



Making data an asset today, to compete tomorrow

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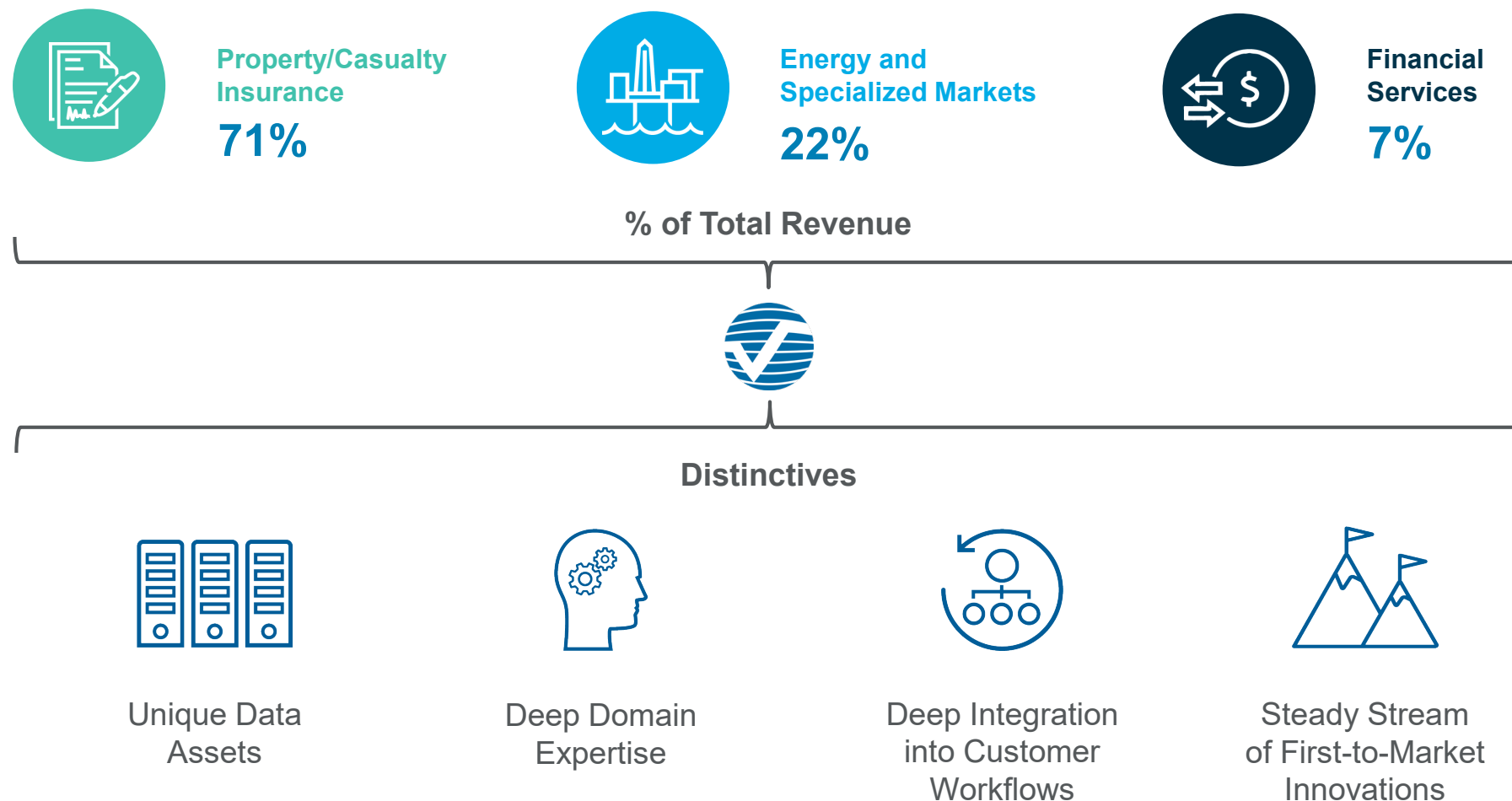
SERVE | ADD VALUE | INNOVATE



Verisk Analytics: Who We Are

The world's most effective and responsible data analytics company in pursuit of our customers' most strategic opportunities...

