



# PIER

## Profiler for Insurance Exposure and Risk

India is the 3rd most natural disaster prone region in the entire world. India's vulnerability to natural catastrophes coupled with rapid growth and transformation of the insurance market, highlight the important role of natural catastrophe risk assessment, monitoring of accumulations, risk based pricing and claims management.

PIER is an exposure and risk tracking solution that utilizes geospatial technologies to improve identification, assessment, pricing and monitoring of risk across various lines of business. PIER provides business users with an integrated view of exposure, hazard and business data at pincode resolution for the entire country. PIER unlocks valuable information hidden in your seemingly disparate data by analyzing geographic/ location linkages.

### Risk Assessment

Location specific natural catastrophe risk assessment is influenced by complex set of parameters. PIER provides a comprehensive risk profile report that summarizes these parameters in proximity to a location. With PIER, a risk inspector can do a complete risk assessment of an individual policy sitting at his desk and is better informed to make underwriting and pricing decisions. These components and location intelligence can be fully integrated into daily underwriting practices to realize its full benefits.

### Accumulation Monitoring

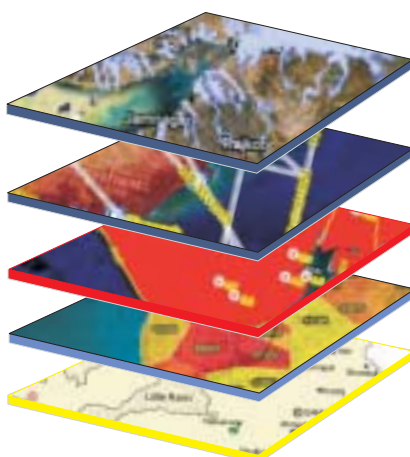
The focus of insurers and reinsurers is more to avoid over accumulations in risk sensitive areas. Using PIER, not only the individual risk attributes of a policy are brought into context but also their contribution to the entire portfolio.

- Easy Integration with the insurance database and policy issuance systems
- Depicts an Insurance company's Total Sum Insured for each pincode
- Depicts an Insurance company's Total Sum Insured by line of business with respect to historic NAT CAT events

### KEY FEATURES

- Comprehensive Risk Profile Report for entire pin codes of India
- Hazard Information on Earthquake, Cyclone and Flood
- Supports Google Maps, Yahoo Maps
- Integrates with existing BI/DW solutions
- Web based architecture
- Thematic Display
- User can add own data layers

### Countrywide Hazard Data at Pincode Resolution



- Flood Risk — Flood zones, rainfall distribution
- Cyclone Risk — Historical landfalls & tracks, distance to coast
- EQ Risk — Historical Epicenters, Fault lines, Seismic zones
- Claims — Loss Ratio
- Exposure — By line of business



## Premium Pricing

In current market scenario characterized by discounting it is imperative that a high risk client is not under priced and a low risk client is not overcharged. Historical claims and risk data modeled as well as predictive information can be used to create custom rating territories or more granular segmentation levels. This provides a competitive advantage through better pricing and underwriting decisions.

- Based on actual claims experience, historic natural catastrophic events data
- More precise risk assessment helps to avoid the perils of adverse selection
- Flexibility to maintain and update digitized rating territories



Exposure accumulation monitoring at pincode

## Monitoring Business Performance

### Reserving CAT events

The true test for an insurance company's services is when it is hit by a catastrophic event. With PIER, visualization of the extent of exposure affected by a catastrophic event can be done at a click of a button. This gives the insurer an estimate of an appropriate loss reserve for the event.

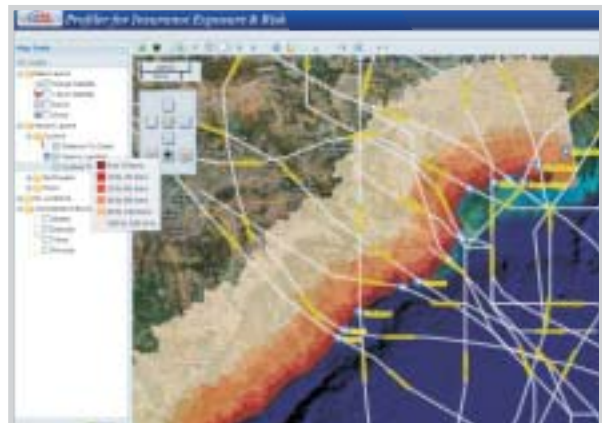
PIER also helps in monitoring business performance as well as strengthening support to customers. PIER can be easily integrated with the current policy issuance system to visualize key business information like:

- Achievement of business targets by pin code
- Loss ratio distribution by geography and line of business
- Market penetration

## CAT Hazard Layers



Flood Hazard Layer



Cyclone Hazard Layer