



Take the Guesswork out of Location Strategy With AI-powered Historical Threat Data

Growth means expansion — into new markets and new locations. However, making the decision about where to expand isn't always cut and dry. That's why your organization needs a detailed understanding of the local area and its history before committing to any site. With historical threat data from OnSolve® Risk Insights, you'll compare potential locations for expansion, evaluate risk accurately and gain a better understanding of how to mitigate future risk.

Data on past threats can provide much-needed perspective on the potential future of a site. A historical threat analysis may show that two locations under consideration are frequently in the path of hurricanes. Yet, one tends to weather the storm well, while the other has a propensity for heavy area flooding. These insights can make the difference between profitability and failure.

Evaluating Markets and Locations for Business Expansion

For an accurate assessment of future physical security and risk mitigation during business expansion planning, organizations must look at the history of past threat events.

Data about crime rates, traffic accidents, severe weather, flooding, environmental factors and more are used to create risk profiles for each location. By comparing these factors across sites, organizations can make smart choices about site viability. For instance, they can select an area based on its low crime rate and avoid locations where crime is elevated, thus saving potentially hundreds of millions in theft.

However, conducting an accurate analysis for location expansion can be challenging due to:

- **The explosion of data.** Human-only investigation is increasingly difficult, given the growing number of news and data sources.
- **Number of locations and markets to evaluate.** If expansion planning encompasses hundreds of sites, analysis becomes more complex and time-consuming.
- **Accelerated pace.** When real estate teams are racing the competition to expand their footprint, they need to conduct comprehensive analysis in short timeframes.

Fast, Accurate Risk Analysis for Smart Expansion Decisions

Use Risk Insights to drill down by date and location to see relevant risks and trends over time, evaluate the risk of each location and compare sites.

Risk Insights helps real estate teams, security and business continuity professionals make better decisions about their expansion plans. They can:



Conduct geographical analysis:

Explore which types of risk events have threatened potential locations or markets in the past.



Identify historical trends:

Assess the frequency and severity of physical threat events in various locations over time to better predict future risk



Create risk profiles:

Use the new location's historical data to allocate security resources and build a crisis strategy.





How Risk Insights Supports Location Expansion Planning



Visual reports

Gain greater visibility into historical threat data and trendlines for each location or market under evaluation with an interactive dashboard.



Custom filtering

Focus research on risks most relevant to the business. Filter events by location, event label or severity for a better understanding of financial or human impacts.



Research and reporting

Conduct a fast and thorough analysis of multiple locations and generate graphical reports to support expansion decisions.



Cross-facility evaluation and understanding

Create detailed risk profiles to help plan for security-related staffing, loss prevention and resource availability in a given market or location.

What Makes Risk Insights Unique?

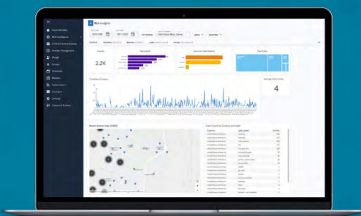
OnSolve offers historical reporting from the largest physical risk dataset in the industry to help organizations better understand threat exposure. Risk Insights data is sourced from our AI-powered Risk Intelligence solution, featuring tens of thousands of verified sources globally and years of historical reports of risk events.

Other advantages are:

- ✓ **Innovative technology:** Evaluate risk by navigating our interactive map. Zoom into specific neighborhoods to see which threats have been most prevalent.
- ✓ **Granularity:** Look at data from a variety of angles, including by specific date range, event, severity or region.
- ✓ **Ease of use:** Quickly generate customized reports on one or more locations. Graphs and charts help readers instantly grasp the impact of physical threats on expansion plans.
- ✓ **Speed:** Conduct faster assessments on hundreds of sites without the time or expense of human investigators.

OnSolve Benefits

With OnSolve Risk Insights, organizations can make more informed decisions about business expansion plans. Uncover trends and project future risk performance for each site. Determine which is the better investment and identify physical security resources required to mitigate future risk.



Schedule a demonstration to see how Risk Insights can help your real estate, security and business continuity teams confidently deliver data-driven recommendations for business expansion.

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