



The Top 5 Advantages of InsitePro™ Over RiskMeter Online™

Written by Ivan Maddox

Empowering underwriters to make
better decisions with the best tools.

INTERMAP.COM

INTERMAP[®]
Answers Now™

Day in and day out, through calm or stormy weather, your goal as an insurance professional remains the same: maintain maximum profitability of your portfolio. But profitability is only possible through smart underwriting decisions. And smart underwriting decisions hinge on accurate data – and powerful tools to help you interpret and analyze that data.



The key is to write good business, and to do that you're going to need the best available risk analysis product the market can provide."

Insurance Underwriter, New Jersey

InsitePro from Intermap Technologies®, and RiskMeter Online from CoreLogic®, are two Web-based software applications designed to assist with these decisions. While they share similarities, InsitePro has several distinct advantages that uniquely empower it to help underwriters write policies that fit their own view of risk, allowing them to maximize premium while managing their exposure with better information. Here are the top five advantages InsitePro has over RiskMeter Online.



1 Customized Risk Scoring

InsitePro delivers a risk scoring analytic that is designed in collaboration with each customer. RiskMeter offers scoring for flood and other perils that is standard for all customers, with the calculation of the scores not available to users. Risk assessments based on custom scoring analytics serve specific business needs using the best available information and data in a way that reflects a specific view of risk. Risk scoring can be used for rating, pricing, or determining underwriting assignments on single or multiple perils.

Bottom line:

An underwriter can receive a risk score that serves a specific business need, is based on the best available information, and is created to support a specific view of risk.



2 More Interactivity and Flexibility

RiskMeter Online's functionality is one-dimensional: you enter an address, and you receive a standard report with a limited snapshot of risk confined to that address. InsitePro's interface is completely interactive, with full mapping features that allow you to view and adjust the flood maps around a location for a wider picture of flood risk. Users can compare multiple flood models, zoom in on a particular area, or zoom out for a broad perspective of the surrounding land.

Bottom line:

Customize your view in and around a location to consider all possible risk influences.



Both the large image and the inset showcase the Tractor Supply location in Pikeville, Kentucky, within the InsitePro application. Visible in both zoom levels are the FEMA flood layers.

3 Terrain Profiling



InsitePro’s interactive elevation tool enables terrain profiling capabilities that help users understand the shape of the ground at a location, providing insight into where water will flow around a property. This also allows them to compare elevations of river banks to discern where rivers will overflow first. The distance measuring tool allows them to measure distances and elevation differences between properties and hazards.

Bottom line:

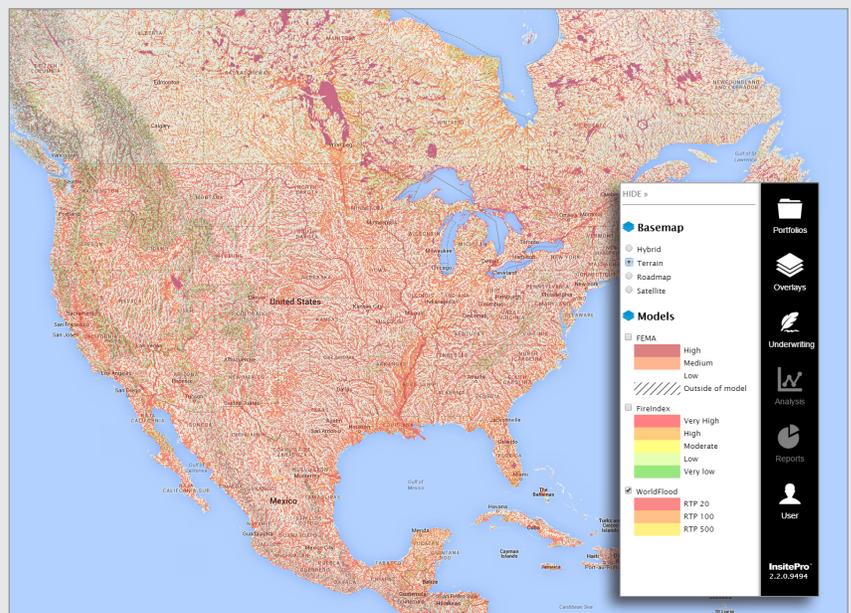
It’s not enough to simply know the flood zone of a location. Elevation and terrain features have a significant impact on flood risk.

