



Marsh Specialty

# Global and regional supply chain industry

Delivering innovative insurance solutions





The logistics industry is undergoing significant changes to its business model, driven by technology, the sharing economy, regulations, and consumer demand.

Companies are struggling to keep up with consumer expectations of product delivery timelines, resulting in new distribution channels and networks. To meet this demand, the technology-enabled supply chain is displacing the traditional agent-shipper relationship with software-based enablement tools. Secure integration of operational and information technology will be more important than ever, bringing new opportunities for speed and accuracy, but also an increased vulnerability to new threats.

In this dynamic operating environment, successful logistics 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 will thrive.

We understand the impacts from geographical, political, environmental, and technological sources, and believe in fully customized innovative solutions tailored to your operations.



## A CHANGING ENVIRONMENT REQUIRES THOUGHTFUL NAVIGATION



**Competitive  
marketplace**



**Evolving client  
expectations**



**Digital  
technology**

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As part of its Global Marine & Cargo practice, Marsh Specialty has a dedicated Logistics practice with extensive industry expertise to understand our clients' risks and exposures. We support all logistics providers irrespective of size and specializations. Our industry expertise positions us to provide innovative insurance solutions intended to deliver robust protection for your financial interests.

We are your risk advisor, advocate, and insurance broker.

You can benefit from our extensive experience and deep market knowledge. We serve as your advisor in sourcing insurance and delivering risk transfer solutions. In contested coverage situations, we serve as your advocate on claims.

As the logistics industry continues to evolve, it is increasingly important that insurance solutions are customized to individual activities and operations to reduce the risk of gaps in coverage in integrated supply chains.

At Marsh Specialty, we continue to drive innovative, blended solutions across the core coverage lines to ensure complete coverage and cost efficiency.

## CORE COVERAGE LINES

### Cargo legal liability

- Motor truck cargo.
- Freight broker (includes customs broker activities).
- Freight forwarder.
- Warehouse legal.

### Errors and omissions

- Professional liability coverage specific to your activities within the logistics industry.

### Shippers interest/cargo insurance

- First party all risks coverage.

### Contingent liabilities

- Auto liability (property and personal injury).
- Cargo.

### Chassis/trailer

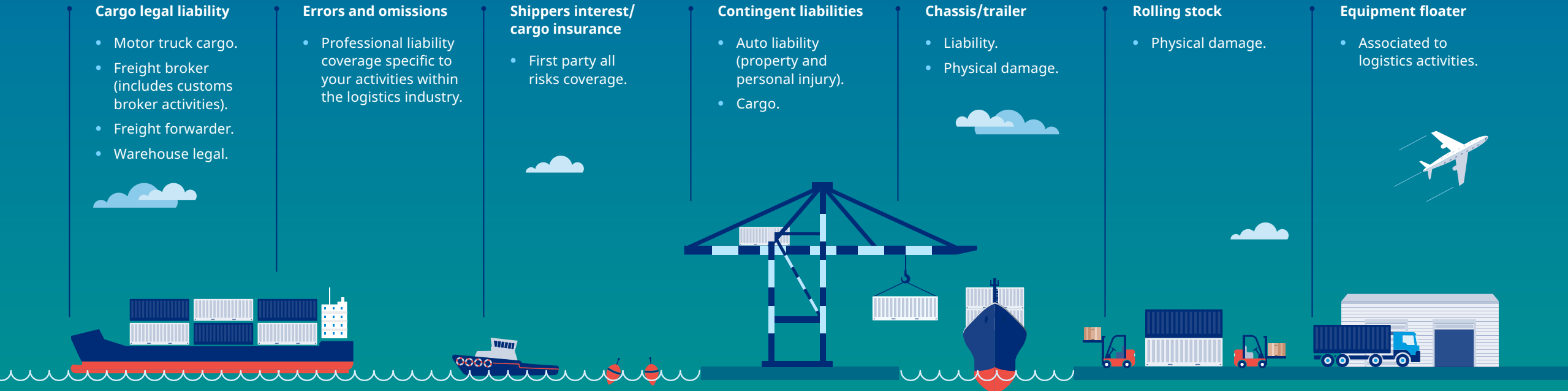
- Liability.
- Physical damage.

### Rolling stock

- Physical damage.

### Equipment floater

- Associated to logistics activities.





## 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 globally, helping them to be more agile across time zones and place local compulsory insurances with confidence in their local partner.

## EARNING FROM INSURANCE

Marsh Specialty is able to provide logistic providers opportunities to generate revenue through an innovative risk transfer solution. The approach enables logistics providers to charge customers for delivering streamlined cargo insurance solutions which add value through increased efficiencies. With shippers' interest programs, coverage options are superior to those available to their customers than through traditional cargo insurance channels.



