



## Case Study

**Organization**  
Willis

**Location**  
United Kingdom

**Industry**  
Insurance

# Managing Complex Asset Risk and Supply Chains

Preparing for and responding in the right way to the effects of a major incident can mean the difference between a company surviving or failing. Willis, a global risk adviser and insurance broker based in London, England, helps company boards, chief financial officers (CFOs), and corporate risk managers forecast and plan for the impact of serious events and disasters.

## What did they do?

Willis staff have developed proprietary software solutions by creating an infrastructure based on Esri® technology, including ArcGIS® for Server and ArcGIS™ Online, that helps customers assess natural catastrophic, man-made, and internal threats across their asset base. Exposure to property risk for buildings, stock, and machinery as well as business interruption can be limited. Launched in late 2012, Willis introduced Atlas, a new product offering based on Esri technology and developed for the construction, property, and casualty business.

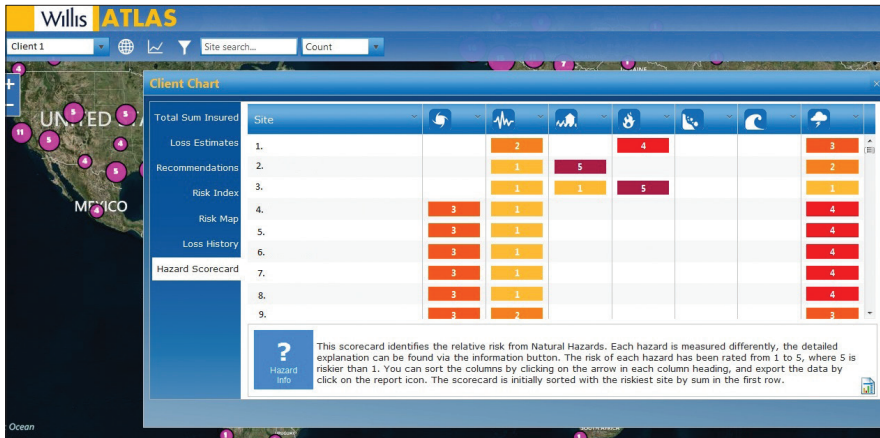
## Do I need this?

Using GIS, risk managers can take proactive control of the risks they face. The technology highlights strengths, weaknesses, and where improvements need to be made in a company's asset protection program. This helps risk managers prioritize their investments in risk control and mitigation and improves the overall resiliency of the company to disasters.

"The geographic interaction between hazards and businesses' physical assets is crucial to our analysis. Once we understand this we can ask questions that drive our clients' resilience."

**Nick Charteris**  
Willis Construction,  
Property, Casualty





Atlas helps risk managers identify “hot spots” of sites with high value assets and high levels of risk, to estimate the potential costs of loss and ultimately the necessary sums to be insured.

Willis has extended its use of location intelligence, mapping, and spatial analysis to all areas of its business. Spatial analytics has become an integral part of the technical infrastructure empowering Willis employees and clients alike with new ideas and analytical innovation.

Atlas harnesses risk information and analytics expertise from Willis’s in-house Global Analytics team and also from the Willis Research Network. The network is the academic arm of Willis and provides a working partnership with other organizations including the United Nations (UN) International Strategy for Disaster Reduction (ISDR), a strategic framework adopted by UN member states at the beginning of the century.

Atlas gathers and interprets a range of freely available and proprietary datasets, which are blended with a client’s own risk information to deliver deep insight into a company’s risk profile around the world. Atlas’s highly visual interactive environment allows users to quickly and easily identify where threats are and what could help reduce them.

Willis’s engineers visit sites and use their sector-specific expertise to make practical recommendations about appropriate risk mitigation measures. These recommendations, further key data about structures and facilities at the site—called Risk Engineering data—and their status are tracked by Atlas over time so they can be managed on an ongoing basis.

For more information, visit [esri.com/insurance](http://esri.com/insurance).



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