



# Using Loss Benchmarking to Challenge Risk Perceptions

**Webinar: Tuesday, March 22 @ 11am EDT**

- How does Loss Benchmarking analysis impact the discussion about risk profile between Carrier and Broker, and between Broker and Buyer?

“

I've gone to Market and  
the Markets want to  
charge me up the nose.  
***I'm not as big a risk as  
they think I am.***”



# Today's Presenters



**Daniel Hobbs**  
Director of  
Product Management



**Dan Alvisi**  
Client Relationship  
Manager



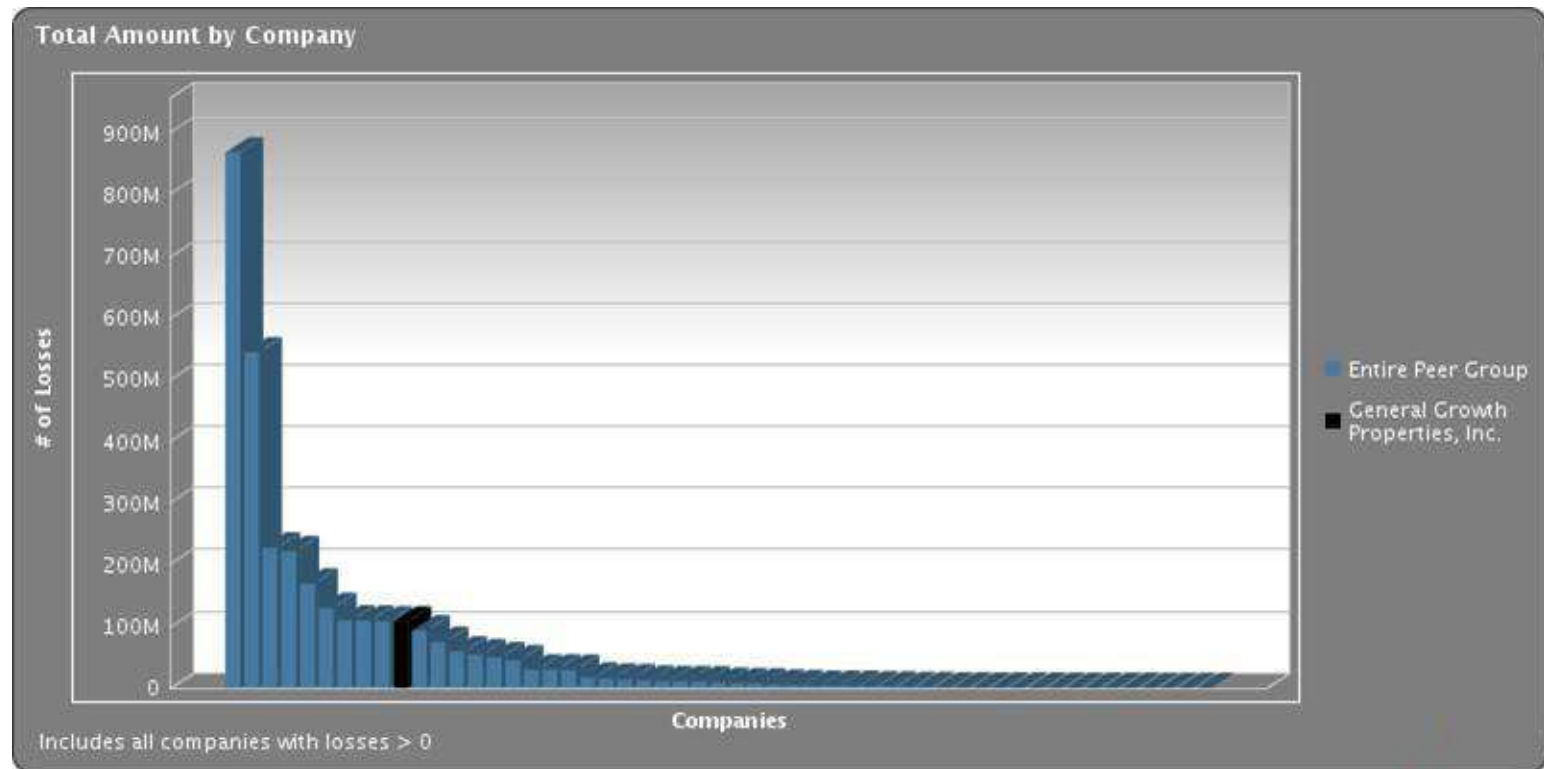
**Jeffrey M. Cohen**  
Executive Vice President,  
Global Business Development