**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 can help you creatively integrate multiple exposures into a single insurance and risk management framework while creating capacity for new risks as they arise.**

## INNOVATIVE CARGO INSURANCE SOLUTIONS

Marsh Specialty has a variety of solutions to address specific cargo risk issues. Our product offerings include:

**MARSHCARGO™** is an online account management system designed to manage programs for larger logistics companies, where the program structure may be more complex, involve multiple countries, divisions, insurers, claims administrators, and/or captives. It saves time and expense by bringing together the services of your Marsh broker, claims specialists, and underwriters with immediate access to coverage and efficient online support. It is available exclusively to Marsh clients.



**CARGOCOVER™** is the industry's leading digital cargo insurance platform, offering convenient and cost effective cargo insurance and claims administration to small to mid-size enterprise (SME), as well as infrequent shippers. Thousands of freight forwarders (NVOCC), third-party logistics providers (3PL), common carriers (ocean and truck), and load brokers rely on CargoCover™ every day for their customers' cargo insurance needs, allowing them to access secure and real-time insurance certificates from anywhere in the world.

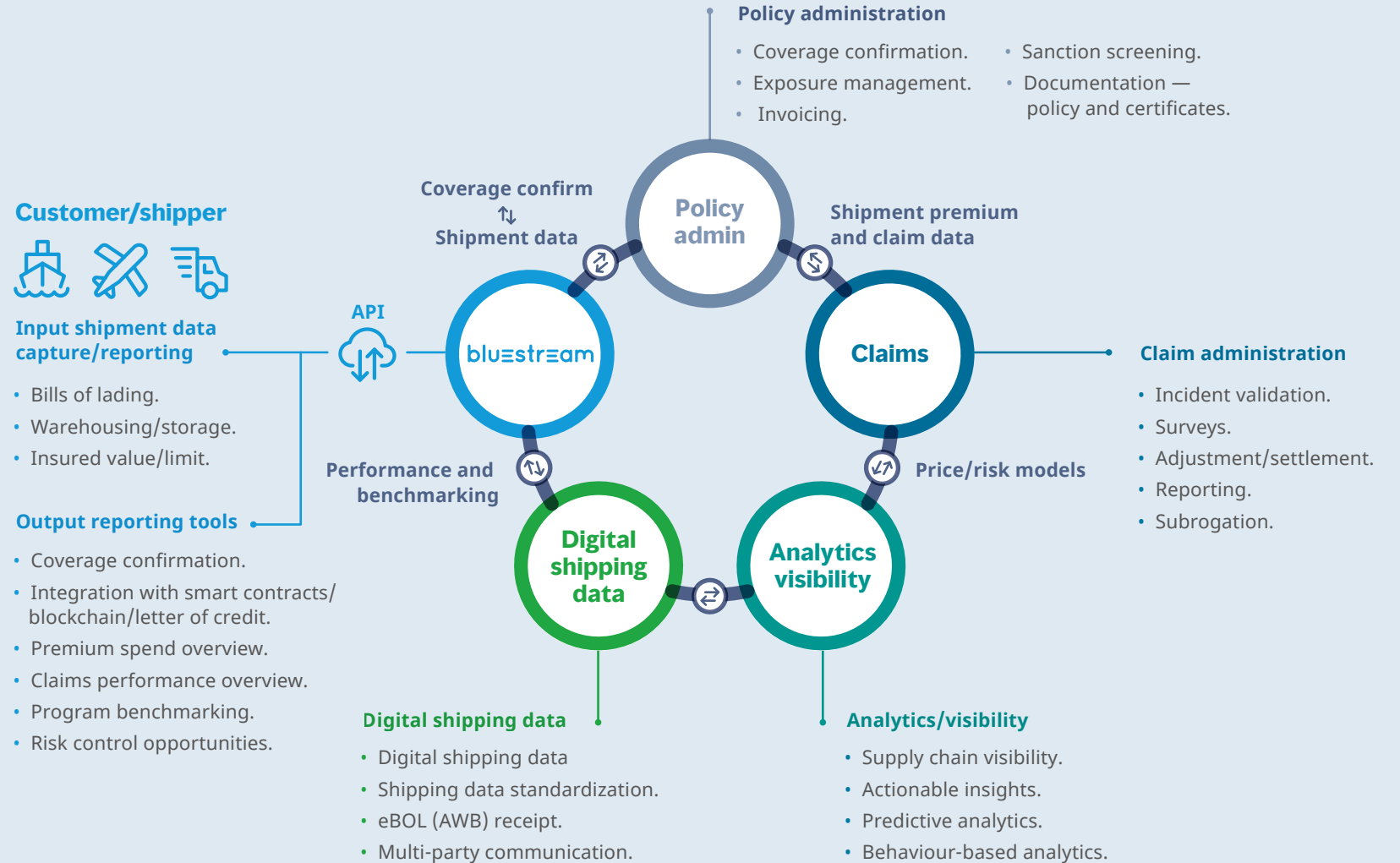


**PARCELCOVER™** is a web-based cargo insurance management solution designed to handle the administration of cargo insurance on high volumes of small parcel shipments.

