



Marsh Specialty

Digital shippers' interest insurance solution

De-risking and empowering the logistics and supply chain industry



The logistics and supply chain industry is undergoing significant changes to its business model, driven by technology, the sharing economy, evolving regulations, and consumer demand. In this dynamic operating environment, successful logistics and supply chain providers must anticipate new delivery model demands, manage technology advances, and help shape the regulatory environment. Companies that anticipate and respond to changes in technology, market conditions, and labor are more likely to succeed.

Shippers' interest insurance

Companies operating in the logistics space — whether as shipper, carrier, or intermediary — need risk protection strategies that go beyond conventional insurance.

Through a well-structured shippers' interest offering, logistics and transportation companies have an opportunity to reduce claims impacting protection and indemnity and cargo legal liability policies. This should, in turn, lower the cost of risk on those placements by moving the exposure to a cargo policy, which can be presented as a value-added service to shippers.

In the event of a claim, shippers benefit from the broader coverage that the cargo policy provides. In addition, claims can be settled more efficiently and customer relationships can be better maintained, as subrogation is only to parties outside of the policy scope (for example, third party carriers).

Marsh Specialty is a leader in digital logistics insurance innovation, creating and managing innovative digital cargo and parcel insurance solutions for clients globally. We have not only helped intermediaries and carriers achieve success through the implementation of effective logistics insurance solutions, but have also worked with software solution providers to integrate technology into the freight booking process, and more importantly, deliver insurance programs that help maximize results for all of the parties involved.

Digital Cargo Insurance and Purchasing Experience

The ability to select and manage risks created by these new opportunities, along with changes to customer and public expectations, will be critical to the success of your business.

Risk associated with the rise in digital sales

- Increase in goods being shipped globally on an “on-demand” basis.
- Increased handling requirements as individual items need to move from manufacturer to buyer more efficiently and with greater transparency.
- Damage or loss in transit — physical, reputational, and lasting economic impact.
- Reverse logistics.

Digital cargo insurance and purchasing experience

- Exciting new distribution channel for the cargo insurance product.
- Integrating cargo and logistics insurance products and solutions into the ecosystems of digital freight can greatly enhance the customer service and purchasing experience.
- Integrated solutions increase risk transfer, lowering costs, and improving the effectiveness of their program.
- Allowing your clients to conveniently purchase these insurance products and services online as value-added offerings can grow your revenue stream and increase client retention.



Integrated digital shippers' interest/cargo insurance solutions

Creating a competitive advantage.

CUSTOMER/SHIPPER

Input shipment data capture/reporting

- Bills of lading (BOL)
- Warehousing/storage
- Insured value/limit

Output reporting tools

- Coverage confirmation
- Integration with smart contracts/blockchain/letter of credit
- Premium spend overview
- Claims performance overview
- Program benchmarking
- Risk control opportunities

DIGITAL SHIPPING DATA

- Shipping data standardization
- eBOL (AWB)* receipt
- Multi-party communication

