



Introducing the Cyber Risk Diagnostic Tool

Few – if any – industry sectors are immune from a cyber attack. The digital interconnectivity of business operations, suppliers and customers means that any organization is vulnerable to potentially catastrophic electronic data theft or sabotage. This inter-reliance between organizations and the growing prevalence of cloud computing, social media, corporate “bring your own device” policies, big data and state-sponsored espionage, has catapulted cyber risk into one of the top concerns of business leaders today.

Whether you are just starting a cyber risk management planning process or reviewing your current plan, Aon’s experienced cyber risk team can provide the expertise and advice to protect your balance sheet and empower stability throughout your organization.

Benchmark your cyber risk exposures today

Build a framework for discussion with Aon’s **Cyber Risk Diagnostic Tool**, which will provide a high-level understanding of the risks facing your organization. Upon answering a series of multiple choice questions, you will receive a tailored cyber insight report that will help identify the key internal and external factors that may affect your levels of cyber risks. The report also includes practical guidance on the related governance framework that should be in place as part of an effective cyber risk management strategy.

Both the tool and the report can be used to engage other company stakeholders into the process, such as chief information officers, IT security, data privacy leaders, legal, HR and finance. To receive your complimentary report, complete the diagnostic at www.aoncyberdiagnostic.com.

Cyber Clarity Process

Aon’s Cyber Risk Diagnostic is the starting point for a step-by-step process that creates greater cyber exposure clarity for you.

Introduction

- Understand a **framework** for viewing cyber risk
- Gain a **high-level understanding** of your company’s risks

Exposure Clarity

- Gain a **deep understanding** of your company’s cyber risks and the:
 - **Scenarios** that they could create
 - **Potential financial impact**
 - **Maturity** level of your current risk management approach
 - **Insurability** of your cyber risk

Advisory

- Translate your exposure clarity into **actionable insight** and **prepare** for risk transfer strategies
- Measure the **gap between existing insurance** and cyber risk scenarios
- Receive **ongoing advisory** and support on cyber issues
- Examine actual **incident case studies**

Insurance

- **Transfer** cyber risks through insurance
- Ensure **best in class** program through:
 - **Proprietary and consistent program analytic tool**
 - **Global peer purchasing data**
 - **Qualitative and quantitative evaluations** of available insurers
 - **Global market leverage**

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Comprehensive portfolio of cyber risk products and services

Aon’s comprehensive portfolio of cyber risk products and services can help you better understand the challenges facing your business. We’ll work with you to create a cyber risk register based on your cyber security objectives; model and quantify potential scenarios; assess the insurability of existing exposures; and design the right program of insurance and services for your business profile. Products and services include:

Exposure Clarity

- Risk/Exposure Assessment
- Risk Mitigation & Maturity Review
- Insurability Review
- Scenario Quantification
- Technical IT Security Analysis

Advisory

- Insurance Policy Coverage/ Gap Analysis
- Ongoing Advisory & Support
- Content Library Access
- Claim/Incident Case Studies
- 3rd Party IT Vendor Playbook

Insurance

- Cyber Policy Diagnostic
- Peer Purchasing Data
- Broker/Claims Survey
- Qualitative Market Index
- Structured Portfolio Solutions & Broking Services

The Aon Difference

Aon’s unrivalled cyber risk experts analyze your exposure from every angle to develop powerful, effective solutions. Key characteristics of our methodology include:

- **Innovative approach:** Our Cyber Clarity Process incorporates a tested approach and extensive databases to assess cyber risk
- **Thought leadership:** Aon’s dedicated Cyber broking team is solely focused on cyber risk policies and risk evaluation
- **Experience and vast resources:** Aon’s global network combined with locally available expertise is well-versed in governance practices and standards from around the world
- **Platform and technology:** Assessment tools and modeling techniques deliver valuable insight about your risk

Aon Contacts

Cyber Diagnostic Tool and Insurance
Anne Corona
 Aon Financial Services Group
 +1.415.486.7251
 anne.corona@aon.com

Cyber Analytics and Consulting
Loren Nickel
 Aon Global Risk Consulting
 +1.415.486.7369
 loren.nickel@aon.com

Small and Medium Businesses
Elliott Baldwin
 Aon Financial Services Group
 +1.312.381.4416
 elliot.baldwin@aon.com

aon.com

About Aon Risk Solutions

Aon Risk Solutions, the global risk management business of Aon plc (NYSE: AON), is the worldwide leader in risk management and insurance broking. Guided by the Aon Client Promise, our teams deliver the best customized and innovative risk solutions to drive measurable value for clients through unmatched tools and capabilities, including the award-winning Aon Global Risk Insight Platform®. Visit www.aon.com for more information on Aon and <http://www.aon.com/manchesterunited> to learn about Aon’s global partnership and shirt sponsorship with Manchester United.