# THE WAY FORWARD

Given the rise in online consumer spending, it is imperative to make the purchasing experience more attractive and easy for the consumer to use. Logistics plays a significant role in the customer experience. Organizations that can offer innovative digital products and services to meet the demand will outpace their competitors.

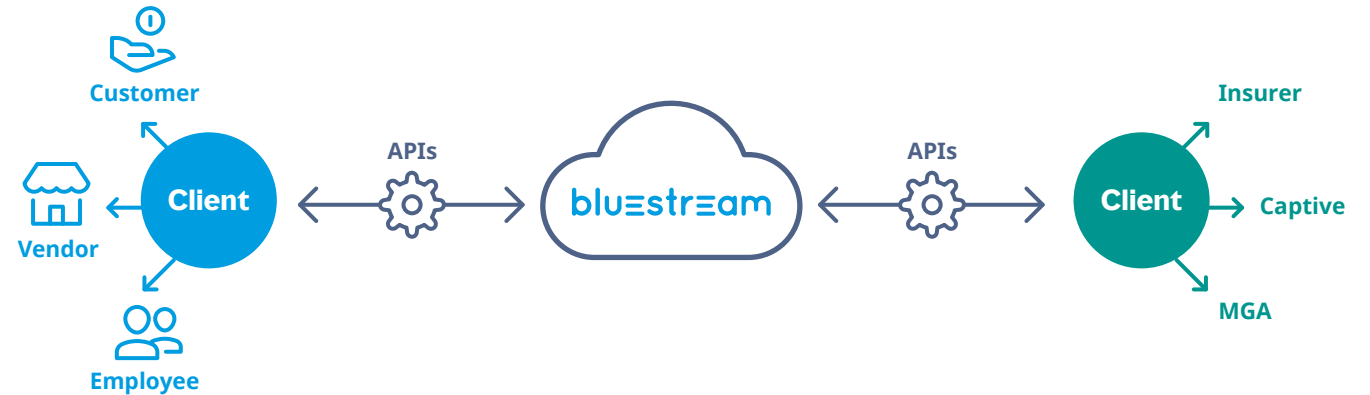
By merging specific shipment data with industry insights, Marsh Specialty can help clients fuel growth and profitability. We work with pioneering, flexible, and financially strong insurance partners to deploy new digital insurance solutions. As logistics companies embrace analytics and big data, artificial intelligence, blockchain, and smart contracts evolve, the impact will be a more efficient, accurate, and dynamic insurance program.



## INNOVATIVE DIGITAL PLATFORM

Bluestream™ is a cloud-based digital broker platform that provides Marsh Specialty clients a new, streamlined way to offer insurance products and services to customers, contractors, and employees.

Bluestream seamlessly integrates with clients' existing digital channels and user experience, which then connects with the global insurance marketplace through application program interfaces (APIs). This will enable clients to easily choose and scale the insurance program that best meets the needs of their customers, contractors, or employees in each geography, while maintaining a consistent global experience. Bluestream also provides clients with advanced reporting and analytics on their insurance programs, and access to emerging technology services such as blockchain and machine learning.



## BLUESTREAM™ DIGITAL INSURANCE DISTRIBUTION PLATFORM



Digital rate, quote, and bind.



Insurance verification.



On-demand certificates of insurance.



First notice of loss/claims.



Digital policy management.



Omni-channel customer service.





# Our Global Marine & Cargo Practice

Marsh Specialty's Global Marine & Cargo practice has over 650 colleagues in 35 countries, ensuring international service, risk management, and placement. Our Logistics practice — with 17 offices and four placement hubs globally — is part of the Global Marine & Cargo practice.

In 2020, we brokered approximately US\$4.7 billion in premium, which makes our portfolio attractive to insurers due to its breadth and diversity. Our team works with all types of ship owners, contractors, ports, financiers, and cargo policies, for all types of exports of manufactured goods or commodities. Our experience allows us to draw across the whole industry and bring insights, knowledge, expertise, and advice to our clients over and above the insurance transaction.



## Global representation, local knowledge

Expert leadership, placement specialists, and claims advocates available to support wherever needed.



## Industry expertise

Integrating, learning, and participating in the supply chain as the industry evolves.



## Data, benchmarking, and analytics

Innovation driven by statistical data supported by risk tolerance analysis, risk financing optimization, loss modeling, and captive consideration.



## Market relationships

Unrivaled global access to provide bespoke solutions.



## Technology and digitalization

Leading development and integrated solutions for the supply chain.







## Contact us

For further information, please contact our logistics experts at a local Marsh office or visit our website at [marsh.com](https://www.marsh.com).



## About Marsh

Marsh is the world's leading insurance broker and risk advisor. With over 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](https://marsh.com), follow us on LinkedIn and Twitter or subscribe to BRINK.

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