POLICY ADMINISTRATION

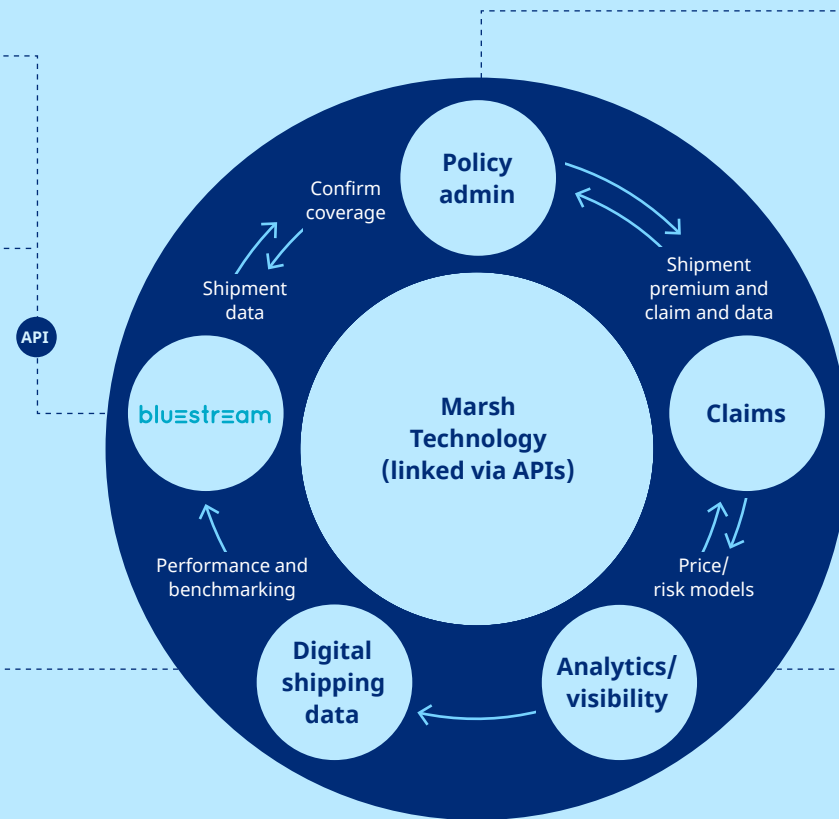
- Coverage confirmation
- Exposure management
- Invoicing
- Sanction screening
- Documentation — policy and certificates

CLAIM ADMINISTRATION

- Incident validation
- Surveys
- Adjustment/settlement
- Reporting
- Subrogation

ANALYTICS/VISIBILITY

- Supply chain visibility
- Actionable insights
- Predictive analytics
- Behavior-based analytics



* electronic bill of lading (air waybill)

A customer-centric logistics insurance solution

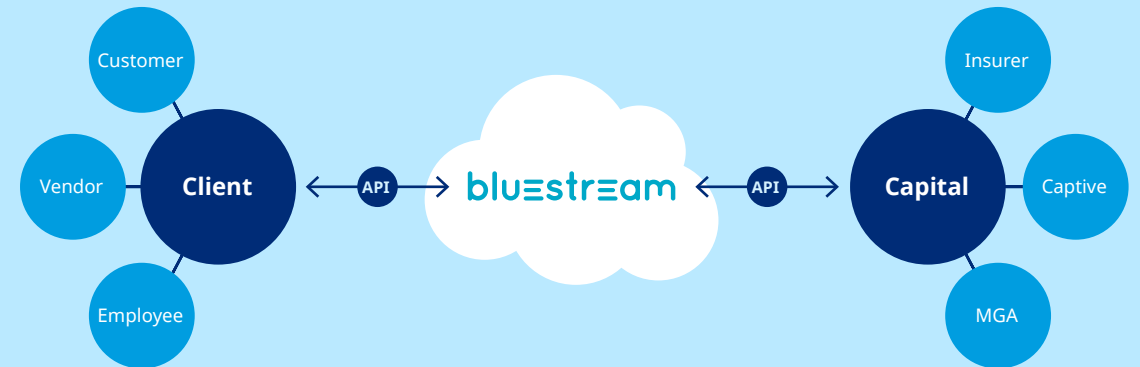
Powered by our Bluestream and MarshCargo technologies, our customer-centric shippers' interest solution enables logistics and supply chain providers to deliver an innovative digital experience to purchase cargo and parcel insurance that protects them from claims arising out of these shipments.

By purchasing shippers' interest insurance on a per-shipment basis, users only pay for the coverage they need — allowing insurance costs to keep pace with growth. Transferring risk to your customers helps isolate the exposure, and insulate other parts of your casualty program.