...providing predictive analytics and decision support solutions to customers in specific vertical markets



\$25 Billion
market cap

19 Petabytes
of information in
our data stores



Property/Casualty Insurance

Industry-leading data analytics and insights



Solutions

Industry-Standard
Insurance Programs

Property and Business
Information

Underwriting

Extreme Event Modeling

Claims Adjudication and
Fraud Detection

Property Damage Claims
Estimating

Advantages

21B+

policy transactions in commercial and personal lines statistical database

6M

commercial properties and details on licensing, violations, sales volume, and employee count for **27.5M** businesses; **~40K** fire protection areas

116B+

trip miles of analyzed driving data in an Internet of Things exchange and **100M+** residential properties with building information and risk data

100+

countries covered across property, casualty, life and health, and marine lines in an advanced software platform

1.3B+

claims in the industry's leading database

150M+

structural estimation price points and an integrated network



ISO MarketStance, a Verisk Analytics division

Enabling commercial lines leaders to think forward:

- **Segment** the market by account **size, class, location**
- **Benchmark** penetration, growth & profitability
- **Tune** appetite to fit the commercial lines forecast
- **Partner** with agencies best positioned to win business
- **Lead** brokers to new business

Commercial Insight

Appetite Profiler

Agency Profiler

Agency Insight

New Business
Insight



Insights about construction

A \$36 billion+ commercial opportunity



25,000

Construction businesses with \$10M+ sales

\$15.2B DWP

Source: ISO MarketStance

3.2M

Construction businesses
with sales <\$10M

\$21B DWP

CY 2017

1.9M

Insured

\$11,000

Average account size

GL Market Loss Ratios:

