



(click on the titles for further information)

Corporate news

Mike Brockman to become Consulting Partner

Mike Brockman, one of EMB's founding partners, is to become a Consulting Partner from May 2009. Having been a key industry figure for over two decades, his contribution to the sector was recognised with the Lifetime Achievement award at last year's Institute of Actuaries' GIRO conference. He is currently in the process of handing over his client responsibilities.



Mike Brockman

Rory O'Brien begins new role as managing partner

Rory O'Brien has taken on a new role as managing partner in EMB. He will now have overall responsibility for the coordination of the effective delivery of the partnership's strategic plan. Rory states: "EMB is now of a scale and complexity where specific responsibility needs to be allocated to ensure that the strategy is effectively implemented. We have an ambitious 5-year plan and the establishment of a managing partner role to oversee this was a logical step for the firm. I am delighted to have been asked to take on the role which I will execute in parallel with my responsibilities for managing and developing the EMB Business Consulting practice."



Rory O'Brien

EMB establishes a new joint-venture advisory firm

EMB has created Optex, a joint venture with two industry veterans Michael Wade and Andrew Martin, to provide expert analysis on capital optimisation with efficient risk transfer to the reinsurance and capital markets. The new company's aim is to enable medium-sized intermediaries to compete by offering a "full service broking model", including cutting-edge actuarial and modelling advice. Optex is also equipped to assist the market in pricing and placing adverse development covers, multi-year stop losses and industry loss warranties. Paul Murray and Jonathan Broughton are the EMB directors.



Jonathan Broughton & Paul Murray

EMB tops non-life FIAs

Following the recent examinations and success of our staff, we have 37 non-life FIAs in the company, making it one of the largest specialist teams in Europe. "We've always been committed to developing young actuaries", says EMB Partner, Andrew English. "We've taken the brightest and best and given them opportunities to get involved from the start. The strategy is paying off."

Solvency II news

Solvency II site becomes news portal

Our www.solvency-2.com independent website has been upgraded with an added feature of a daily newsfeed. Articles and news from a wide variety of sources from the UK and overseas is now visible on one site. This is updated daily and provides a highly valuable overview of the latest news in Solvency II.

EMB research into training shows companies are unprepared for Solvency II

Our research has highlighted low levels of preparation across the UK's insurance industry for Europe's upcoming Solvency II directive. The study has discovered that only 18% of insurance companies are providing professional training tailored to Solvency II. The Solvency II directive, which covers more than 30 countries in the European Economic Area, is due to be implemented by 2012 and aims to establish principles-based regulation across the European insurance sector. For more information on how EMB can help, please contact development-uk@emb.com



Helping RSA transform group strategy using Enterprise Risk Management

RSA used ERM, supported by financial models, to help transform the management of the group. This has improved performance in all areas and significantly strengthened its financial position.

Making the most of Solvency II

Solvency II offers a range of opportunities for companies including introducing improvements into their business which will deliver genuine competitive advantage. Our guide to gaining maximum benefit from Solvency II will help you make the most of these opportunities.



Market news

Insurers must adapt to recession-fuelled claims hikes

EMB Partner, Pete Lee, believes that insurers' can expect to see their profitability come under further pressure as the effect of the recession hits households and businesses around the UK. Insurers need to ensure that their pricing assumptions reflect the unfolding situation. Unfortunately for insurers, research has overwhelmingly shown a correlation between poor economic conditions, unemployment, and crime levels, particularly crimes against property.

The importance of identifying and managing risk early

EMB believes that identifying and commencing the management of individual risks – and their aggregate effect – at the right, early, stage is an essential activity of project management. Effective risk management from project outset is a critical success factor. A set of guidelines is needed in order to ensure that all risks are identified at a time where action can still be taken.

Models can go stale too

"Could pricing prove to be the London market's weakest link? There is a long way to go before our rating techniques are truly world class", says EMB Partner, Raj Ahuja. "The process of maintaining a world class pricing infrastructure is a never-ending one as the techniques, software and skill levels of your competitors are constantly improving. There will always be a need to challenge your models and the way they are applied: to give them a health check. They may have been fit for purpose two years ago, but are they, like some groceries, past their sell-by date?"