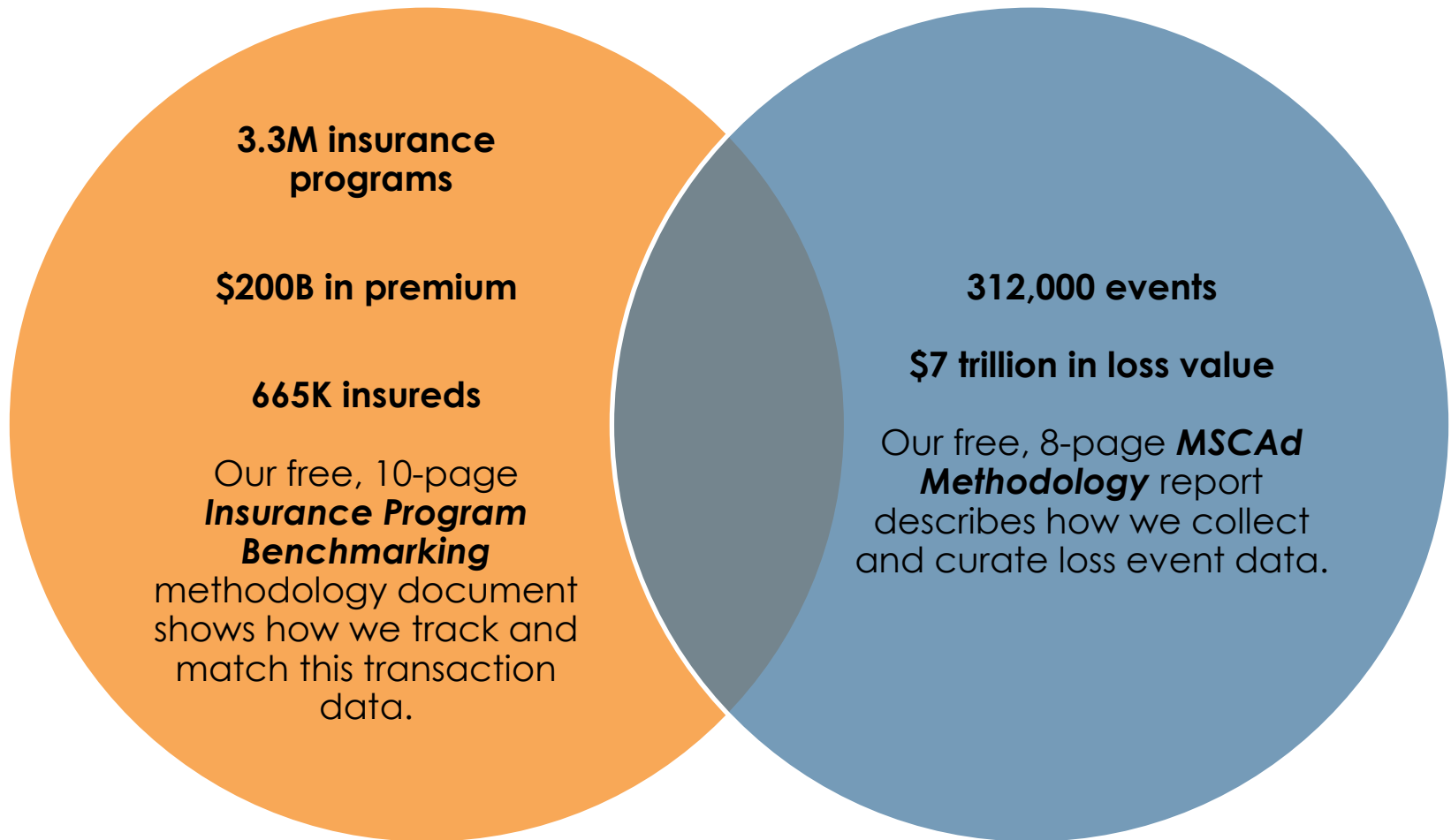
# Loss Benchmarking

Compare a company's loss experience relative to its peer group to identify