

# Weather matters to insurance organizations

Weather often has a negative impact on business<sup>1</sup>

330

Number of catastrophic weather events globally in 2017

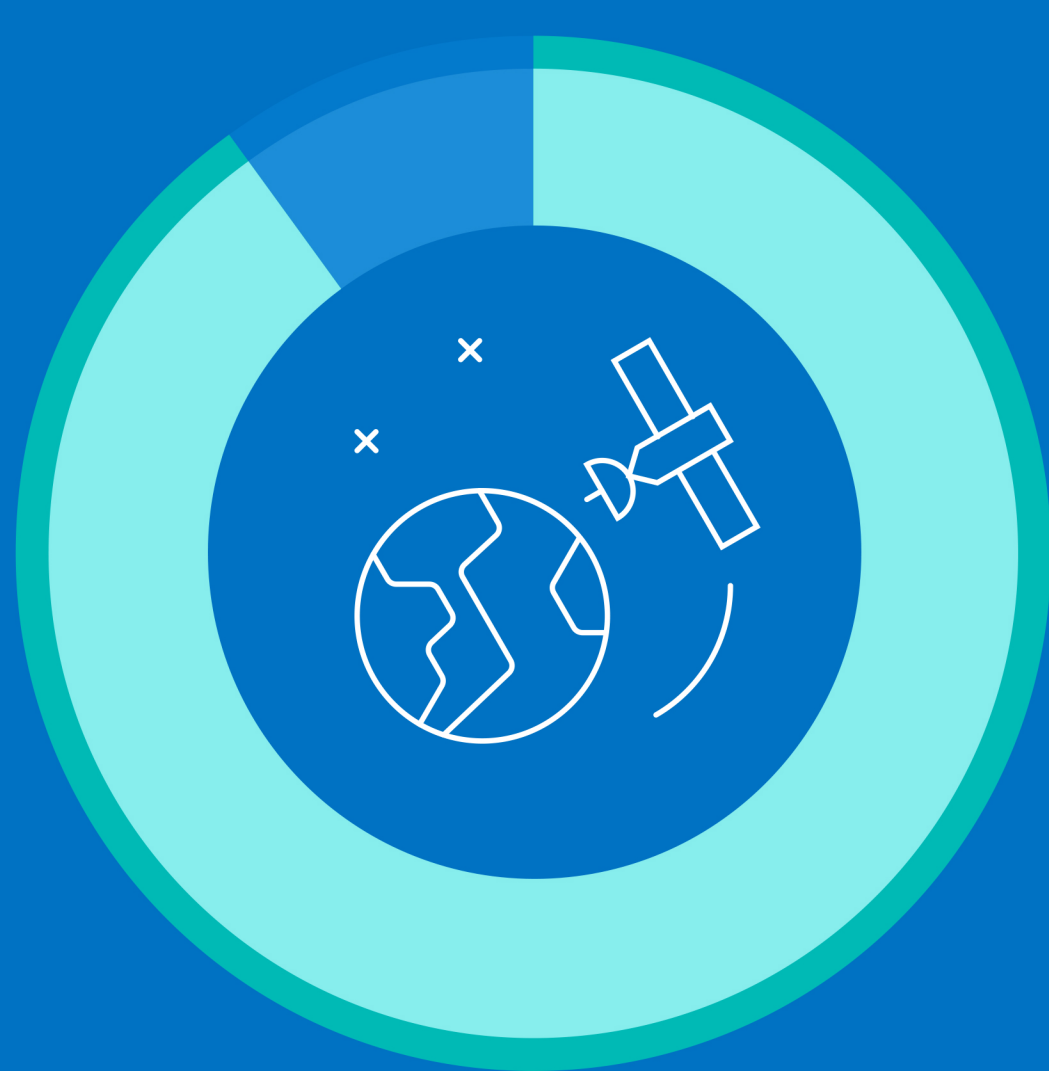


31

Number of billion-dollar weather events globally in 2017

## But weather insights can turn the lows into highs

Here's what we learned from surveying 1,000 C-level executives representing 15 countries and 13 industries—including 100 executives in the insurance industry.

