Understand your connected business exposure

“Connected business exposure is the systemic impact on of commercial organisations, their partners, suppliers and clients from cumulative and cascading financial, operational and reputational fluctuations and vulnerabilities.”
The Russell Group

• Russell Group are the leaders in providing exposure management information for speciality class insurance with leading (re)insurer clients
  • Understand Exposure
  • Identify accumulation
  • Track risks – vessel and aircraft movements
  • Price risk and create an optimised portfolio

• Expanded to include cross-class monitoring of exposure and risk accumulation

• Led to ‘connected risk’ and a focused initiative launched in 2016

• Expanded to embrace much broader corporate connected risk in 2018

• Connected business exposure broadened to apply to all strategic decision making
In 1794 Revolutionary France stole the march on the Allied enemies ranged against them by using **new technology** to help them understand their exposure at the battle of Fleurus. An **observation balloon** enabled them to see their own and enemy troop dispositions and strengths, to view the topography in 3D for the first time, to monitor local weather conditions, and to control the battle in real-time. **They won.**
Russell Business Platform will help organisations understand their connected business exposure.
Aligning connected business exposure knowledge to strategic decision making entails looking at risks and opportunities from a 3-way perspective.
Russell Universe

Russell Universe has 65,000 companies with revenue $90 trillion.

Russell Universe has 42% of all company revenue.

Revenue concentration by country and city.

Display connection path of companies by company and sector.

Show exposure development over connected path sorted by connected exposures.
**Russell Score**

Internal Scores Centred Around 100 + Influence Factors From Network = Russell Score Centred Around 100

**Internal Parameters**

**Network Influence**

**Company Russell Score**