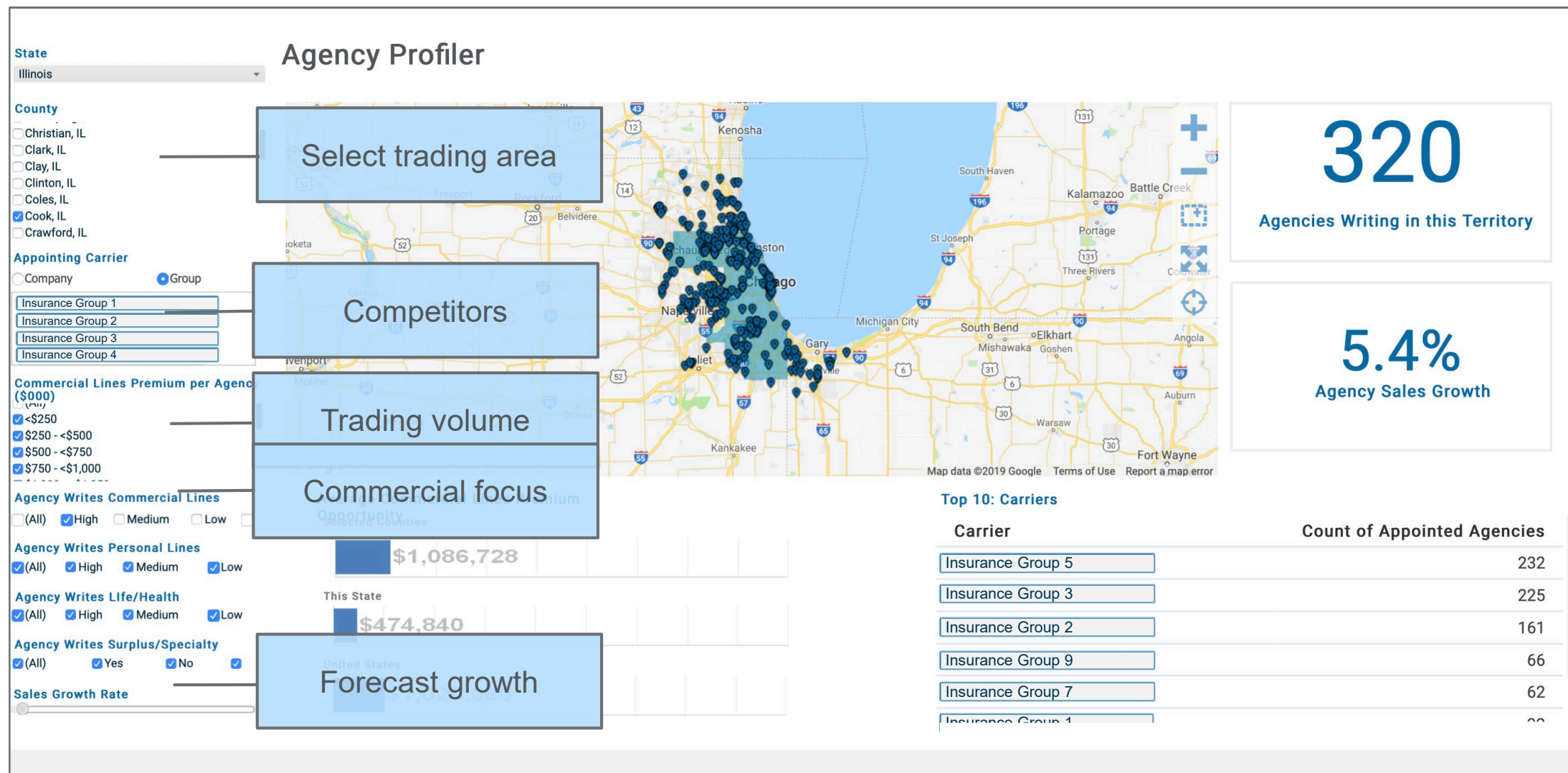
Premises & Operations: 0.76

Completed Operations: 0.52

Powered by ISO



Manage distribution with MarketStance Agency Profiler

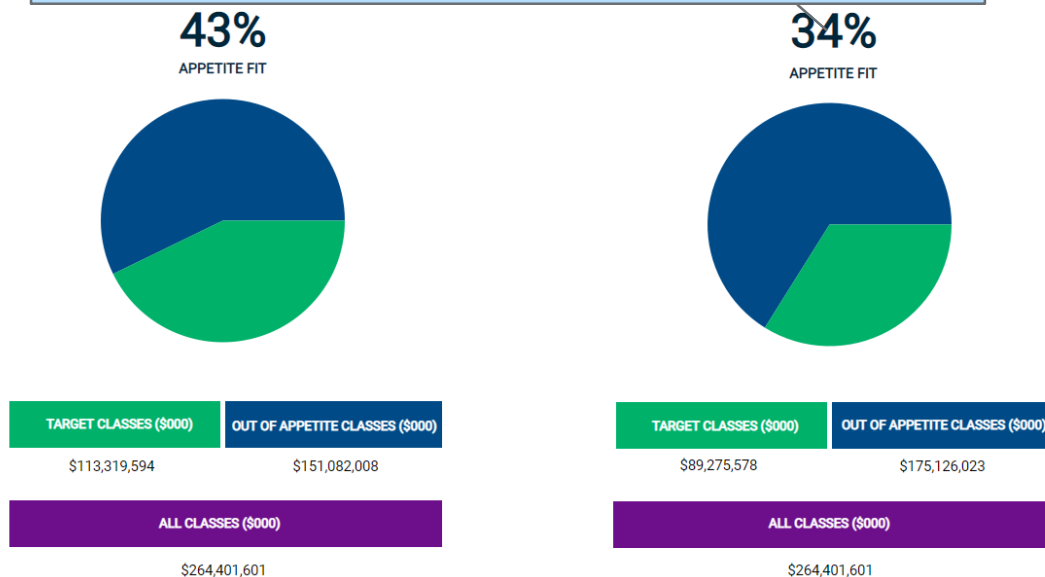


Source: ISO MarketStance

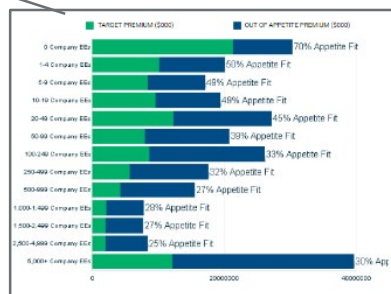


MarketStance Appetite Profiler: refine your strategy

