

Maximize Growth

Differentiate with Expertise

Understand Industry Issues

Industry Insight provides brokers with insight into an industry's business environment, insurance pricing, losses, and exposure data on existing, new, and prospective clients. Differentiate yourself on expertise by becoming your clients' "most knowledgeable trusted advisor". This knowledge is beneficial for roles in business development, stewardship, placement, and research.

Business Development Benefits

Prospecting

- Spotting opportunities to prospect
- Proactively engaging with prospects on current industry topics
- Prospect more effectively by identifying industry challenges to solve

Differentiation

Build expertise in vertical markets by knowing and understanding your client's:

- Industry's trends on insurance purchasing, losses, and exposures
- Industry issues by maintaining and sharpening your expertise

Stewardship Benefits

Broker stewardship benefits include:

- Maintaining and sharpening industry expertise
- Proactively engaging with clients on current industry topics

Placement Benefits

Add value for your clients by:

- Understanding variation in coverage from alternative quoting markets
- Identifying trends in coverage evolution
- Understanding admitted vs. non-admitted forms

Research Department Benefits

Efficiency

- Reduce demand on research staff through outsourced information
- Produce industry-ready materials faster and lower servicing cost

Domain Expertise

- Access industry-focused researchers

Why Industry Insight?

Industry Trends

- *What are current rates and purchasing patterns in the insurance market?*
- *What type of losses and severity have my client's peers experienced?*
- *What are the evolving business strategies in a particular industry?*
- *What is the state of regulation in my client's industry?*

Risk Profile

- *What are the high-level business exposures my client's industry experiences?*
- *What is the trend of my client's industry's exposures?*
- *What are the comparable financial strength and growth rates of my client's industry vs. financial market indices?*
- *How do I create target lists to prospect?*

Industry News

- *What are the top issues facing my client's industry?*
- *How do I proactively engage with my clients on their industry's leading issues?*
- *How do I prospect for new clients based on the latest developments in their industry?*

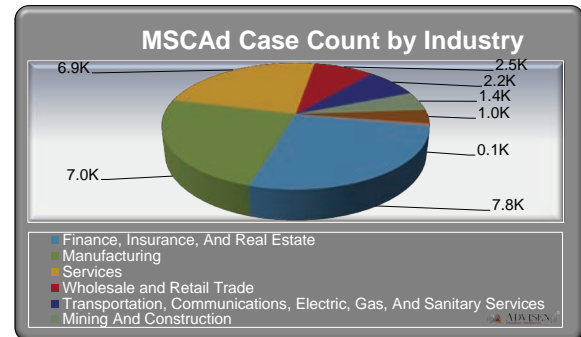
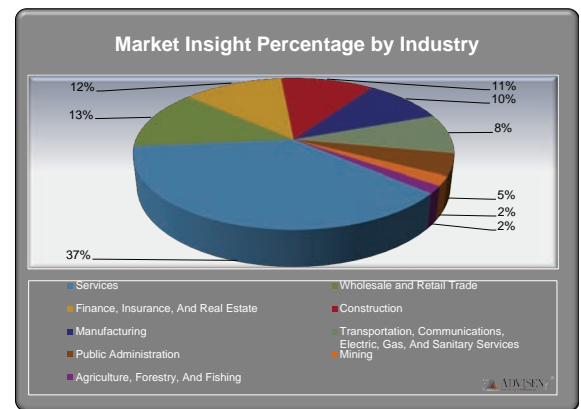
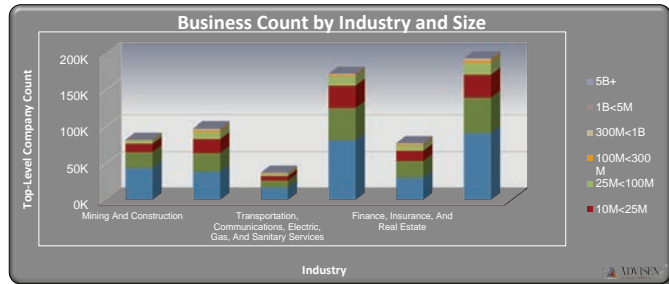
Industry Insight Data

All data is searchable by client industry market segments including: geography, company size, company type, sub-industry and coverage type.

Industry analysis including industry overview, business environment, and analysis of industry initiatives and the resulting risks.

Industry Insight Data includes intersected:

- Policy details on Millions of transactions
- Loss information on millions of events
- Business information on all business with greater than \$500k in sales



Delivery Methods

Industry Insight is available via the following delivery methods:

- ☐ Online
- ☒ Reports
- ☐ Feed
- ☐ Direct
- ☐ MS Office
- ☒ News

Industry Insight Reports

Industry Insight Reports provide in-depth information on more than 100 industries. The reports contain critical analysis, statistics, and qualitative commentary from our in-house research team, as well as Advisen's proprietary data including pricing and loss information.

Industry Insight News

Industry Insight News is available via Front Page News subscription. No need to waste time reading various publications to find industry-relevant news! Our editors sift through over 60,000 articles from more than 4,000 US and international news sources and select the top 15 articles related to your industry focus so you can spend more time growing your business.

About Advisen Ltd.

Advisen generates, integrates, analyzes and communicates unbiased, real-time insights for the global community of commercial insurance professionals. As a single source solution, Advisen helps the insurance industry to more productively drive critical decisions about pricing, loss experience, underwriting, marketing, transacting or purchasing commercial insurance. Advisen enlightens, solves, and streamlines challenges for its clients through its three divisions. Advisen's data, analytics and news services are game-changers for more than 150,000 professionals.

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