

# GeoInsurance

*Integrating Addressing, Geocoding,  
Perils and Accumulation Solutions*

*Rob Osment - Geographic Risks Manager*

*David Howell - Geographic Risks Consultant*

## Royal & SunAlliance - Our Business

- Operating in the UK since 1710
- UK's second largest commercial lines insurer with a market share in excess of 10%
- The third biggest provider of property and motor insurance in the UK
- Over 65% of the top 250 FTSE listed retailers rely on us for their commercial insurance
- Transacting business in over 130 countries with over 20 million customers worldwide
- Managing £14 billion of investments with Shareholders' funds of £2.7bn.



## Issues affecting the Insurance Sector

- Increased Competition
- Regulation (e.g. Financial Service Authority)
- Compliance - Sarbanes Oxley and London Stock Exchange Regulations
- Natural Catastrophes
- Need to Differentiate and Create Competitive Advantage.



## Business Transformation Programme

- We have implemented an operational improvements programme to enhance efficiency, controls and the customer experience
- Reduce operating base.
- Concentrate on key competencies.
- Systems Rationalisation. New Underwriting System.

*“one system, one process, one approach”*



## Commitment to Geographic Information Systems

- Every insured property has a location
  - The relationship between the location of the insured property and it's proximity to risk is core to our business
    - Ensure affordable insurance is widely available
    - Appropriate pricing at location level
    - Capacity management for accumulated risk and re-insurance
    - Accessible and accurate business information
    - Catastrophe modelling



# Schematic Overview