Percent of premium in and out of appetite currently

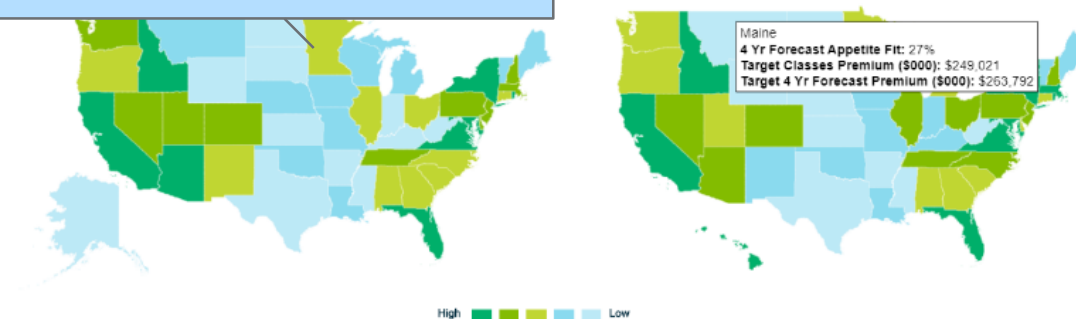


Appetite fit varies by size



Source: ISO MarketStance

... by state



States with Highest 4 Yr Forecast Fit, Additional Premium, and % Growth

State	4 Yr Forecast Appetite Fit
Rhode Island	53%
State	Additional Premium (\$000)
California	\$1,517,775
State	% Growth
Minnesota	4.7%