loss characteristics.

NEW!



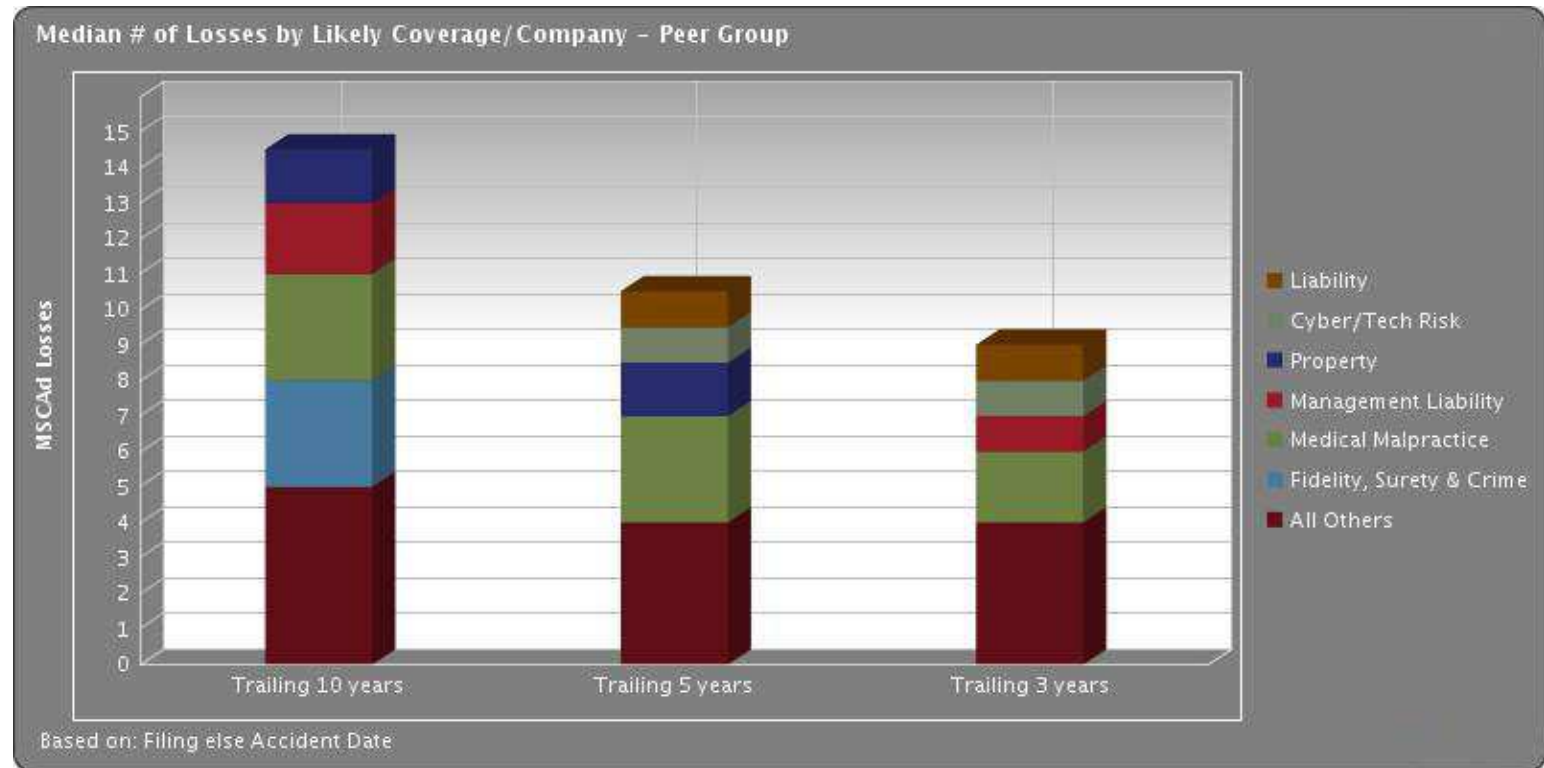
# What Happens When You Combine Benchmarking Data and Loss Data?



