



# Esri® Location Analytics for Insurance

## Taking Care of Business Means Caring for Customers

### The Top Five Reasons Insurance Companies Need Location Analytics

Predicting future insurance needs is as much about helping customers prevent loss as it is about indemnifying them when and if it does happen. Success lies in leveraging tools that deliver information to model the event impacts, assess market needs and potential, and identify fraudulent activities that increase costs in the system. Location analytics provides access to this data and applications in addition to a platform for collaboration that is critical to

- Develop integrated products that meet the needs of the marketplace.
- Drive process and workflow efficiency.
- Improve organization of, access to, and management of data.

Location analytics brings together dynamic, interactive mapping and sophisticated spatial analytics to better understand the rich data that you use every day. Best of all, it is available for use with the office and business software you already use, including familiar tools and workflows.

Here are the top five reasons location analytics is an essential component of successful insurance organizations:

#### Improves Risk Management

Identify gaps in your risk management policy that create peaks and valleys in your business performance. Add dimension and context to expose patterns and trends that are important to making informed risk management decisions.



#### Increases Service and Growth

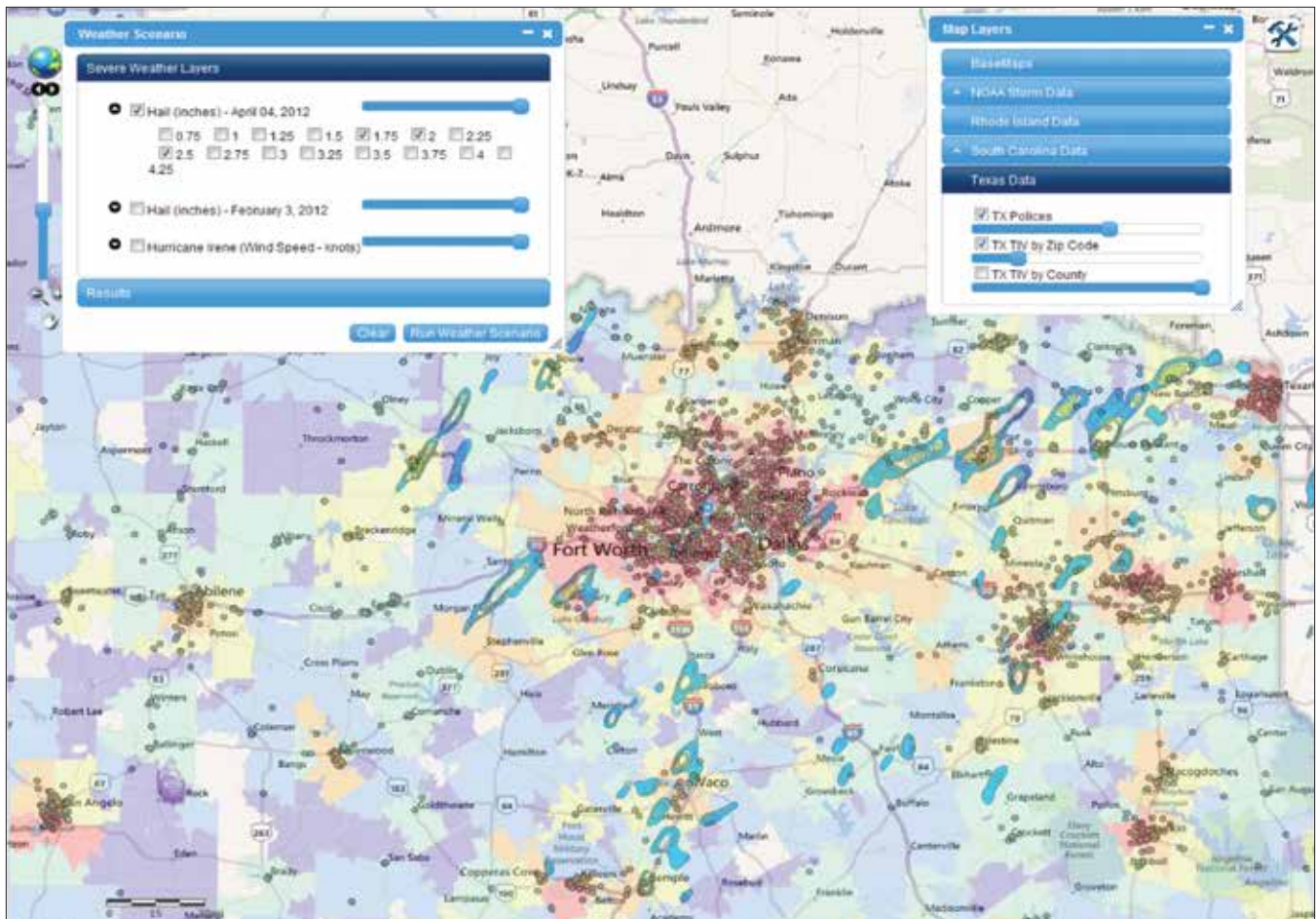
Improve market penetration and optimize your distribution system by adding location analytics to traditional business analytics tools. Attract and retain target customer segments using local information about the marketplace.

#### Reduces Costs

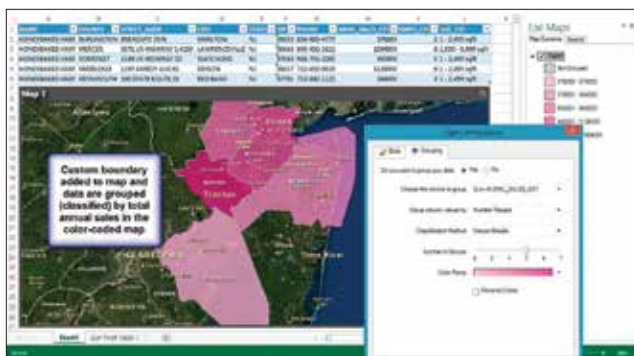
Reduce costs of doing business that come from relying on third parties to perform assessments and inspections. Bringing this ability in-house provides the flexibility for you and your staff to respond quickly to the market. You'll find coverage and pricing decisions are more accurate and completed in a fraction of the time.

#### Creates Proactive Claims Services

Modernize and effectively mobilize claims services and resources. Integrate real-time weather or fire line data into a dynamic, map enabled common operations dashboard to power a proactive response by improved access to information.



Add perception and dimension to tasks like capacity planning or market penetration analysis.



An intuitive user interface makes creating readily deployable location analytics tools an easy task.

## Liberates Analysis and Collaboration

Liberate skill sets and analytics in all parts of your organization. Facilitate collaboration and alignment on strategy that comes from accessing one version of the truth across the enterprise.

Esri® Location Analytics combines analysis and intuitive maps so you can deliver better service to your customers. Add content, context, and dimension to reports to improve business insight, empower collaboration and communication, and expand resource capacity. Contact us and we'll show you how.

We'll help you find the best implementation.



Understanding our world.

Contact us at [esri.com/insurance](http://esri.com/insurance).