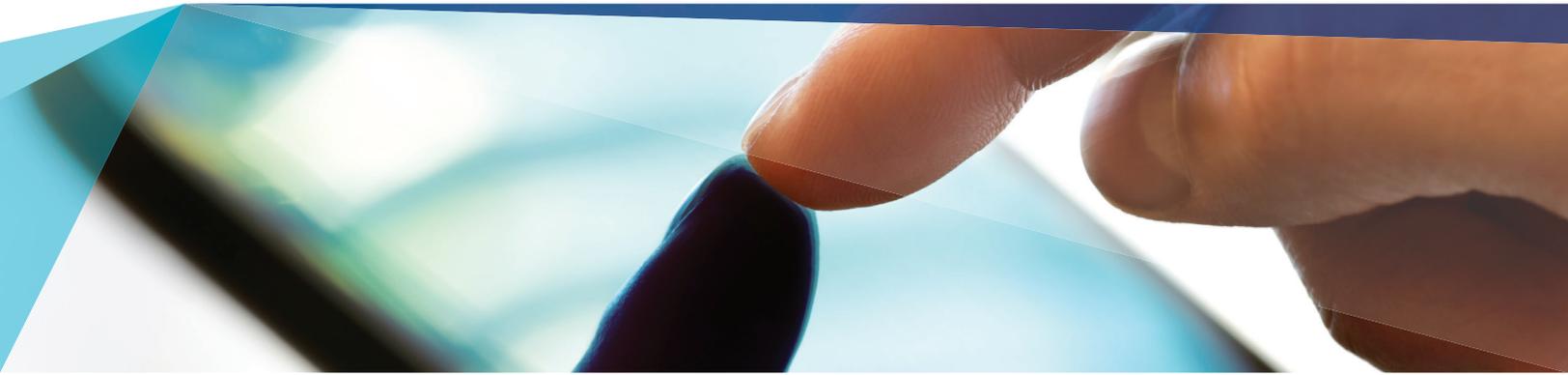


MARSH ANALYTICS PLATFORM (iMAP)



ANALYTICS ARE CHANGING RISK MANAGEMENT

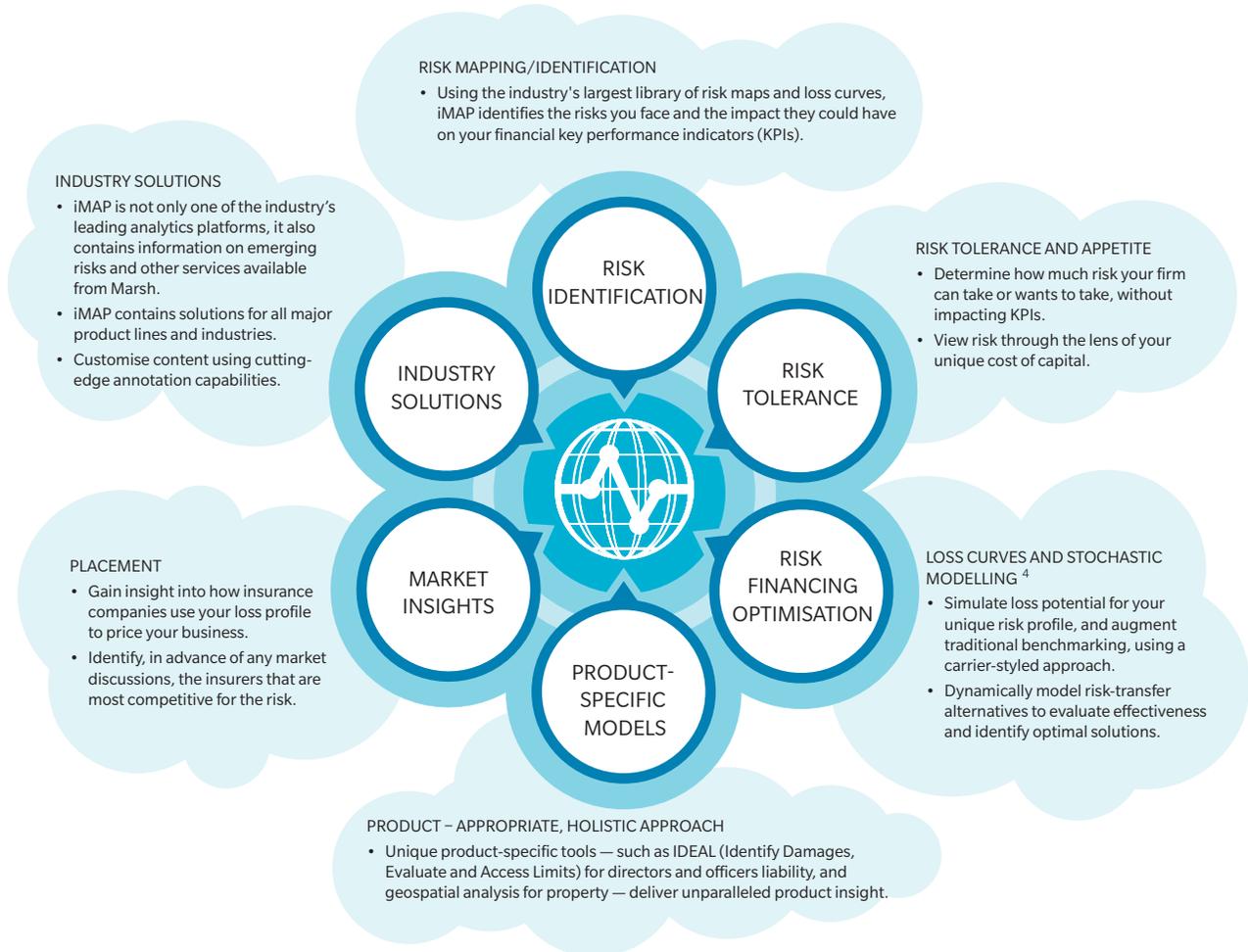
Mobile technology, “big data,”¹ risk-adjusted benchmarking², predictive analytics³, and other innovations are leading to exciting new ways to analyse risk and help inform strategic business decisions.

“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 organisation’s strategic direction and execution by demonstrating how deliberate risk management methodologies help drive a disciplined approach to risk-based decisions.



1. Data that exceeds the processing capacity of conventional database systems.
2. Benchmarking which contemplates changes in insurance programme structure and risk profile in conjunction with the resulting changes in price that the company pays for insurance.
3. Predictive modelling tools.

Marsh's data, analytical approach, our tablet app powered by the Marsh Analytics Platform (iMAP), and overall investments in client-centric technology create one of the best-in-class platforms for advising clients on their risk financing options.



Please contact your local Marsh client executive for a demonstration on 0800 627 744 or visit www.marsh.co.nz

⁴ A technique which predicts outcomes using random variables.

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