It is a live example of technological disruption and methodological competition, precisely the kinds of forces reshaping business, strategy, and decision-making today. Increasingly, leaders must evaluate when to trust established models and when to embrace emerging AI-driven systems.

AI prevailed in this latest skirmish. Such tests are happening every day across industries. As AI's capabilities continue to improve, the stakes are only getting higher.