State	4 Yr Forecast Appetite Fit
Rhode Island	46%
State	Additional Premium (\$000)
California	\$1,008,431
State	% Growth
Minnesota	4.8%

Forecast premium for current and prospective appetite

Line of Business	Appetite Fit	Target Classes Premium (\$000)	Out of Appetite Classes Premium (\$000)
BOP	92%	\$20,447,124	\$1,894,056
Property	34%	\$11,675,330	\$22,352,802
General Liability	37%	\$9,356,462	\$15,628,885
Liability other than General	47%	\$29,034,924	\$32,315,102
Workers Comp	39%	\$24,795,926	\$38,891,611
Commercial Auto	34%	\$12,215,367	\$24,132,295
Boiler & Machinery	41%	\$631,224	\$915,805
Inland Marine	33%	\$5,163,236	\$10,662,026
Farmowners	0%	\$0	\$4,289,425

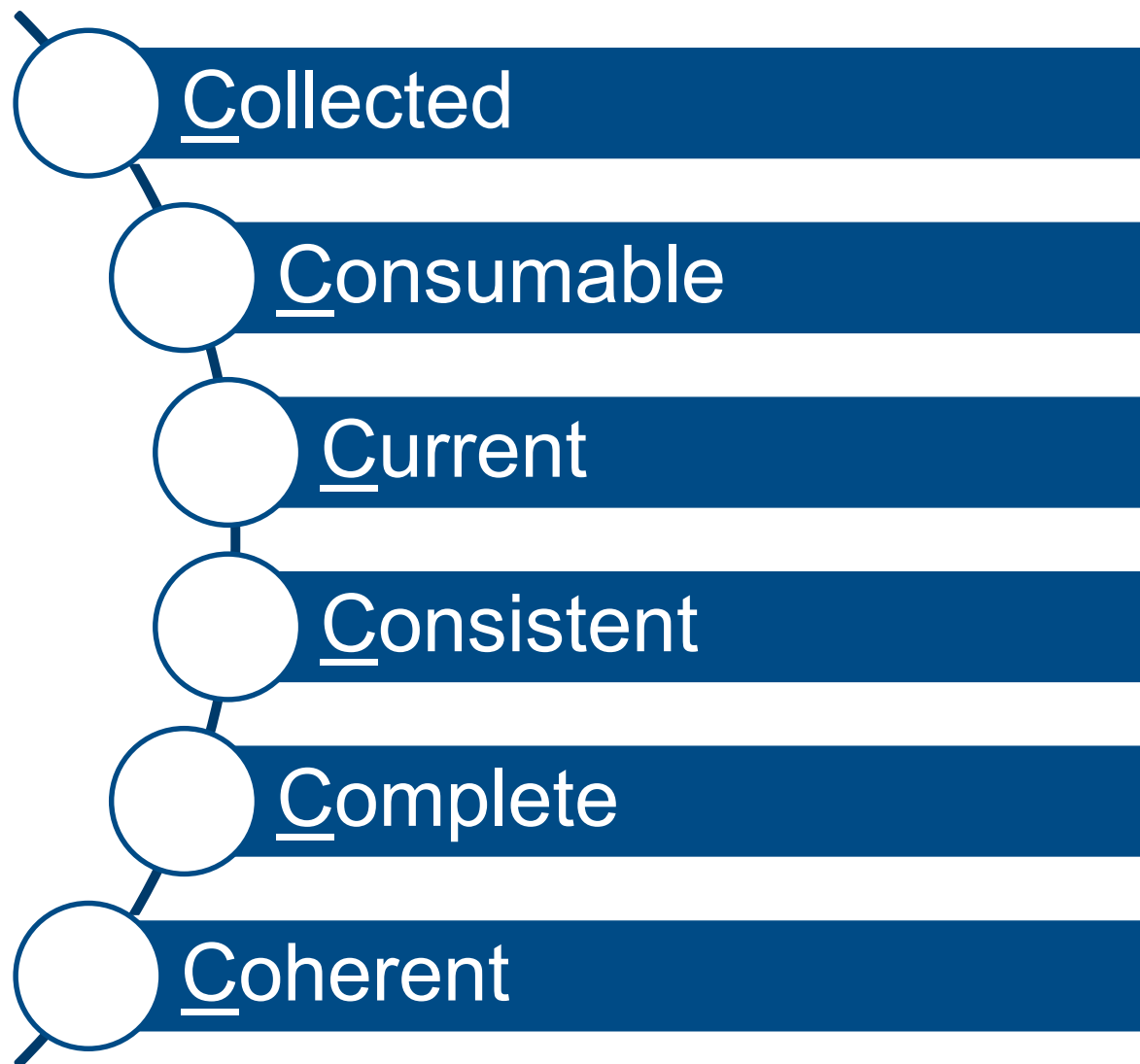
Line of Business	Appetite Fit	Target Classes Premium (\$000)	Out of Appetite Classes Premium (\$000)
BOP	84%	\$18,796,758	\$3,544,422
Liability other than General	42%	\$25,467,905	\$35,882,121
Boiler & Machinery	37%	\$575,943	\$971,086
Property	33%	\$11,244,988	\$22,783,144
General Liability	27%	\$6,723,728	\$18,261,620
Inland Marine	26%	\$4,039,280	\$11,785,982
Workers Comp	25%	\$16,206,575	\$47,480,962
Commercial Auto	17%	\$6,220,402	\$30,127,261
Farmowners	0%	\$0	\$4,289,425

