

CASE STUDY: HILB ROGAL & HOBBS

HRH needed to provide its clients with a clearer view of their true geographic risk aggregations.



“Beyond what we can do for our clients in utilizing MapInfo to get better capacity and pricing terms, it impresses the clients — and they think we are doing a tremendous job.”

Bruce Norris, Senior Vice President, HRH

Summary

Company

Hilb Rogal & Hobbs (HRH) is the eighth largest insurance brokerage firm in the United States, with over 125 offices throughout the nation. HRH helps its clients manage their risks in property and casualty, employee benefits, professional liability, and other areas of specialized exposure—finding them the carriers and coverage’s that best fit their needs. In addition, HRH offers a full range of personal and corporate financial products and services. HRH specializes in working with large retailers, Real Estate Investment Trusts, and property management companies.

Challenge

In the midst of the 2005 hurricane season, HRH determined that it needed to find a location intelligence solution that would allow it to better monitor and assess its client’s potential exposures and consequent insurance needs on a near real-time basis in the face of mounting natural disasters in the southern United States.

HRH also needed to be able to present underwriters at the carriers with solid information on their clients’ exposures and loss potential so they could better market the risk to the carriers and speed up the underwriting process.

Result

Bruce Norris, SVP describes HRH’s commitment to integrating location intelligence into their business, “Hilb Rogal & Hobbs aims to be a leader in providing catastrophe modeling and mapping services.” To this end, HRH selected MapInfo Professional® and MapMarker® Plus with StreetPro® to enhance the catastrophe services it offers to clients:

- Earthquake, hurricane, wind storm exposure
- Terrorism event exposure
- Flood zone determinations
- Site hazard reports
- Exposure mapping
- Thematic mapping of values by state, county, city
- Value concentration
- Coastal exposure mapping
- California quake exposure mapping
- Slip and captive retention and aggregate analyses
- Premium allocation support
- General clearing house for catastrophe information

CHALLENGE

HRH needed to find a better way to analyze and report on its clients’ risk aggregations in order to help them to make the best decisions on coverage’s, and to help expedite policy coverage decisions by insurance carriers.

SOLUTION

HRH uses MapInfo Professional® and MapMarker® Plus with StreetPro® to analyze and present client risk aggregations to corporate risk managers and to the carriers considering covering HRH’s clients. These location intelligence analyses help carriers’ underwriters to quickly process HRH’s submissions because they can easily zero-in on the geographic regions which require their attention.

THE MAPINFO ADVANTAGE



MapInfo location intelligence provides carriers, reinsurers, brokers, and risk managers with the critical insights they need to better manage, report and act on risk events and exposures in real-time.

Contact your MapInfo representative today to learn more about how location intelligence can help you to make better business decisions.

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“It’s that competitive edge. Differentiation. Location intelligence can set you apart.”

Bruce Norris, Senior Vice President, HRH

“Information is power. Working closely with the National Complex Property Practice and using MapInfo’s tools to graphically depict the results, we can thoroughly analyze, scrutinize and quantify our clients’ exposures to earthquakes, hurricanes, terrorism, flood and other disasters,” comments Norris.

HRH is able to better serve the needs of its clients by giving them a clearer view of their exposures, and by providing them with faster services as carriers are able to process the coverage’s submitted to them by HRH in an expedited manner because the risk exposures are conveniently delineated for the carrier’s underwriters.

Norris describes the benefits of location intelligence to HRH’s clients: “In a tabular form you cannot get your arms around where the values are, how far they are from the coast, how they’re concentrated. In one case we were denied coverage and could not get capacity for a client initially. Then we went out and got MapInfo and showed the carrier the same risk thematically in a map and it changed around—we were able to double the capacity they were willing to give us in the Gulf states.”

“Beyond what we can do for our clients in utilizing MapInfo to get better capacity and pricing terms, it impresses the clients—and they think we are doing a tremendous job. We hear this from the marketplace we’re in, not from our perceptions. The marketplace says with this kind of location intelligence information you are ‘one up.’ It gets us to the top of the stack. The underwriters have a plethora of submissions they are looking at, and our job is to get to the top of the pile—by making their job easier. It’s that competitive edge. Differentiation. Location intelligence can set you apart,” states Norris.



Policy locations and thematic mapping of Total Insured Value (TIV) within each quake zone for a California home builder.



Study showing policy locations for a home builder along with their distance to coast.

LOCATION INTELLIGENCE PLAYS A CRITICAL ROLE IN SUCH AREAS AS:

- Risk Accumulation Analyses
- Book Analysis and Reinsurance Reporting
- Regulatory Compliance Reporting
- Underwriting Automation
- Web Services
- Custom Rating Territory Development and Management
- Rating Tools and Automation
- Proximity to Hazards Calculation
- Niche Product Design
- Rules Engine Augmentation
- Customer Segmentation and Target Marketing
- Market Penetration and Producer Effectiveness Analysis
- Claims Triage, Call Center Support and Pattern Analysis