# Loss Benchmarking

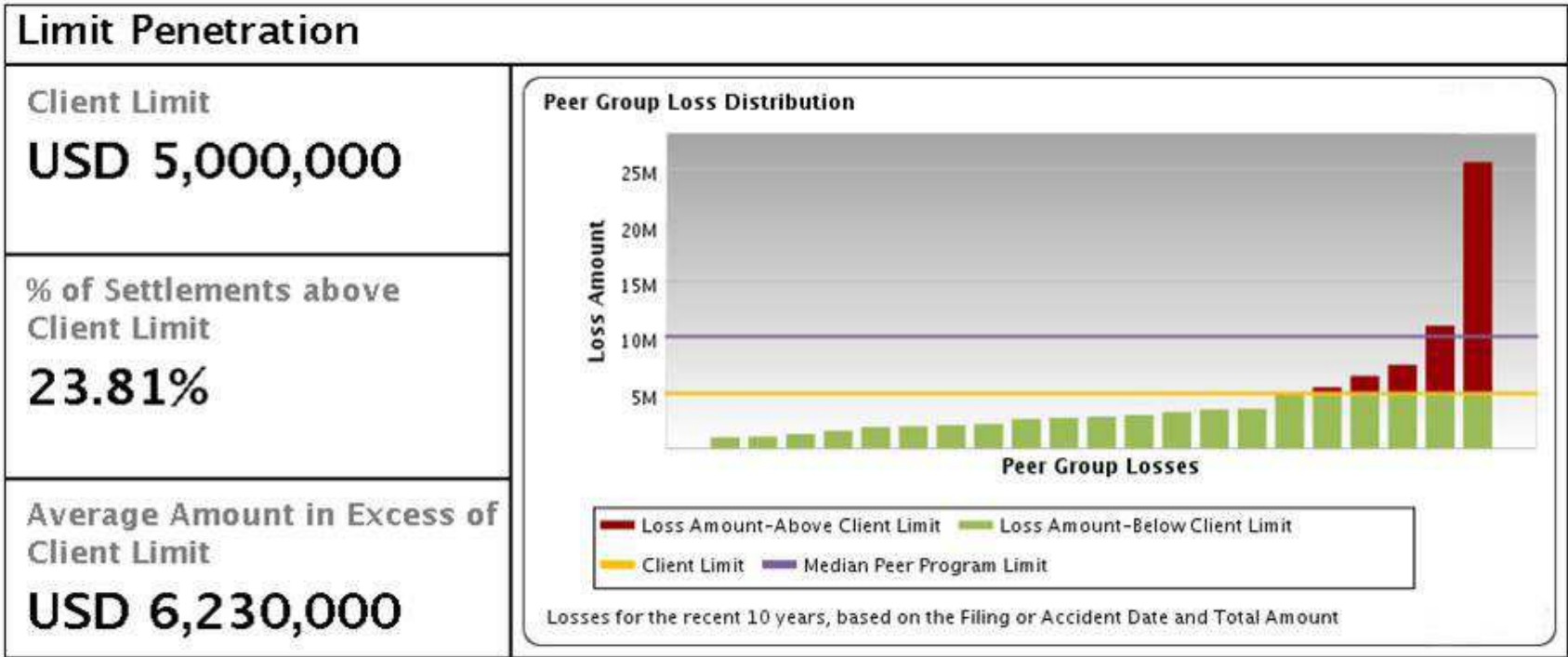
Compare a company's loss experience relative to its peer group to identify loss characteristics.

