



Move to by-peril property rating and get address level rating data and advanced analytics

Do you have the predictive modeling, powerful analytics, and by-peril rating adjustments to price small business risks more accurately?

Price BOP risks with confidence

ISO Risk Analyzer® Businessowners uses predictive modeling and powerful analytics to examine hundreds of indicators to predict expected losses on a by-peril basis, helping insurers price small business risks more accurately. The tool addresses data depth and credibility issues and offers a highly detailed look at how major perils affect the loss potential of those risks.

ISO Risk Analyzer draws on many data sources, including ISO statistical data and rating information, hazard information, and third-party information such as census, weather, and business-location data. ISO provides regular updates to account for changes in the underlying data and ISO loss costs, saving insurers time, effort, and the resources required for collecting, cleansing, and refitting variables models.

ISO Risk Analyzer Businessowners currently offers modules to help insurers:

- improve current rating structure for territory refinement
- jump-start development of a by-peril rating plan
- enhance predictive modeling efforts
- grow market share profitably
- improve loss ratio



Environmental Module

The Environmental Module examines expected losses using location-specific data to pinpoint a risk's characteristics. Granular location data feeds our predictive models that analyze the interactive effects of hundreds of possible variables that contribute to expected losses. The models predict expected loss costs by peril at a granular geographic level, forming micro-territories based on the environmental attributes of the surrounding area. The result is a robust, yet highly specific indication of a risk's expected loss costs.

The Environmental Module analyzes loss costs using these major peril groups:

- Fire and Lightning
- Wind and Hail
- Theft and Vandalism
- Water and Other Property
- Liability

By-Peril Rating Factors Module

The By-Peril Rating Factors Module provides business owners rating relativities by individual peril group. These factors allow for peril-specific contemplation of the effects of construction type, fire protection, sprinkler status, classification, and amount of insurance. For example, the effect of a building's sprinkler is leveraged upon the risk of fire at the building. A by-peril rating plan allows for a loss cost that considers the way the effect changes depending on the underlying environmental fire risk.

The By-Peril Rating Factors Module allows for a more specific accounting of how an exposure interacts with its environment. The result is a total loss cost that's more sensitive to the risk fingerprint of each potential insured.