Bluestream™ digital insurance distribution platform

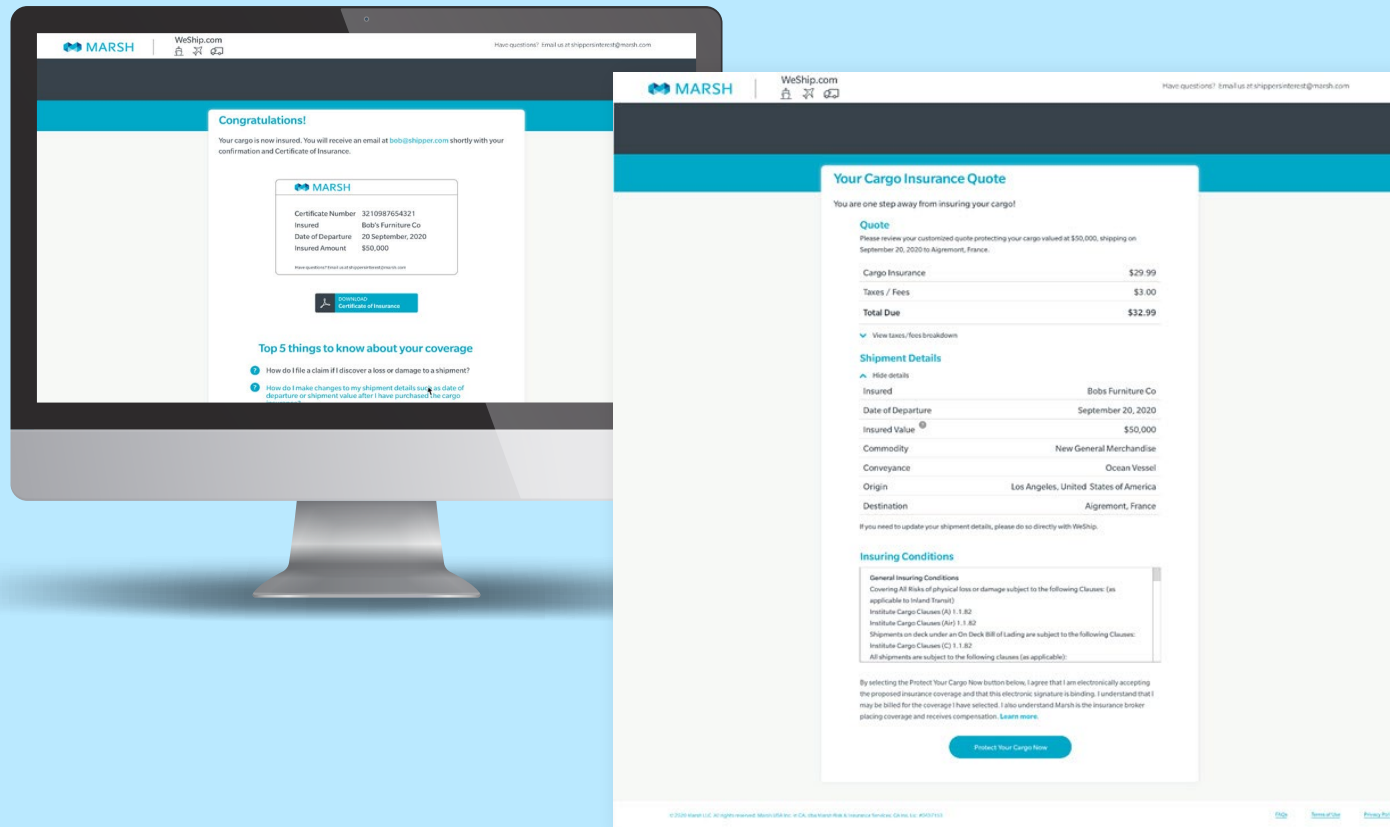
Bluestream™ seamlessly integrates with existing digital channels and user experiences, which then connects with the global insurance marketplace through application program interfaces (APIs).

Digital rate, quote, bind	First notice of loss/claims
Insurance verification	Digital policy management
On demand certificates of insurance	Omni-channel customer service



Easy-to-use customer interface

An innovative digital experience to purchase cargo and parcel insurance.



