

## Bridging The Transparency Gap with Geospatial Intelligence

**Dave Jowell**  
Founder, CEO | GIA Map  
djowell@giamap.com



---

---

---

---

---

---

---

---

## Background

25 years Personal Lines Insurance and Underwriting Expert  
(National Carriers, Agency Management, and E&S)

Former Radio Personality

Geospatial Data Geek



---

---

---

---

---

---

---

---

## Geospatial Intelligence Overview

Using mapping tools to assemble geospatial data into layers for analysis and empowering actionable decisions.



---

---

---

---

---

---

---

---

## Historical Maps



Oldest World Map - Anaximander of Miletus (c. 611–546 BC)  
The "known world"



---

---

---

---

---

---

---

---

## 6,200 BC



Translating communication into maps pre-dates written communication, including written math



---

---

---

---

---

---

---

---

## Transparency Gap

### Collaboration Challenges

- Actuary
- Product
- Underwriting
- Claims
- Marketing



---

---

---

---

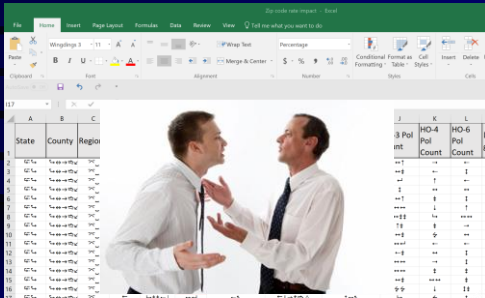
---

---

---

---

## How Do We Communicate?




---

---

---

---

---

---

---

---

---

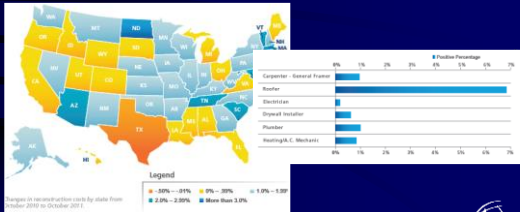
---

---

---

## Spreadsheets v. Maps

Example: Countrywide Rebuilding pressure




---

---

---

---

---

---

---

---

---

---

---

---

## Why Maps?

The human brain processes images 60,000 times faster than text and 90% of information transmitted to the brain is *visual*

We can use maps to present data within and across divisions, resulting in increased organizational effectiveness and more accurate risk underwriting/rating




---

---

---

---

---

---

---

---

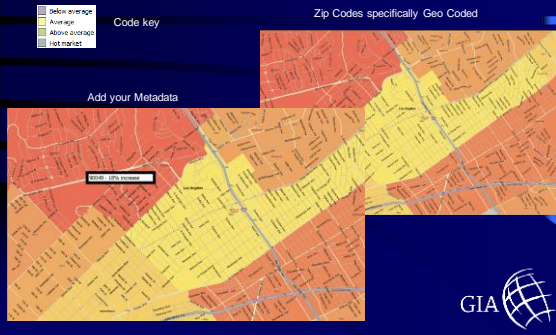
---

---

---

---

## Get Detailed with Your Map Data



---

---

---

---

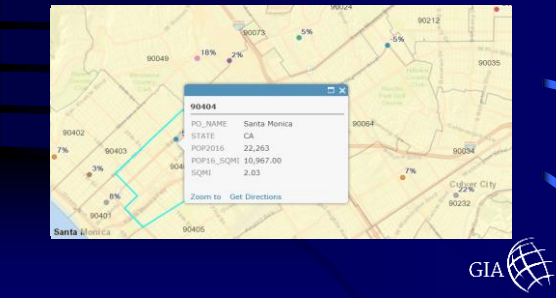
---

---

---

---

## Use Deeper Metadata



---

---

---

---

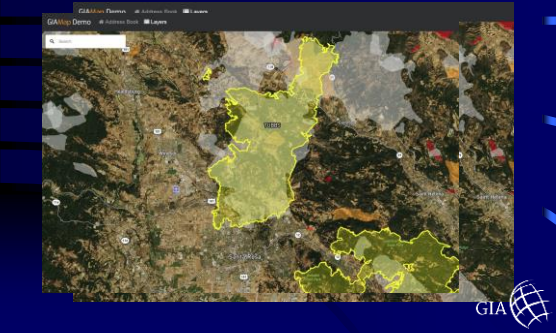
---

---

---

---

## Example Tubbs Fire (Napa, CA) 1964 - 2017



---

---

---

---

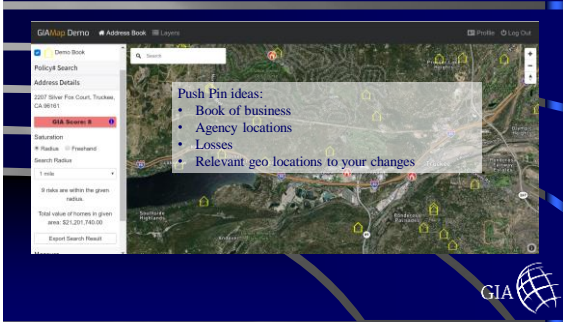
---

---

---

---

## Add Push Pins to tell your story



---

---

---

---

---

---

---

---

---

---

## Montecito Mudslides



---

---

---

---

---

---

---

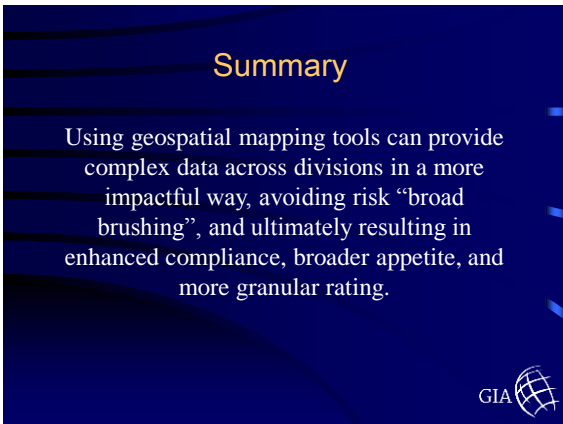
---

---

---

## Summary

Using geospatial mapping tools can provide complex data across divisions in a more impactful way, avoiding risk “broad brushing”, and ultimately resulting in enhanced compliance, broader appetite, and more granular rating.



---

---

---

---

---

---

---

---

---

---

Wrap up

Questions  
Thank you



GIA  
GIAMap.com

---

---

---

---

---

---

---

---