



Technical Assistance Services for the Insurance Business

Luis de Mingo

ITSEMAP, Servicios Tecnológicos MAPFRE

The offer of services is inevitable for an institution that initiated its businessplan with the premise Risk-Insurance, and now must assume the triple commitment, Risk-Prevention-Insurance.

Apart from the fact that the insurance institution, and its essential complement, reinsurance, exercise a commercially based activity in which the value of the assumed risk substantially determines the final results which companies enter in their accounts, allowing them to maintain their financial integrity and continue facing the challenges of a continuously expanding economy, they undoubtedly fulfill a true social function in repairing, mitigating or compensating acts which in the majority of cases concern situations involving damage, pain or loss. The

comment of one leading statesman must be remembered; the current western society (or its level of welfare) would not be possible without the existence of insurance.

Independent of this social role intrinsic to its function, it is also incontrovertible that, either by giving its surpluses back to society which contributed to their very existence thus avoiding major fluctuations of profits and losses, balancing budgets to reasonable minimums, or because the insurance institution is morally obliged to do so, it should dedicate part of its efforts to prevention, not for any specific client, but for the society as a whole in which it develops its activity, as an inevitable part of a protective action for those who have consigned their lives and property.

In this role which insurance has undertaken, undoubtedly one of the most interesting aspects is the use and application of technological innovations to face the challenge of the diverse problems constantly introduced to the sector. Computer standards, weather prediction techniques, new geological knowledge, environmental problems and solutions, the tremendous advances in communications, new construction systems, medical advances, the possibilities offered by new financial products, etc., etc., are all aspects that the insurers must make available to their clients, as they are supposed to be the possessors of the economic and technical potential, having chosen as a vocation an occupation so committed to the basic needs of society.

There are even those who defend the premise that those insurance companies (and by association the reinsurance companies) who do not have the technical capability (material and human), or that do not apply it appropriately, should not be

allowed to carry out initiatives in important insurance and reinsurance programmes.

Risk Managers (high level insurance company management can also be considered as such), who handle an integral management concept of their corporations' business acting as a foundation for the achievement of established strategic goals, must select their insurance and reinsurance cadres based on three basic integral requisites:

- financial solvency.
- stability.
- technical services.

In our opinion, the lack of importance placed on this last requisite (offer of technological services) has led to the offering of participations in equal conditions, independent of the service being offered, which has led certain operators to make offers of services at prices separate from the coverage of the insurance or reinsurance, without achieving tangible results nor the expected acknowledgment.

Due to this we return to our initial thesis: the offer of services is inevitable for an institution that initiated its businessplan with the premise Risk-Insurance, and now must assume the triple commitment, Risk-Prevention-Insurance.

ITSEMAP, Servicios Tecnológicos MAPFRE (MAPFRE Technological Services), reaffirms its commitment of technical specialization in the problem areas of security and safety mentioned above, placing its more than two decades of experience and constant technological innovation to the development of solutions, to the entities who have consigned the protection of their assets to our group, as well as to any other who appreciates the applications of ITSEMAP's vast technical knowledge to their needs and requirements.