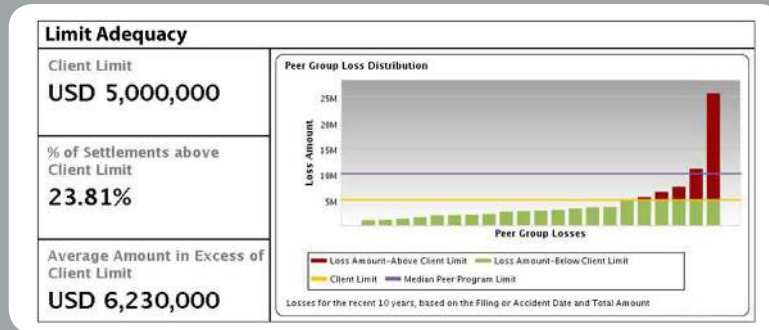


# CLIENT INSIGHT *for* BROKERS



- MAXIMIZE GROWTH
- INCREASE CLIENT RETENTION
- IMPROVE BROKER EFFICIENCY & EFFECTIVENESS

Client Insight provides brokers with insight into insurance pricing, losses, and exposure data on existing, new, and prospective clients. Become your clients' most knowledgeable and trusted advisor by demonstrating your expertise.

## BUSINESS DEVELOPMENT BENEFITS

### DIFFERENTIATION

Stand out in a crowded market by using value-added information and building expertise in vertical markets.

- Know your clients' and prospects' businesses and industry trends on insurance purchasing, losses, and exposures
- Understand the insurance industry's posture toward your client's industry
- Supplement your knowledge of issues related to your clients' and prospects' businesses with real-time news
- Learn the best markets to leverage and create optimal programs for your clients and prospects

### EFFICIENCY

- Reduce cycle times and increase close ratios on new client acquisition
- Produce actionable materials faster and lower servicing cost

## STEWARDSHIP BENEFITS

Ensure long-term client relationships by demonstrating your value.

- Validate suitability, cost effectiveness, and breadth of coverage
- Identify opportunities for program advancement in light of a changing risk marketplace
- Provide carrier selection expertise to clients for their insurance purchases
- Identify missing or inadequate lines of coverage
- Produce actionable materials faster and lower servicing cost
- Proactively engage with clients on developments in their business or industry with real-time news.

## »» WHY CLIENT INSIGHT?

### PROGRAM OPTIMIZATION

- How does my client's program structure compare to the market?
- Is my client buying adequate limits based on their exposure levels and risk tolerance?

### PRICE & RISK BENCHMARKING

- How do my client's rates compare to their peer group?
- What are current rates in the market and how are they trending?

### LOSS PROPENSITY

- How large a loss is my client likely to suffer?
- What type of losses and severity have comparable peers experienced?
- How is my client's claim likely to develop?
- Is my client's current limit sufficient to cover a particular loss?

### PLACEMENT ANALYTICS

- Which markets offer the best long-term partnership potential for my clients?
- Which attachment points do carriers prefer for my client's industry and coverage needs?

### RISK PROFILE

- What are the high-level business exposures my client experiences?
- What are the risk trends of my client's industry? What are their top issues?
- How do I create target lists to prospect?

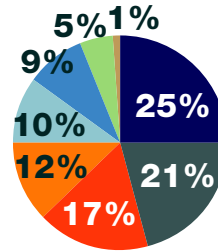
## CLIENT INSIGHT DATA

All data is searchable by market segments including: geography, company, size, company type, industry, and coverage type.

*Client Insight data includes:*

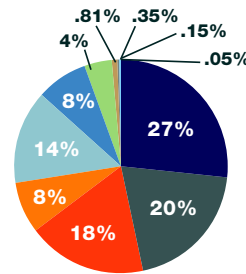
- Policy details on millions of transactions
- Loss information on millions of events
- Business information on public and private companies, government, non-profits, etc.
- Summary industry analysis on more than 100 industries

## MSCAd Cases by Industry



Services  
 Manufacturing  
 Finance, Insurance, And Real Estate  
 Wholesale and Retail Trade  
 Transportation, Communication, And Utilities  
 Public Administration  
 Mining And Construction  
 Agriculture, Forestry, And Fishing

## Business Count by Size



\$0<\$500K  
 \$500K<\$1M  
 \$1M<\$2.5M  
 \$2.5M<\$5M  
 \$5M<\$10M  
 \$10M<\$25M  
 \$25M<\$100M  
 \$100M<\$300M  
 \$300M<\$1B  
 \$1B<\$5B  
 \$5B+

\*MSCAd: Advisen's Master Significant Cases and Actions database

## DELIVERY METHODS

Online  Reports  Feed  Direct  MS Office  Data Cube

*Client Insight is available via the following delivery methods:*

### CLIENT INSIGHT ONLINE

Client Insight Online provides power users access to greater detail and customization of client data contained in the Advisen database.

### CLIENT INSIGHT REPORTS

Get all the data you need for your next renewal without spending hours pulling everything together. Client Insight Reports are actionable reports that include pricing trends, limits comparisons, losses, and exposure data.



### CLIENT INSIGHT PROFESSIONAL

Client Insight Professional includes prospecting, company exposures, program benchmarking and anecdotal large losses.

### CLIENT INSIGHT EXPERT

Client Insight Expert also includes loss benchmarking and placement analytics.

## About Advisen Ltd.

Advisen is the leading provider of data, media, and technology solutions for the commercial property and casualty insurance market. Advisen's proprietary data sets and applications focus on large, specialty risks. Through Web Connectivity Ltd., Advisen provides messaging services, business consulting, and technical solutions to streamline and automate insurance transactions. Advisen connects a community of more than 200,000 professionals through daily newsletters, conferences, and webinars. The company was founded in 2000 and is headquartered in New York City, with offices in the US and the UK.