Creating data assets

Six C's



Data assets are created when data is:



*For insurance agency networks,
competing tomorrow means acting
to create data assets for and with
agencies today.*

But what does that really mean?

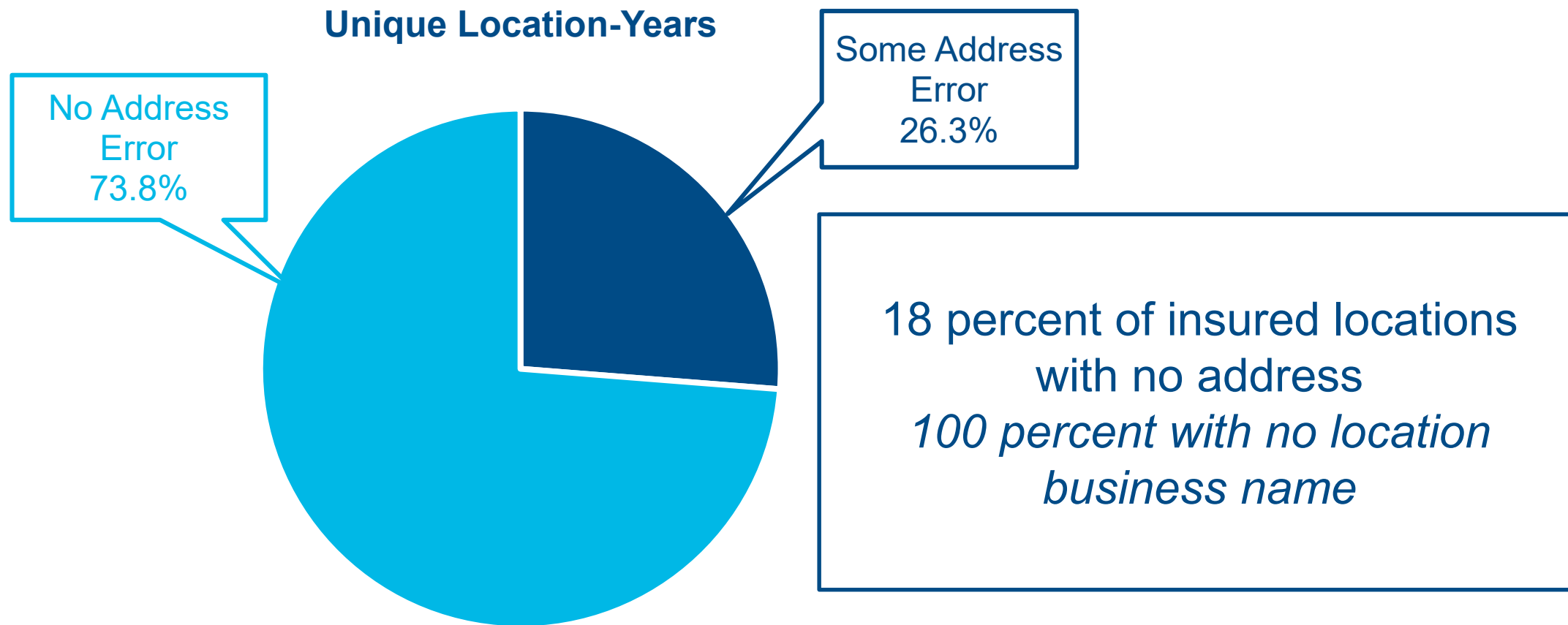


Creating data assets: six C's





Failing to collect: A middle-market commercial auto example*



