

Blue[i]® Risk Finance Optimization™

A dynamic interface for informed decision-making

Construction businesses today face numerous risks that can impact their operations and profitability. Access to reliable, data-driven insights can provide organizations with greater clarity that can help them to take steps to safeguard their operations and drive growth.

Marsh's Blue[i] Risk Finance Optimization (RFO) offers industry-leading data and actionable insights, allowing you to make critical business decisions with greater confidence.

What is Blue[i] RFO?

Blue[i] RFO combines Marsh's unparalleled risk advisory and analytics services with advanced technology to provide real-time, actionable insights and tailored loss projections. This enables you to make better informed decisions across your risk portfolio.

With loss projections customized to your specific risk profile, you can refine your strategies and assess your risk appetite at both the portfolio and product line levels. By assessing your risk appetite, exposure to insurable risk, cost of capital, and insurance expenses, you gain a clearer understanding of how different program options may impact your organization.



As with all Marsh solutions, Blue[i] RFO is supported by a team of experienced specialists who draw on data insights to help build customized strategies and approaches tailored to your business needs.

Benefits of Blue[i] RFO

Tailor your insurance program on demand

- Our team of specialists will use the Blue[i] RFO solution to create an insurance program that aligns with your risk profile and priorities.
- Customized, data-driven insights enable you to make effective decisions that enhance resiliency in an ever-changing risk environment.

Obtain a holistic view of risk

- Access aggregated loss projections at the portfolio level to better understand how your insurance decisions align with your risk appetite.
- Seamlessly switch between high-level summaries for executives and detailed insights into specific programs.
- Evaluate the potential impact of decisions related to a single insurance program across your entire portfolio in real time.

Enhance your insurance strategies

- Explore a range of options across your entire risk portfolio to identify the best fit for your insurance program. This approach can potentially minimize costs while effectively addressing volatility.
- Evaluate risk assumptions in real time to stress-test program decisions using insights tailored to your organization's needs.
- Collaborate with your Marsh advisor to identify insurance solutions that preserve cost efficiencies and are tailored to your risk profile.

Show alignment with your risk profile

Blue[i] RFO allows you to demonstrate to your stakeholders how your insurance program aligns with your evolving risk profile.

- Implement a data-driven framework that enhances your decision-making process.
- Provide consistent and easily communicated outputs to support discussions at the executive level.
- Explain the rationale behind your decisions through an interactive digital platform.

Manage risks confidently with our Blue[i] solution suite

Businesses today face numerous risks, from cyber threats to natural disasters, impacting their operations and bottom line. For those seeking to build resilience and adaptability, Marsh's Blue[i] solution suite delivers the data insights you need to protect your business and drive growth. With advanced analytics, Blue[i] gives you a clear view of your risks, enabling confident, data-driven decision-making and the clarity necessary to thrive in an unpredictable world.

Ask your Marsh advisor how Blue[i] Risk Finance Optimization can work for you.

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Blue[i] in action

The challenge: A major infrastructure engineering and construction organization wanted to enhance their decision-making process during insurance renewal cycles with more information and evidence.

The solution: Marsh's Blue[i] RFO equipped the organization with the necessary tools to consistently make data-driven decisions. The analytics informed a framework to enable the company to better understand and justify their insurance purchasing decisions in response to evolving market conditions and the changing dynamics of their business and balance sheet.

The result: The organization has integrated analytics and ongoing data evaluation in decision-making processes related to its risk appetite. By using insights from Blue[i] RFO, the company gained a deeper understanding of current and future risk exposures, as well as capital allocation options. The insights provided by this tool facilitated meaningful discussions about the company's risk philosophy, particularly as it sought to reduce exposures following a major acquisition. Our team of specialists also helped the company assess its risk tolerance and review solutions to determine whether they were aligned with future strategic and financial goals.