

# Cyber Catalyst: Sparking Change in Cyber Risk Management

Cyber Catalyst by Marsh<sup>SM</sup> is a new program designed to help organizations make more informed choices about cybersecurity products and services to manage their cyber risk. Through Cyber Catalyst<sup>SM</sup>, Marsh brings together leading insurers, with technical advisory from Microsoft, to identify cybersecurity solutions they consider effective at reducing cyber risk – giving organizations greater clarity and confidence in an increasingly complex cybersecurity marketplace.

The Cyber Catalyst by Marsh<sup>SM</sup> program provides organizations with a clearer understanding of which cybersecurity solutions matter to cyber insurers. The initial group of participating insurers includes Allianz; AXA XL, a division of AXA; AXIS; Beazley; CFC; Munich Re; Sompo International; and Zurich North America, which collectively represent a substantial portion of gross written premiums in the \$4 billion global cyber insurance market. The insurers' evaluation focuses on better equipping

organizations to select cybersecurity solutions that can have a meaningful impact on cyber risk. Microsoft is a technical advisor to the program.

## Challenges of Navigating the Cybersecurity Market

Organizations want the best possible protection against fast-evolving cyber threats, but often struggle to optimize the impact of their cybersecurity investments. Even as corporate cybersecurity budgets grow, the economic impact of cyber events continues to climb. The annual cost of cybercrime is now estimated at \$1 trillion globally, and is rising every year. Although companies want to see meaningful risk reduction results from their cyber dollar, many are challenged to identify the most effective solutions.

That's because the cybersecurity market can be crowded, complex, and difficult to navigate. Global spending on cybersecurity is expected to top \$120 billion in 2019. Thousands of cybersecurity firms offer products, services, and solutions designed to mitigate and combat cyber risk, but it can be challenging for individual organizations to evaluate those offerings given limited corporate resources and expertise.

## Cyber Insurers Have Valuable Insights to Offer

Cyber insurers have responded to the most catastrophic and costly cyber events of the past decade. They also have considerable experience and insight gained from their engagement with a wide range of cybersecurity vendors and products. This experience means cyber insurers are well-positioned to provide informed views on the potential effectiveness of cybersecurity solutions in reducing cyber risk.

## How Cyber Catalyst<sup>SM</sup> Works

The Cyber Catalyst<sup>SM</sup> program was created by Marsh to help address questions we often hear from clients: “What cybersecurity solutions should we implement?” “What cybersecurity products does our insurer value most from a risk underwriting perspective?”

In the Cyber Catalyst<sup>SM</sup> program:

- Cybersecurity vendors submit their eligible products and services for consideration and evaluation.
- Participating insurers evaluate cybersecurity offerings and identify those they believe can have a meaningful impact on major cyber risks, such as data breaches, business interruption, data theft or corruption, and cyber extortion. Marsh facilitates but does not contribute to the decision-making process or evaluation of cybersecurity solutions.
- Microsoft provides technical advisory upon request by the insurers and Marsh facilitates the program. Neither Marsh nor

Microsoft participate in the decision-making or designation of Cyber Catalyst<sup>SM</sup> solutions.

- Products and services considered by participating insurers to be effective at reducing cyber risk are designated as “Cyber Catalyst<sup>SM</sup>”.
- Organizations that adopt Cyber Catalyst<sup>SM</sup>-designated products and services may qualify for enhanced terms and conditions on individually negotiated cyber insurance policies offered by participating insurers.

## Vendor Application Information

Any cybersecurity vendor who meets eligibility criteria is invited to submit their product or service for evaluation in the Cyber Catalyst<sup>SM</sup> program, provided the product or service is offered in the United States.

The application period for cybersecurity vendors to submit products and services for evaluation in the initial program cycle was open through May 3, 2019. The program will re-open in the fall of 2019.

## Marsh Cyber Risk Practice



**80+** DEDICATED CYBER COLLEAGUES, AMONG MORE THAN 300 FINPRO.



PIONEER OF **30 YEAR-OLD** CYBER INSURANCE MARKET.



**3 TIME WINNER** ADVISEN CYBER BROKER OF THE YEAR.

PLACING MORE THAN

**\$750 MILLION**

PREMIUMS ANNUALLY.

MORE THAN

**6,000** CYBER AND E&O CLIENTS.

For more information on the **Cyber Catalyst<sup>SM</sup>** program or vendor eligibility and evaluation criteria, visit the Cyber Catalyst pages on Marsh.com, email us at [CyberCatalyst@marsh.com](mailto:CyberCatalyst@marsh.com), or contact:

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