*Illustrative, not actual, data



Creating data assets: six C's





Creating data assets: six C's





Creating data assets: six C's





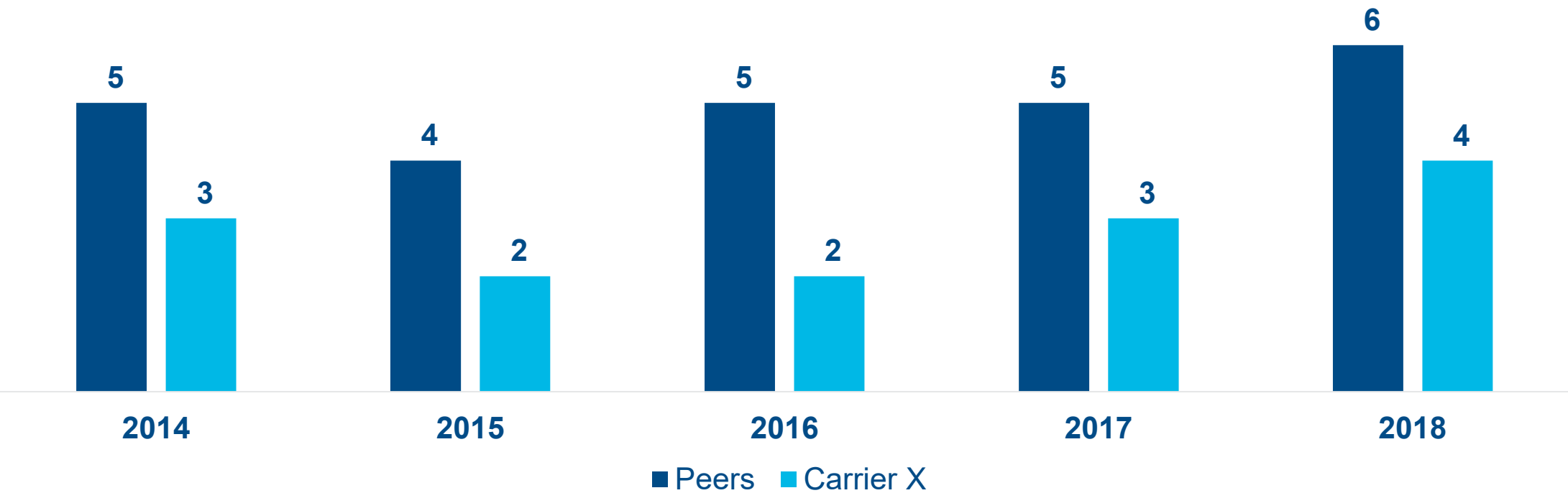
Creating data assets: six C's





Example: Underclassification*

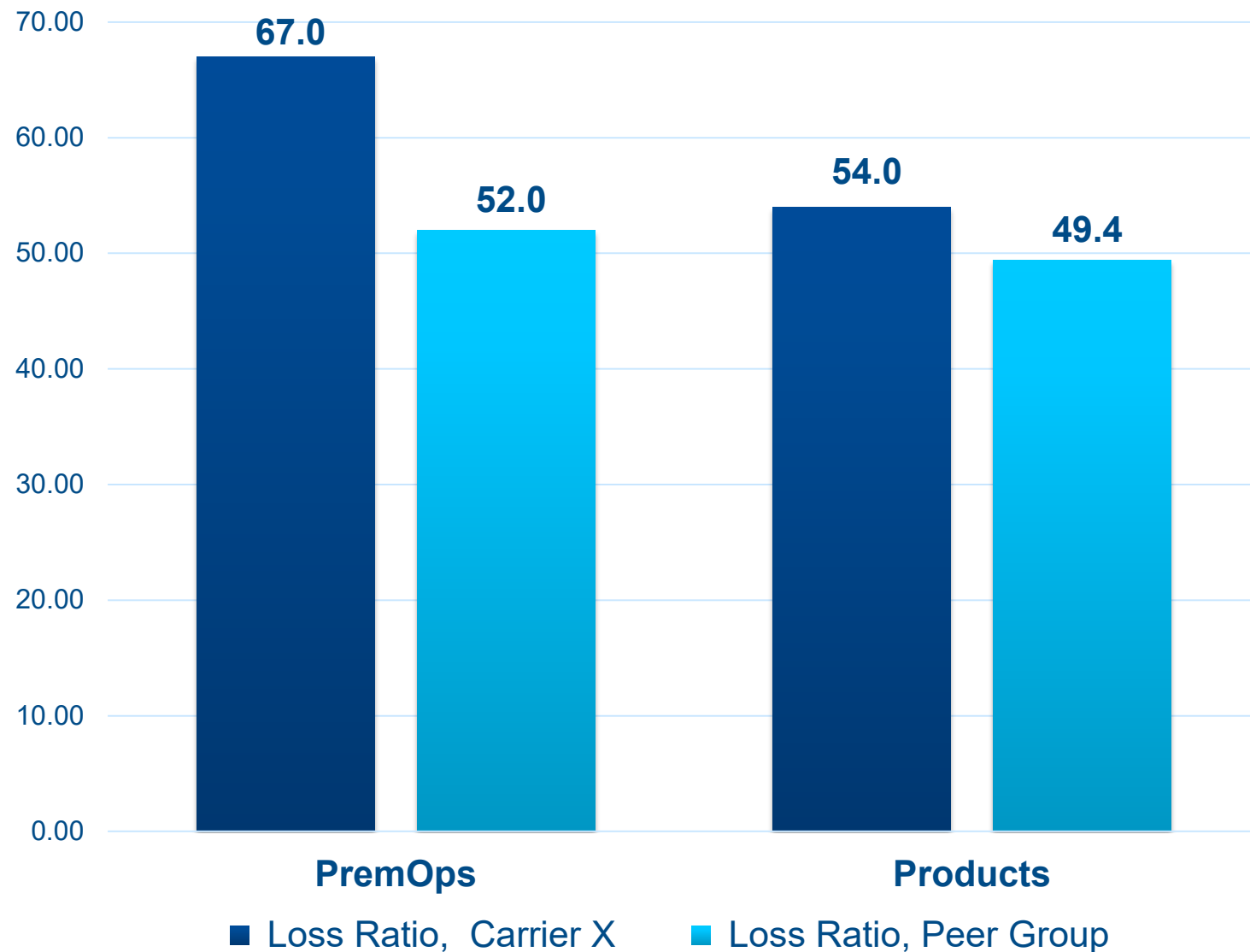
Average # of ISO CGL class codes per account