NEW!



# Limit Penetration

What happens when you marry insurance program benchmarking with relevant loss data?



Available online and  
via offline reports



## Risk Insight for Insurance Buyers



## Client Insight Professional for Brokers

Includes Insurance Program Benchmarking and anecdotal Loss Data access



## Client Insight Expert for Brokers

Also adds Limit Penetration, Loss Benchmarking, Placement Analytics





## Q&A

Our next Client Insight Expert webinar will be on the following date:

Wednesday, April 20, 2016


11:00 AM – 11:30 AM EDT

[Register](#)

## CONTACT US

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and more **efficient**  
risk and insurance **communities.**

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the **right information** into  
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to **power performance.**

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# APPENDIX



# ● Advisen Benchmarking in a Nutshell

- 3.3M insurance programs
  - \$200B in premium
    - 665K insureds

[Download](#) our free, 10-page **Insurance Program Benchmarking** methodology document shows how we track and match this transaction data.

## DID YOU KNOW?

In June 2014, Advisen received **US Patent 8762178 B2** for a benchmarking “system and method for providing global information on risks and related hedging strategies.”

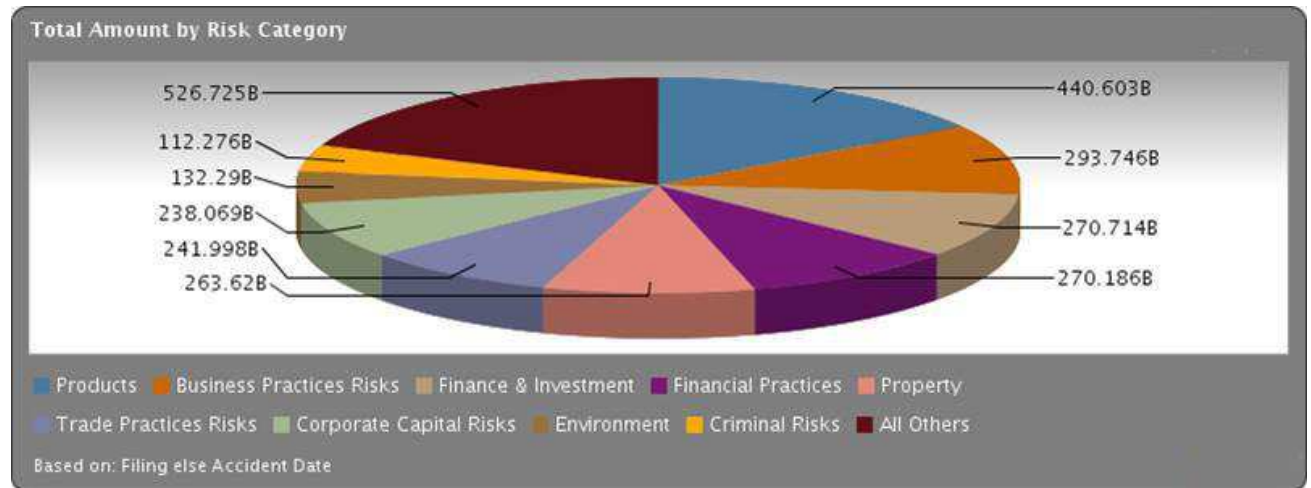
# Advisen Loss Data in a Nutshell

- 312,000 loss events across all industries and LOBs
- \$7 trillion in loss value

[Download](#) our free, 8-page **MSCAd Methodology** report that describes how we collect and curate loss event data.