Commercial pricing catches up

EMB Consultant, Mike Hood, believes that the evolving pricing techniques in the commercial insurance and reinsurance market will have a positive impact on profitability. Underwriters in the London market have traditionally blamed lack of data for making it impossible to use advanced statistical techniques when pricing. Recently, however, they have started to employ the same techniques and software used by data-rich personal lines insurers.

Telematics' time is coming

EMB predicts that telematics-based motor insurance will break in to the mass market within five years, given the advances in technology and benefits it offers to both insurers and consumers. EMB Director, Julian Beardsworth states, "Telematics rating is inevitable and will become a standard product offer of many insurers in the next five years as it provides too many pricing and marketing advantages to be consigned to the fringes of the market for much longer."

Marketing Sciences delves into consumer attitudes to aggregators

EMB Marketing Sciences has taken the first steps towards building a UK model of motor insurance consumer buying behaviour. A recent survey conducted through CCB fast.Map's Consumer Voice panel explored attitudes towards price comparison sites. Among the headline findings were:

- over 60% of people routinely seek an alternative quote on renewal
- 78% of people are likely or very likely to visit a price comparison site to find their motor insurance provider.



Using our data visualisation techniques and demographic overlays, the EMB Marketing Sciences team has reviewed the findings to formulate an initial view of eight life stage segments and six attitudinal segments and how these relate to insurance purchase. Should you want further information please visit www.emb.com/marketingciences or contact marketing-sciences@emb.com



Professional Development news

New Risk & Capital Management course dates announced

Due to high demand, EMB is offering additional dates for their risk and capital management courses. Targeted at the insurance industry, the courses cover a wide range of subjects including demystifying concepts around capital, solvency, risk management, the financial model and operational risk, as well as delving deeper into capital setting and allocation. For further information or to register interest, [click here](#).

- **Demystifying the Risk Management and Financial Model - 30 March 2009.** [More](#)
- **Capital Setting & Allocation - 21 April 2009.** [More](#)



Software news

New EMB MediaOptimiser product announced

Ian Liddicoat, MD of EMB Marketing Sciences commented: "In today's economic climate marketing budgets are under intense pressure and yet companies still need to be advertising. With our heritage of deep statistical skills, sophisticated software development and extensive experience in marketing analytics, we are helping a number of companies, inside and outside the insurance industry, to improve their marketing effectiveness." The product is planned to be available later in the year. For further information please contact marketing-sciences@emb.com

EMB ResQ beta release

EMB ResQ Version 3.4 is at beta trial status. This version delivers significantly improved performance and scalability around the areas of data importing, project roll-forward and operations involving adjustment triangles. The security and performance of the ResQ Excel add-in is also much improved.

EMB
MediaOptimiser



EMB
ResQ



EMB briefing papers & publications

New publications zone launched: We have developed a new publications section on our emb.com website to help you find useful briefing papers, publications and brochures easily and quickly.

Case Study: Travelers – This paper looks into how Travelers used financial modelling for regulatory compliance and ERM using

EMB Igloo™.

Pricing software brochures available: Our new [EMB Emblem](#), [EMB Classifier](#), [EMB Rate Assessor](#) and [EMB Optimiser](#) brochures are now available for download from our website. These detail the various features and business benefits available for each software product.

'Launching New Business Ventures' Guide: This new publication details the processes involved and support available when starting new business ventures.

Commercial Pricing brochure available: This publication is intended to help companies determine the best approach in developing pricing strategy for commercial lines.

Telematics in the fast lane: This paper discusses telematics-based motor insurance, how this important area of pricing is moving more into the spotlight and how companies can make the most of this opportunity.



If you would like to unsubscribe from this newsletter, please [unsubscribe here](#)

emb.com
info-uk@emb.com