MARSH ANALYTICS PLATFORM (iMAP)

ANALYTICS ARE CHANGING RISK MANAGEMENT

Mobile technology, “big data,”1 risk-adjusted benchmarking2, predictive analytics3, and other innovations are leading to exciting new ways to analyse risk and help inform strategic business decisions.

“Data analytics” is the use of raw data to produce insights or conclusions that can be acted upon. It supports fact-based decision making and has significant potential to be leveraged in the risk management space. Risk managers have an opportunity to become even more engaged in their organisation’s strategic direction and execution by demonstrating how deliberate risk management methodologies help drive a disciplined approach to risk-based decisions.

1. Data that exceeds the processing capacity of conventional database systems.
2. Benchmarking which contemplates changes in insurance programme structure and risk profile in conjunction with the resulting changes in price that the company pays for insurance.
3. Predictive modelling tools.
Marsh’s data, analytical approach, our tablet app powered by the Marsh Analytics Platform (iMAP), and overall investments in client-centric technology create one of the best-in-class platforms for advising clients on their risk financing options.

**RISK MAPPING/IDENTIFICATION**
- Using the industry’s largest library of risk maps and loss curves, iMAP identifies the risks you face and the impact they could have on your financial key performance indicators (KPIs).

**INDUSTRY SOLUTIONS**
- iMAP is not only one of the industry’s leading analytics platforms, it also contains information on emerging risks and other services available from Marsh.
- iMAP contains solutions for all major product lines and industries.
- Customise content using cutting-edge annotation capabilities.

**RISK TOLERANCE AND APPETITE**
- Determine how much risk your firm can take or wants to take, without impacting KPIs.
- View risk through the lens of your unique cost of capital.

**LOSS CURVES AND STOCHASTIC MODELLING**
- Simulate loss potential for your unique risk profile, and augment traditional benchmarking, using a carrier-styled approach.
- Dynamically model risk-transfer alternatives to evaluate effectiveness and identify optimal solutions.

**PRODUCT SPECIFIC MODELS**
- Unique product-specific tools — such as IDEAL (Identify Damages, Evaluate and Access Limits) for directors and officers liability, and geospatial analysis for property — deliver unparalleled product insight.

**MARKET INSIGHTS**
- Gain insight into how insurance companies use your loss profile to price your business.
- Identify, in advance of any market discussions, the insurers that are most competitive for the risk.

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**PLACEMENT**
- Gain insight into how insurance companies use your loss profile to price your business.
- Identify, in advance of any market discussions, the insurers that are most competitive for the risk.

**PRODUCT APPROPRIATE, HOLISTIC APPROACH**
- Unique product-specific tools — such as IDEAL (Identify Damages, Evaluate and Access Limits) for directors and officers liability, and geospatial analysis for property — deliver unparalleled product insight.

Please contact your local Marsh client executive or one of the following for a demonstration.

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4. A technique which predicts outcomes using random variables.