

# Enabling smart investments in cyber insurance and cybersecurity

Calculating the financial impact of a cyberattack is crucial. Yet, as the pace and cost of cyberattacks increase, many organizations struggle to prioritize cyber risk investments, to measure cybersecurity effectiveness, to identify appropriate data and analytics tools, and ultimately, to develop meaningful risk transfer solutions.

At the same time, many find it challenging to discuss cyber risk with key stakeholders using terms that are easy to understand.

## Better tools, analytics, and knowledge to understand your cyber threat environment

Marsh takes the guesswork out of calculating the cost of cyber risk and allocating cyber risk dollars. We translate cyber risk into the language of business, and provide clear and actionable insights to help you make confident, data-driven decisions about investing in cyber risk management.

Blue[i], Marsh's next generation analytics suite, delivers our market-leading data, expertise, and risk quantification models through an interactive and engaging platform. Our tailored dashboards enable you to:

- Understand the types, severity, and likelihood of cyber threats facing your organization.
- Calculate the cost of various cyber event scenarios.
- Use "what if" modeling to view how insurance, investment, and business decisions affect your cyber risk profile.
- Move from a highly technical discussion of cyber risk to a financial one.

## Meaningful insights and expertise you can't get anywhere else

Marsh's cyber risk analytics provide clarity into the impact on risk reduction of cybersecurity and risk transfer investments. This enables you to make well-informed decisions about where to allocate cyber risk capital.

## TALK TO MARSH

Marsh's Cyber Practice can help our clients accelerate their digital transformation by advising on how to reduce cyber risk and build sustained resilience. We do this by delivering market-leading products and services to understand, measure, and manage cyber risk across the enterprise.

For more than 25 years, we have helped our clients assess and quantify their cyber risk, prepare for and respond to cyberattacks, transfer risk out of the organization, and build lasting risk management and resilience. We offer products and services for insurance, incident management, risk intelligence, and resilience optimization — supported by technology and designed and delivered by our cyber specialists.



You can access the analytics through our digital client experience platform, which enables you to manage your accounts, receive tailored insights, obtain support, and use advanced analytics.

## Extensive data, rigorous analysis, actionable insights

Our cyber risk analytics allow you to view your total addressed and unaddressed cyber risk, and to engage in “what if” scenarios to determine the financial impact of hypothetical changes to cybersecurity and insurance programs.

You can use these analytics to:

- Calculate the economic efficiency of multiple cyber insurance program structures (limits, retention, and premiums) based on the volatility surrounding the frequency and severity of loss events.

- Engage in financial stress testing to measure the economic effects of insurable and non-insurable risks across a range of cyber events, including data breach, business interruption, regulatory risk, and ransomware.
- Measure your organization’s specific cyber threats, business impacts, and cybersecurity controls across more than 800 security controls and against 110 unique cyber event scenarios using our proprietary Marsh Cyber Self-Assessment. Results are customized for you, based on Marsh’s market-leading benchmarking data along with information from your self-assessment.
- Evaluate the effectiveness of your cybersecurity controls from a financial perspective.
- Apply economic analysis of your cyber risk exposure to inform risk management strategies, including risk mitigation, transfer, and capital allocation.
- Translate cybersecurity technical measurements into metrics for the board and C-suite.
- Enable cross-organizational decision making about risk management strategies — including mitigation, transfer, and capital allocation — using tailored, confidence-modelled reports that apply economic analysis of your cyber risk exposure.

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