Product highlights

- Shippers' interest insurance provides comprehensive protection against physical loss or damage to goods in transit, whether by land, sea, or air.
- Our coverage solutions include options to insure from warehouse-to-warehouse, irrespective of the number of subcontractors involved, and covers common carrier limitations such as: "Acts of God," terrorism, strikes, riots, and civil commotion risks. Certain exclusions shall apply dependent upon the shipping information.

Other notable coverage features

- This policy responds regardless of which carrier is responsible for covering the loss or damage.
- It also includes coverage for general average. Without shippers' interest insurance, this event is frustrating for shippers, as they will be required to put up a bond to have their cargo released, even if it is not damaged.
- It covers goods for the full value declared and will not be subject to the limitation of a carrier's bill of lading.
- If you are handling third party cargo, shippers' interest insurance is a value-added service that can help you manage your cargo liability exposure. Shippers' interest does not subrogate against the party that arranged the cover.
- With "all risks" shippers' interest cargo insurance, there is no requirement to establish fault on the part of the transportation or logistics carrier for the policy to respond.
- Claims are handled directly between the insurer and the customer.

Claims management and reporting

- It provides a claim experience based on speed, efficiency, and transparency. It is designed to provide a modern interface, allowing seamless online reporting of all new claims.
- The electronic submission and acknowledgment of claims ensures that incidents are addressed quickly and efficiently. Authorized parties can easily upload documents required for the claim process.
- Global real-time access to claims procedures and to worldwide claims settling agents allows you, your operating divisions/ subsidiaries, and your customers to obtain quick instructions on what to do and who to contact in the event of a claim — anywhere in the world.

WHAT YOU GET

Above all, we will execute your program within a customer experience designed to protect your brand and increase third-party partner loyalty. Some benefits of working with Marsh Specialty include:

- Coordination with your logistics team.
- A team experienced in logistics and supply chain models, and risk mitigation.
- Expertise and ability to leverage behavioral data to develop rating models suited to challenging risk profiles.
- Digital insurance distribution for a seamless customer experience.
- Broker expertise and offline support, including dedicated program management and claims teams.

Why Marsh Specialty?

Marsh Specialty handles many of the world's best-known and complex logistics companies and specializes in servicing their unique risk needs.

Our approach



We handle many of the world's best-known and complex logistics companies, as well as a broad range of smaller, niche, or technology enabled operators.



Our global logistics and cargo network has 17 offices and four placement hubs worldwide, which allows us to look at different markets and insurers to secure the best solution. This enables clients to control costs more effectively and/or broaden their panel of insurers to spread risk.



We can service clients from anywhere in the world, helping them be more agile across time zones and place local compulsory insurances with confidence in their local partner.

To be successful, logistics providers must partner with an innovative insurance broker that can deploy new technology and provide access to talent across a range of disciplines. Marsh Specialty can help you creatively integrate multiple exposures into a single insurance and risk management framework, while creating capacity for new risks as they arise.



Getting started with Marsh

Learn more about this innovative digital logistics solution. Simply visit marsh.com or speak directly with a Marsh Specialty broker: +1 877 755 4934 or email us at shippersinterest@marsh.com. For more information on Shippers' Interest by Bluestream, contact your local Marsh representative.

About Marsh

Marsh is the world's leading insurance broker and risk advisor. With around 45,000 colleagues operating in 130 countries, Marsh serves commercial and individual clients with data-driven risk solutions and advisory services. Marsh is a business of Marsh McLennan (NYSE: MMC), the world's leading professional services firm in the areas of risk, strategy and people. With annual revenue nearly \$20 billion, Marsh McLennan helps clients navigate an increasingly dynamic and complex environment through four market-leading businesses: Marsh, Guy Carpenter, Mercer and Oliver Wyman. For more information, visit marsh.com, follow us on [LinkedIn](#) and [Twitter](#) or subscribe to [BRINK](#).

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1166 Avenue of the Americas, New York 10036

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