# Understanding and Improving Key Performance Indicators

Aon eSolutions is the client technology arm of Aon plc, a leading global provider of risk management services, insurance and reinsurance brokerage, and human resource consulting and outsourcing. Aon eSolutions provides cloud-based and on-premises business solutions for the specific needs of this community.

## What did they do?

Aon staff integrated Esri® Location Analytics into the company's RiskConsole solution, a global risk management information system used by many of the world's leading corporations. Using Esri Maps for IBM Cognos®, organizations can show a comparison of business measures, such as counts of reported claims by organizational unit, visually on a map. Displaying these measures on maps allows users to interactively validate locations, visualize loss patterns, and identify hot spots. Adding natural-hazard data, such as weather, earthquake, and fire, helps customers view properties likely to be impacted by an event so they can take steps to mitigate loss and develop contingency plans.

## Do I need this?

The integration of business intelligence (BI) and location analytics yields new insight into data not readily available from either system when operated in isolation. Aon has realized that customers are drawn to data displayed on a map to a much higher degree than when the same data is displayed in tables and charts. As a result, adding maps to BI reports leads to greater adoption of analytics across customers' organizations. Now clients are pushing enhancements to their system so they can produce better maps. Today, most reports have a geographic component and are enhanced with a map, and the market response has been overwhelmingly positive.

> "We quickly realized that the power of location analytics has an impact far beyond just assessing natural hazards; it also allows customers to view any traditional risk management report in a more immediate and visually compelling manner."
>
> **Mark G. LeVeque**
> Product Manager
> Aon eSolutions

For more information, visit esri.com/insurance.

Understanding our world.