



Cyber Risk, Solved: Introducing Coalition



Cyber threat is a daunting risk facing small and mid-sized businesses (SMBs) today. Your clients may think their businesses are too small to be impacted, but the scary truth is that a staggering 1 in 5 SMBs will fall victim to a cyber-attack and, of these, [60% will shut down within 6 months](#).

Despite over \$90 billion of annual consumer and business spending on cybersecurity defense, the problem is only growing. Unfortunately, the state of the cyber world is that nothing is or will ever be 100% secure and no one can defend themselves 100% of the time. The time has arrived that cyber risk management is a must for all organizations, no matter their size.

This is why we were so thrilled to announce back in July that [Big "I" Markets has partnered with Coalition](#). We believe Coalition is a powerful ally for Big "I"

Markets agents in the cybersecurity battle. You can now offer your clients access to world-class cybersecurity services to help mitigate risk, and tailored insurance products to protect in the event of a breach.

Why is Coalition such a different cyber insurer? Coalition was founded by a team of leading cybersecurity experts. After working in the field, developing tools and strategies to fight cyber-crime, it was clear insurance needed to be a part of the solution. They built Coalition to solve cyber risk by mitigating cyber threats, with comprehensive insurance coverage and free cyber security apps.

With Coalition, you're putting all the cybersecurity power in your clients' hands. Look for more articles in future newsletters to learn more about what makes Coalition so powerful, including:

1. **Underwriting Engine:** Coalition scans publicly available information, collecting tens of thousands of signals and correlating this to insuring agreements selected. This all happens in seconds to ensure an efficient process where you can rate, quote, bind, and obtain a policy in under 4 minutes!
2. **[Comprehensive Coverages](#):** Coalition offers the broadest coverages available offering full limits across all coverages including funds transfer fraud/social engineering, bodily injury, property damage, and contingent business interruption. There are a variety of unique coverages including Coalition's new **[Breach Response Separate Limits Endorsement](#)**, which provides additional coverage for breach response costs by moving these costs outside of the aggregate limit.
3. **[Risk Management Tools](#):** Coalition's cyber risk management platform provides automated security alerts, threat intelligence, ongoing monitoring and expert guidance, among other tools all available at no additional cost.
4. **Claims Approach:** From pre-breach support to incident containment and recovery, Coalition's insurance and security experts are there to help. In the event of a breach, Coalition's cyber team is in place for rapid response to mitigate risk. This Coalition-assisted claims mitigation all occurs at no additional cost.

Learn more about Coalition's mission to Solve Cyber Risk by logging into [Big "I" Markets](#) or contact [Carla McGee](#), Cyber Liability Program Manager, with any questions.

[Register](#) for a Coalition product overview and training session on August 29th or 30th.

Ready to begin submitting risks today? View our [brief demo video](#) of the submission process first then visit www.bigmarkets.com.

The product and eligibility may have been revised or discontinued since the original article was written. Review the Information page for each product on Big "I" Markets for current content and instructions.