THE CYBER SAVVY BROKER'S GUIDE

Cyber Risk Assessments

The Opportunity for Brokers

Your clients rely on technology to run their businesses, exposing them to cyber risks. Threat actors look for easily exploitable targets with specific vulnerabilities, such as:

- Open Remote Desktop Protocol (RDP)
- Weak or Reused Passwords
- Unpatched Systems
- Weak Email Security
- Lack of Employee Awareness

As a trusted risk advisor, you can help spot cyber risks using security scans, such as the Cyber Risk Assessment. Below is a guide on how to educate your clients on the sources of cyber risk.

A Personalized Snapshot of Your Client's Risk

Using a consultative approach helps grow your cyber book

Shed light on unprotected exposures

The Cyber Risk Assessment (CRA) creates a personalized profile for your clients' cyber exposures, beginning with a risk summary and risk score. It not only includes a prioritized list of critical vulnerabilities but also actionable recommendations to make organizations more secure and insurable. Coalition's CRA helps you build value as a trusted risk advisor to improve security posture, help retain renewals, and prospect for new opportunities.

Analyze risk in real-time

Unlike traditional insurers, Coalition has built proprietary technologies that combine attack surface monitoring with public and dark web scanning in real-time — including insights from our internal claims data. We identify the most critical cyber exposures and personalize a list of them for your clients, making you the hero who uncovers their most significant risks.

Create an action plan

The first step towards improving each client's risk posture is to identify the cyber threats to their business. Security scans can be a powerful tool to identify and explain technical exposures when presenting cyber insurance options to your client.

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Coalition's Cyber Risk Assessment: What we scan for

Data Breaches

Details the potential impacts of data breaches and phishing, the most common initial entry point in breaches leading to ransomware and funds transfer fraud.

Malicious Events

These may indicate attempted or successful intrusion by a threat actor and can lead to malware, ransomware, or other incidents.

Honeypot events

Honeypots listen for internet-wide problems, allowing Coalition to observe threat actor behavior and detect upcoming potential vulnerabilities.

Email Security Loopholes

Email services lacking controls increase the likelihood of a hacker successfully executing a phishing attack or impersonating your organization.

Blocklisted Domains

Found in public blocklists, if one of your client's assets is found on these lists typically means that some type of malicious activity was performed.

Torrents Domains

Assets in your network have been observed offering peer-to-peer torrents, often associated with downloading and hosting malicious files, and software piracy.

Lookalikes

Domains have been registered that look like your company's domain. This activity is very commonly associated with a threat actor using these domains to conduct phishing campaigns against your organization.

Risky Infrastructure & Applications

A view of an organization's complete cyber risk exposure including assets exposed to the public internet, vulnerabilities on your network, and risky technologies.

CONTROL

Risk doesn't sit still. **Coalition Control** protects your clients from emerging cyber threats throughout the policy term with our continuous monitoring and alerting.

Get Ahead of Digital Risks with Active Insurance

Coalition combines comprehensive insurance and proactive cybersecurity tools designed to help businesses manage and mitigate cyber risks. Coalition policyholders experienced 50% fewer claims with Active Insurance compared to organizations with passive cyber coverage.*

Get Active for your clients. **Get started** quoting with Coalition today.

*From the Coalition 2022 Claims Report: Mid-year Update

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