*Illustrative, not actual, data



Under-classification can undermine profitability*



*Illustrative, not actual, data



Creating data assets: the six C's

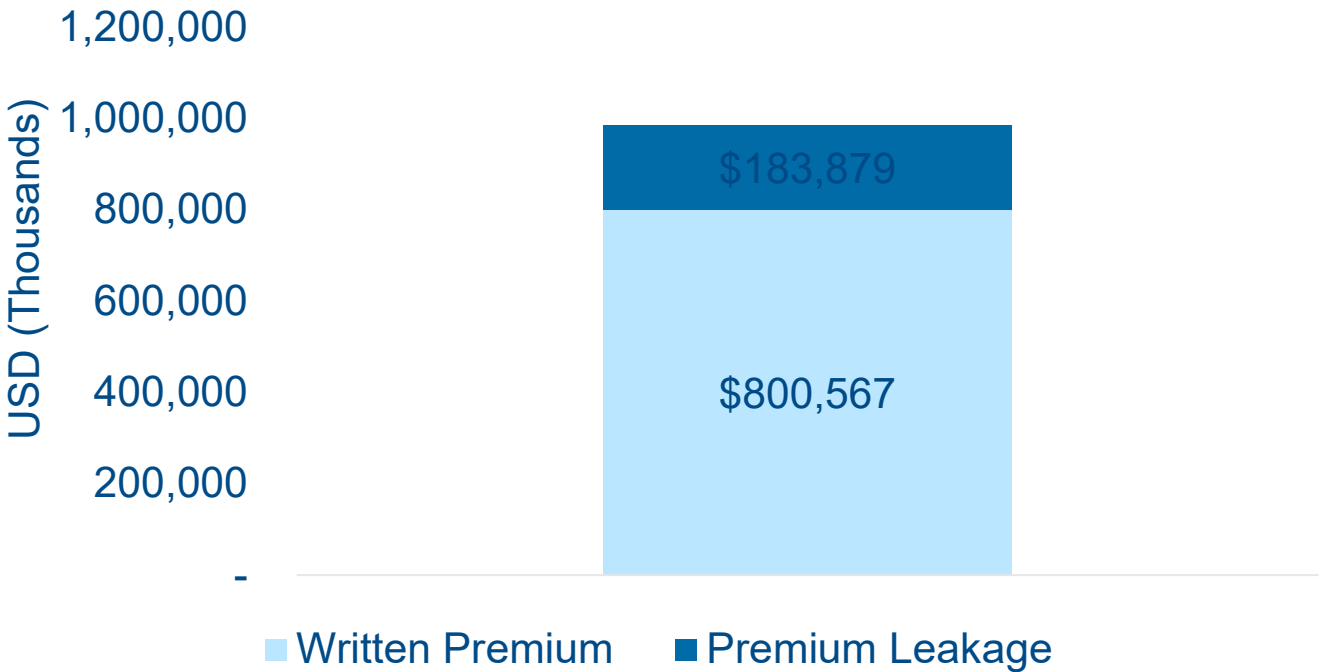




Missing the Cs – premium leakage*



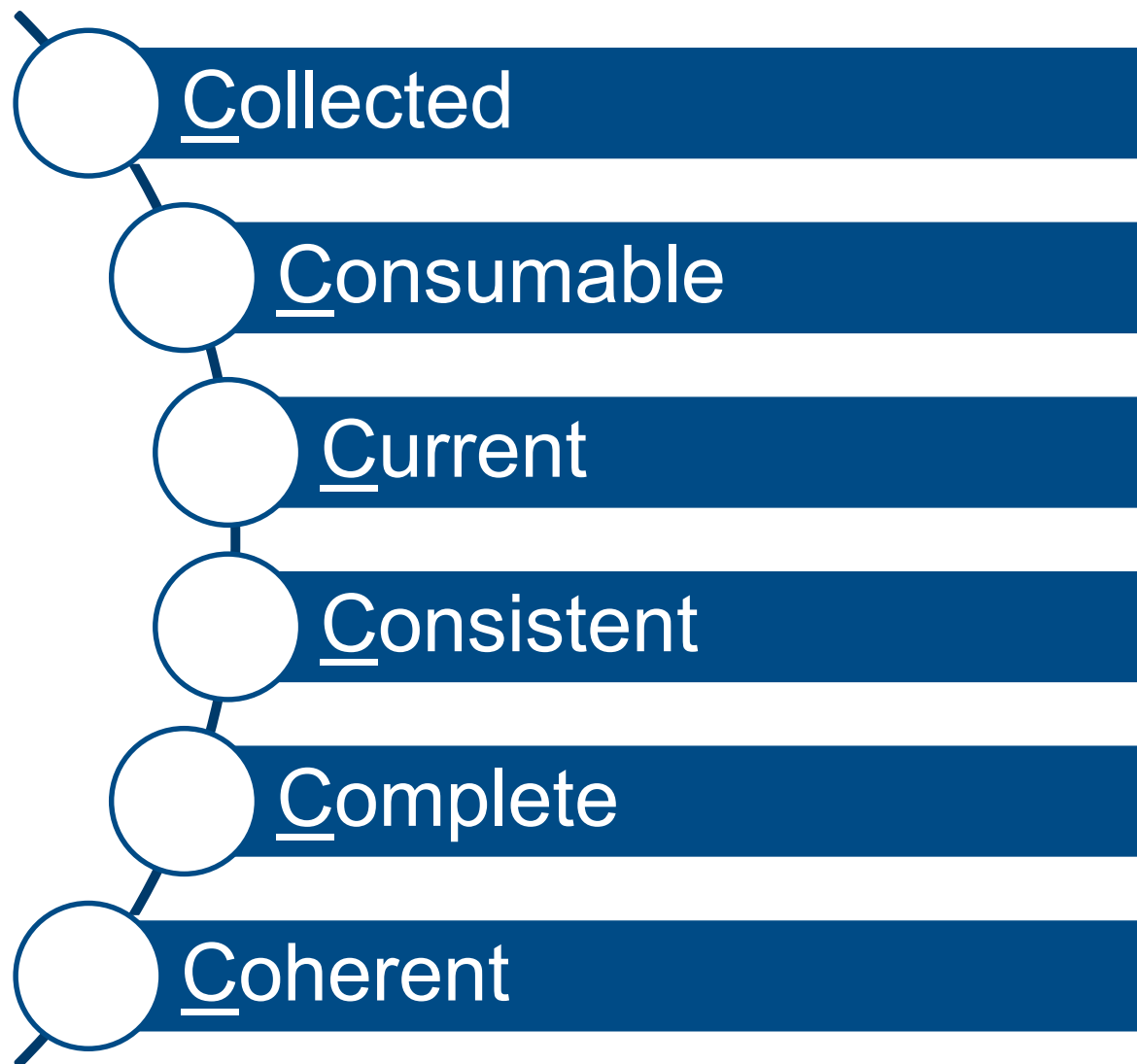
Estimated 5-year premium impact



*Illustrative, not actual, data



Insurance networks play a central role in data asset creation



Q:
What's the 7th C?
A:
Competition.

*Competing tomorrow means acting
to create data assets for and with
agencies today.*

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