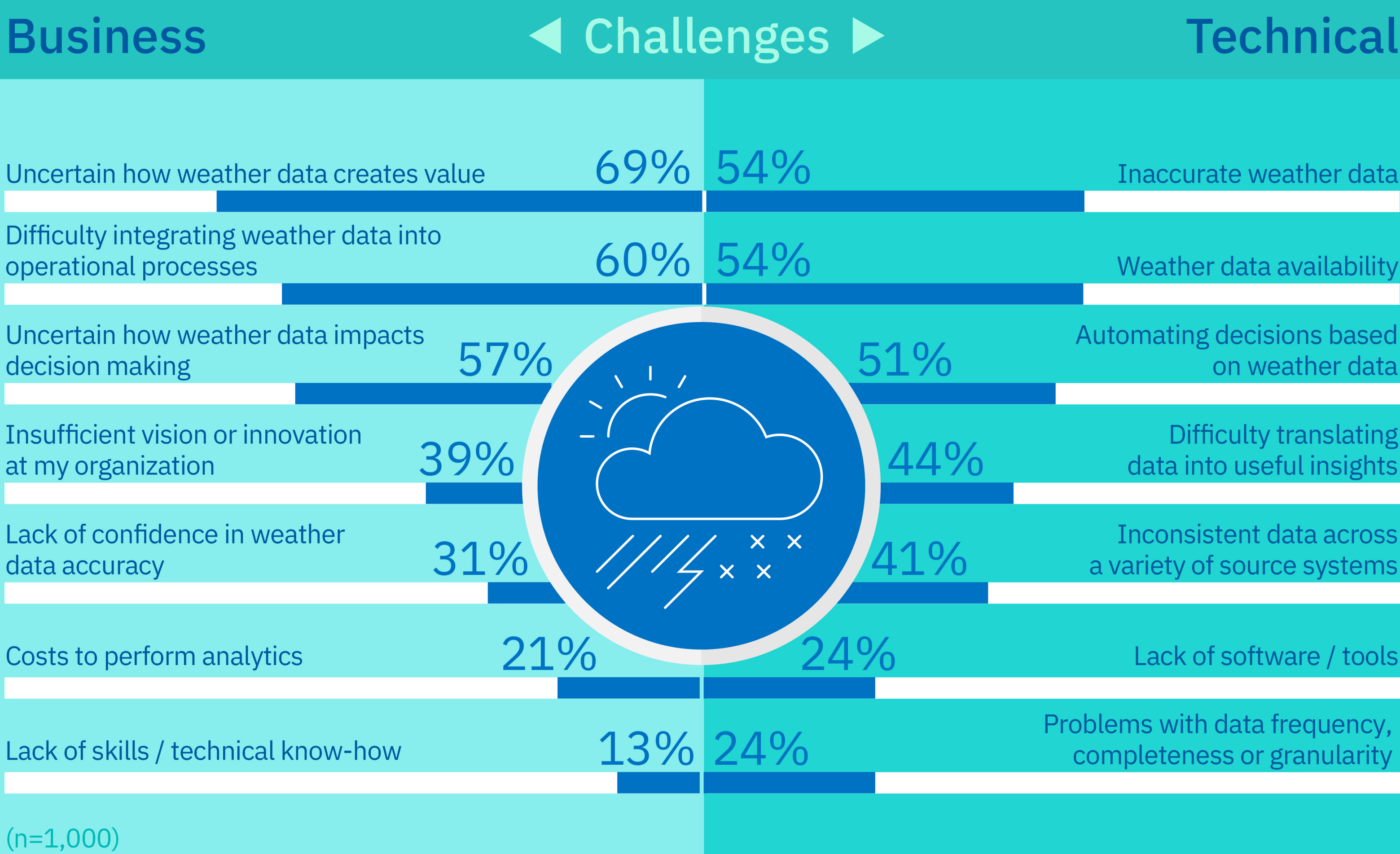


**90%** of insurance executives expect improved weather insights could *lead to annual revenue growth* of up to 2% or more



**95%** say weather insights could *reduce annual operating costs* by up to 2% or more

## So what's stopping executives from gaining better weather insights?



Find out how your insurance organization can overcome these obstacles.

1

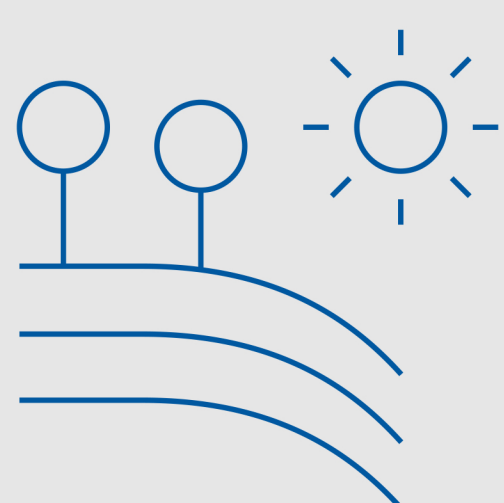
In what ways are weather-related insights influencing decision-making in your organization?

2

How could weather insights improve your operational planning?

3

How can you access the capabilities necessary to leverage weather insights?



Stop wondering if a hard rain's going to fall and learn how to put weather to work.

Visit: [ibm.biz/justaddweather](http://ibm.biz/justaddweather)

<sup>1</sup> "Weather, Climate & Catastrophe Insight, 2017 Annual Report." Aon Benfield UCL Hazard Research Center. January 2018.

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In cooperation with Oxford Economics, the IBM Institute for Business Value surveyed 1,000 C-level executives representing 13 industries and 15 countries.