4 Global Coverage

While RiskMeter Online only provides risk information for the United States, InsitePro offers global coverage for full functionality in every country, including Canada and Mexico. This makes it a great choice for international underwriters with portfolios in more than one nation.

Bottom line:

Analyze risk for any location, anywhere in the world.

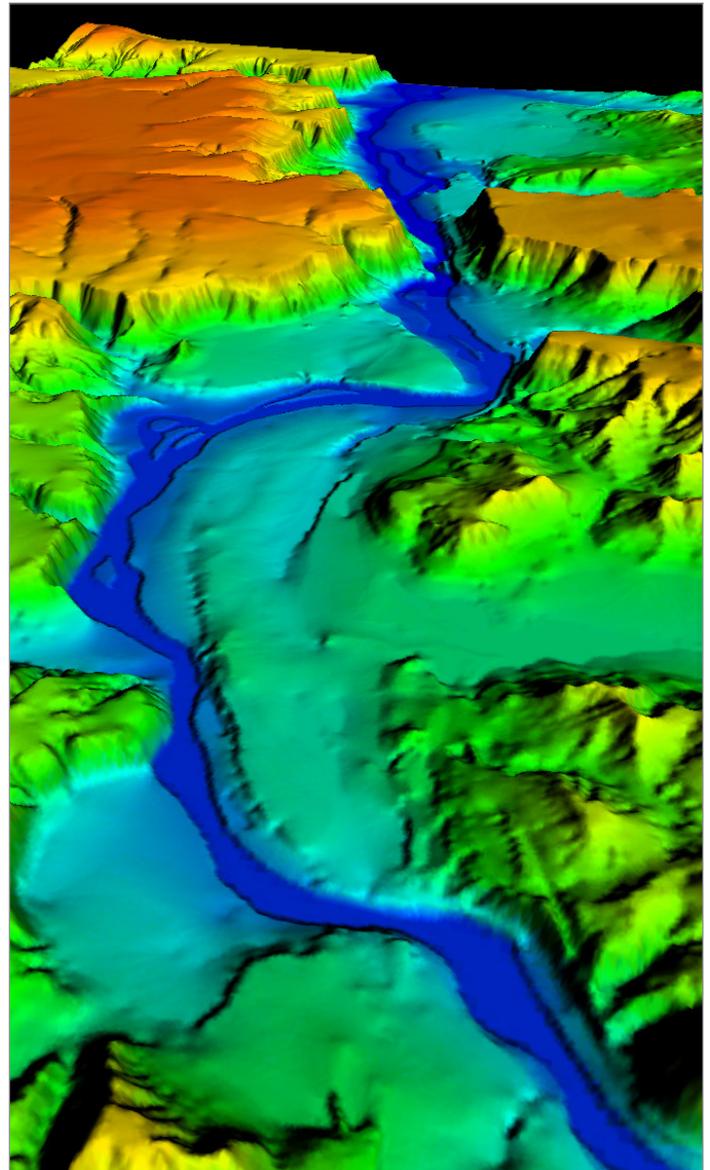
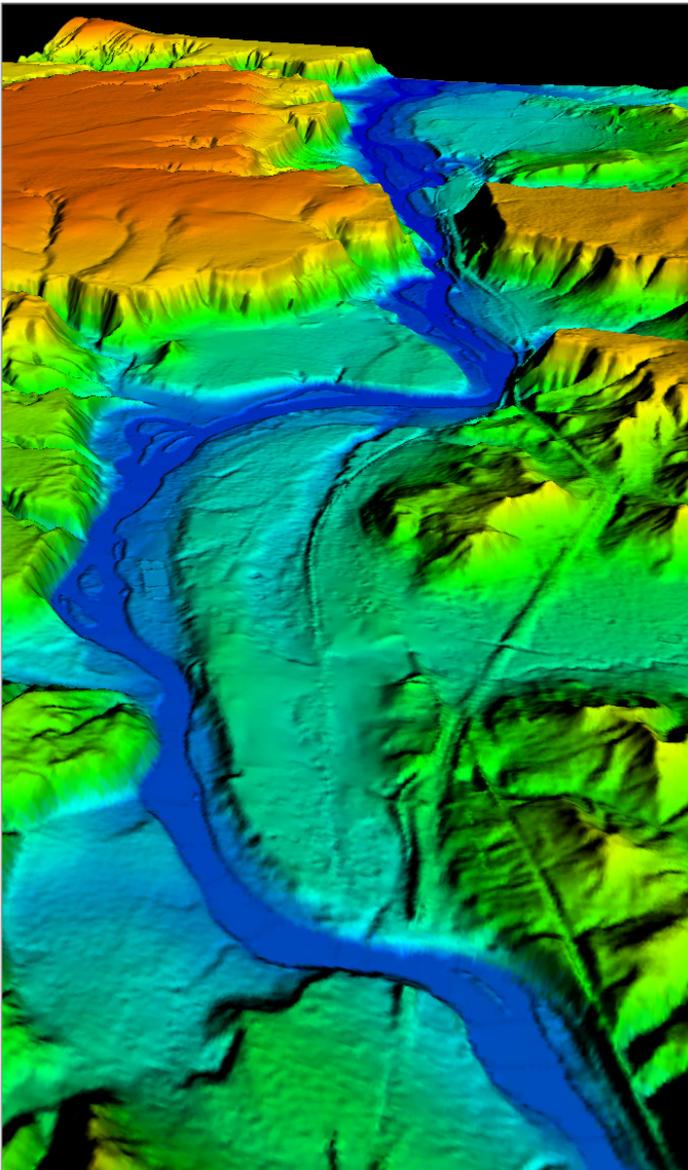


