



## DECISION MAKING WITH ANALYTICS



>USD24B PREMIUM

>28,000 CLIENTS



At Marsh, we believe that **benchmarking** individual risks or assets against industry “norms” provides a basis for informed decision-making. The quality of our benchmarking service is directly related to our deep pool of placement and exposure data across industry, size, geography, and products. Our market-leading benchmarking tool, PlaceMAP, includes:

- Purchasing trends and pricing/rates benchmarking.
- Exposure trends benchmarking.
- Peer group benchmarking.
- Carrier and risk penetration benchmarking.

With PlaceMAP we support you to dynamically explore risk financing options, and determine your optimal risk financing structures and risk mitigation investments.

