



MARSH ANALYTICAL PLATFORM (MAP)



ANALYTICS ARE CHANGING RISK MANAGEMENT

Mobile technology, "big data," risk-adjusted benchmarking, predictive analytics, and other innovations are leading to exciting new ways to analyze 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 organization's strategic direction and execution by demonstrating how deliberate risk management methodologies help drive a disciplined approach to risk-based decisions.

Can you appropriately respond to board or other stakeholder concerns around ERM preparedness? Have you explored Is your corporate risk emerging industry risks tolerance a known and customized quantity, directly solutions to your risk incorporated into your management decision making? challenges? **RISK MANAGEMENT** IS CHANGING! Are you always armed When should you use with a view into the an insurer's balance component parts of sheet as opposed to insurers' pricing? your own? Have you addressed potential risk at the line of business and portfolio level?



Marsh's data, analytical approach, our tablet app powered by the Marsh Analytical Platform (iMAP), and overall investments in client-centric technology create a best-in-class platform 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 the industry's leading analytics platform, it also contains information on emerging risks and other services available from Marsh.
- iMAP contains solutions for all major product lines and industries
- · Customize content using cuttingedge annotation capabilities.

PLACEMENT

· Gain insight into how insurance companies use your loss profile to price your business.

RISK TOLERANCE AND APPETITE RISK · Determine how much risk your firm IDENTIFICATION can take or wants to take, without impacting KPIs.

RISK

TOLERANCE

View risk through the lens of your unique cost of capital.

INDUSTRY

SOLUTIONS

MARKET

INSIGHTS

· Identify, in advance of any market discussions, the insurers that are most competitive for the risk.

RISK LOSS CURVES AND STOCHASTIC MODELING **FINANCING** OPTIMIZATION

- 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 - APPROPRIATE, HOLISTIC APPROACH

• Unique product-specific tools — such as IDEAL for directors and officers (D&O) liability, REVEAL for workers' compensation, and geospatial analysis for property — deliver unparalleled product insight.

PRODUCT-

SPECIFIC

MODELS

Please contact your Marsh client executive or one of the individuals listed below for a demonstration.

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Marsh is one of the Marsh & McLennan Companies, together with Guy Carpenter, Mercer, and Oliver Wyman.

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