



## CASE STUDY

# Real-Time Event Response for Major Catastrophes

## CHALLENGE

- Emerging catastrophe events from natural or man-made disasters pose significant threats to business operations, assets, and employees with both financial and business continuity implications.
- Risk managers require real-time, continually updated information to assess the potential exposures to their business in specific locations and to form response plans to mitigate any losses.

**“Mptycs is the foundation of our incident command system across the company”**

## SOLUTION

- With Mptycs, risk professionals can monitor real-time severe weather events and get customized notifications to quickly calculate projected losses during an event and proactively manage event response.
- MacAndrews & Forbes was an early adopter of the Mptycs geo-visualization solution to analyze exposures and quantify the value of potential losses related to emerging catastrophe events.
- As the catastrophe event develops, the Mptycs solution arms the risk manager with insights to enable proactive response to mitigate the losses – dynamically reworking supply chains, preparing buildings for the oncoming catastrophe conditions, and physically relocating people or assets.

## BENEFITS

- A key benefit is the ability to visualize and analyze data quickly – essential for real-time decision-making for rapid response and mitigating loss.
- The MacAndrews & Forbes risk management team can perform pre-impact preparation and planning. In the pre-arrival and post-impact of a recent hurricane, they coordinated a 56-member group, including their HR, operations and distribution teams, over 2,000 miles of separation between the impact and the safe areas.
- The Mptycs platform supports the company's post-event recovery efforts and financial impact analysis inclusive of direct and indirect customers.
- Another benefit is providing the accurate geolocation to assess risk for specific buildings/assets, formulate action plans, drive construction planning and real estate decisions, and support their renewal negotiations with 20+ (re)insurers.
- The global risk manager at MacAndrews & Forbes has included the critical locations of their suppliers, to analyze the company-critical supply chain risk exposures.

“Mptycs is the foundation of our risk management incident command system across the portfolio. As an example of its impact, in 2017 during the Harvey, Irma and Maria events (HIM), I was able to track the impact, mitigate the risk and assess the business recovery in real time. In a one-day period, the storm track and projections changed five times. I was able to reset the impact analysis immediately and in one case was able to reroute a fleet of trucks that was being positioned in a prior safe area when the risk profile shifted completely. This activity alone allowed the company to reduce the recovery time by two to three days. The projected financial impact was in the high tens of millions for this activity. I can't say enough about this product and the Mptycs team.”

**Manuel Padilla**, *Vice President*,  
Risk Management & Insurance, MacAndrews & Forbes

## About MacAndrews & Forbes

MacAndrews & Forbes Incorporated owns and operates a diverse array of businesses, from global leaders in cosmetics, casino gaming systems, to biotechnology and military equipment, tapping into the broad expertise of its management team to support the delivery of best-in-class products and services to end users and consumers all over the world.

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