

## **Mapflow Enables Leading Insurer, Hiscox to Support Business Growth and New Product Development**

### *Hiscox Implements Mapflow GEO: as Part of Its SOA Infrastructure*

Dublin, Ireland, Mapflow today announced that Hiscox, a UK-based leading global insurer, is using Mapflow's GEO: products. Mapflow GEO: is used as part of its service-oriented architecture (SOA) initiative for a wide range of insurance processes.

“We are delighted to be working with Mapflow to further integrate location intelligence into our underwriting and actuarial processes. This facility will build on our current risk selection, pricing and automated trading activities across both our Art and Private Clients and Speciality Commercial divisions.”, said Austyn Tusler, Head of Art and Private Clients, Hiscox UK

“Each insurer that we add to our customer list represents further proof that location-aware rating solutions are an essential building block in supporting today's more sophisticated risk analysis, pricing and risk assessment decisions.” said Bill McCarthy, Head of Insurance, Mapflow. “We are very pleased to be working with Hiscox, whose brand is synonymous with exceptional customer service and highly developed insurance products.”

A FTSE 250 company with offices in thirteen countries and customers around the world, **Hiscox** is a leader in specialist insurance and covers a wide range of personal and commercial customers that are considered either too complex or risky for more general insurers. Hiscox is Europe's foremost fine art insurer and the world's largest provider of kidnap and ransom insurance by premium income.

**Mapflow** helps insurance companies to use 'location intelligence' as part of their business processes – from sales and marketing, to underwriting, claims and reinsurance assessment. Mapflow solutions help in;

- Accumulations management
- Pricing risk accurately based on the location of the property (both commercial and household)
- Reducing future claims costs through improved point of quotation risk assessment
- Improving claims handling efficiencies
- Enabling more detailed segmentation of risk for reinsurance assessment

Mapflow is a private limited company, headquartered in Dublin, Ireland.