



Deeper Insights. Smarter Strategies.



Determining Your Financial Exposure to Cyber Risk

Can your organization assess the financial impact of a cyber-attack? Can you identify and prioritize which parts of your cybersecurity program are most—and least—effective from a financial perspective?

As the pace of cyber-attacks continues to accelerate, many organizations are struggling to understand their financial impact, where to make cybersecurity investments, and how to measure cybersecurity effectiveness. It's no surprise that organizations are less confident in their ability to manage cyber threats than they were just two years ago ([2019 Marsh Microsoft Global Cyber Risk Perception Survey](#)).

The Data, Analytics, and Expertise to Confidently Manage Your Cyber Risks

Marsh takes the guesswork out of determining the financial impact of cyber risk, using an industry-leading approach to cyber risk quantification that provides you with clear, actionable insights to help you make confident, objective risk decisions.

Our Enhanced Cyber Risk Consulting Services Can Help You:

- Evaluate the effectiveness of cybersecurity controls, as well as prioritize risk mitigation.
- Engage in data-driven what-if scenarios to evaluate existing and future cyber investments.
- Evolve cybersecurity from technical jargon into a board-friendly conversation.
- More easily meet cyber risk disclosures and reporting requirements.
- Use financial analysis of cyber risk exposure to inform your risk management strategies, including risk mitigation and risk transfer decisions.

THE BLUE[i] DIFFERENCE

Blue[i] Cyber is our new analytics engine that serves as a foundation for Marsh's enhanced cyber risk consulting solutions, as well as soon-to-be launched, next-generation cyber insurance analytics. With it, you'll have access to Marsh's data quality, scale, and granularity for deeper insights and expertise you can't get anywhere else.

A HOLISTIC APPROACH TO MANAGING YOUR CYBER RISKS

Marsh Cyber Risk Consulting helps clients understand, measure, and manage their cybersecurity programs, providing a comprehensive approach to enterprise cyber risk. Powered by our Blue[i] Cyber analytics engine, we offer an extensive suite of consulting services to help with cybersecurity program development, cyber risk assessment, security operations enhancement, and cyber risk quantification.



For more information, visit marsh.com, contact your Marsh representative, or contact:

REID SAWYER
Head, US Cyber Risk Consulting Practice, Marsh
+1 630 442 3506
reid.sawyer@marsh.com

THOMAS FUHRMAN
Managing Director, Cyber Risk Consulting, Marsh
+1 202 263 7827
thomas.fuhrman@marsh.com

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

This document and any recommendations, analysis, or advice provided by Marsh (collectively, the "Marsh Analysis") are not intended to be taken as advice regarding any individual situation and should not be relied upon as such. The information contained herein is based on sources we believe reliable, but we make no representation or warranty as to its accuracy. Marsh shall have no obligation to update the Marsh Analysis and shall have no liability to you or any other party arising out of this publication or any matter contained herein. Any statements concerning actuarial, tax, accounting, or legal matters are based solely on our experience as insurance brokers and risk consultants and are not to be relied upon as actuarial, tax, accounting, or legal advice, for which you should consult your own professional advisors. Any modeling, analytics, or projections are subject to inherent uncertainty, and the Marsh Analysis could be materially affected if any underlying assumptions, conditions, information, or factors are inaccurate or incomplete or should change. Marsh makes no representation or warranty concerning the application of policy wording or the financial condition or solvency of insurers or reinsurers. Marsh makes no assurances regarding the availability, cost, or terms of insurance coverage. Although Marsh may provide advice and recommendations, all decisions regarding the amount, type or terms of coverage are the ultimate responsibility of the insurance purchaser, who must decide on the specific coverage that is appropriate to its particular circumstances and financial position.

Copyright © 2019 Marsh LLC. All rights reserved. MA19-15870 422527554