5 Higher Quality Information

While RiskMeter Online supplies the free public data available from the National Elevation Dataset (NED), InsitePro leverages Intermap's best-in-class NEXTMap® five-meter digital terrain model (DTM). This provides access to the information used to build flood models, allowing underwriters to better understand the risk they are evaluating. Furthermore, InsitePro utilizes multiple proprietary flood models in addition to FEMA flood zone maps, allowing users to gain a deeper, more comprehensive understanding of flood risk.

Bottom line:

Access to better information from more sources leads to smarter decisions.



The two images above showcase the difference between the NEXTMap DTM (left) and the USGS NED (right).

Overall Competitive Analysis

- RiskMeter Online is a commonly used tool that serves insurance professionals well for a high-level look at many common risks. But for a deeper dive, InsitePro offers a dynamic approach to analyzing and truly understanding risk from natural catastrophes.
- Standard reports are useful for compliance with business rules, but InsitePro helps improve business results with a more comprehensive and holistic view of risk.



About The Author

Ivan Maddox is the InsitePro™ Product Manager at Intermap Technologies® and has over 20 years of experience in the Product Management and Operations fields, specializing in the delivery of SaaS solutions and platforms.

About Intermap

WWW.INTERMAP.COM

Intermap Technologies is a global geospatial solutions leader focused on improving the ways in which people, businesses, and governments use location-based information. Through the creation of the Orion Platform®, the industry's first software-driven spatial data platform, Intermap provides products, services, and solutions that help businesses and governments solve their geospatial challenges.

Copyright 2015. Intermap Technologies®. All rights reserved.

v2015-06-16