# Conventional Loss Data Views

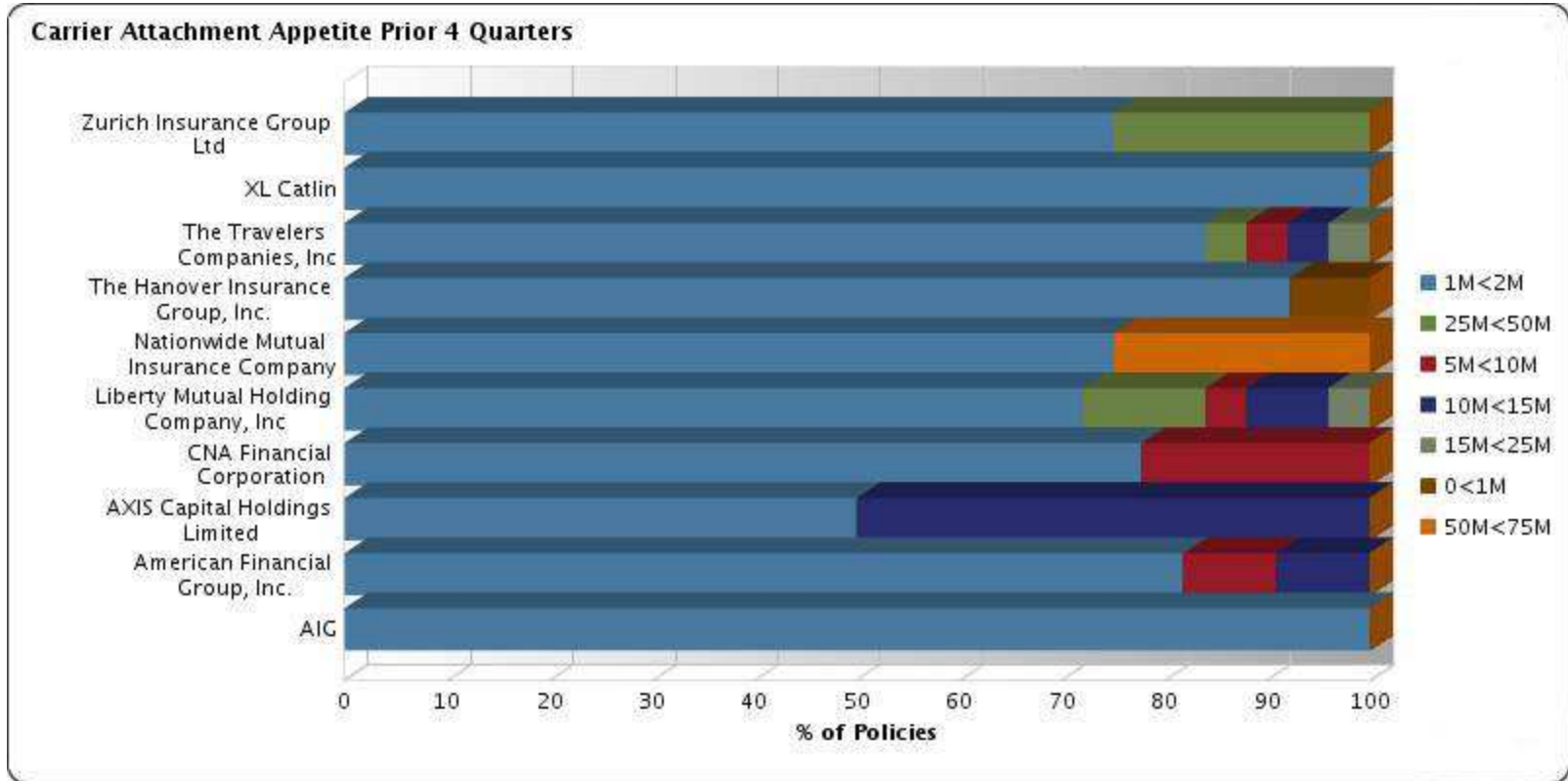
## Compare to Peers



# Placement Analytics



Which Markets are writing a given coverage and at what attachment points?



# Placement Analytics



Which Markets are writing more of this cover than the other markets?

