### WSIA Top 15 Heat Map

<table>
<thead>
<tr>
<th>2016 RANKING</th>
<th>CURRENT RANKING</th>
<th>INDUSTRY TREND</th>
<th>PROBABILITY</th>
<th>SEVERITY</th>
<th>TIME FRAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>1</td>
<td>Increasing Consolidation</td>
<td>HIGH</td>
<td>HIGH</td>
<td>0-3 YEARS</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>Increasing Cyber Exposure</td>
<td>HIGH</td>
<td>HIGH</td>
<td>0-3 YEARS</td>
</tr>
<tr>
<td>N/A</td>
<td>3</td>
<td>E&amp;S Marketplace Responding to New Coverage/Speed to Market</td>
<td>MEDIUM</td>
<td>HIGH</td>
<td>0-3 YEARS</td>
</tr>
<tr>
<td>1</td>
<td>4</td>
<td>Increased Capacity</td>
<td>MEDIUM</td>
<td>HIGH</td>
<td>0-3 YEARS</td>
</tr>
<tr>
<td>3</td>
<td>5</td>
<td>Increasing Challenge in Workforce Dynamics</td>
<td>HIGH</td>
<td>HIGH</td>
<td>3-5 YEARS</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>Widening Technology Gaps</td>
<td>HIGH</td>
<td>MEDIUM</td>
<td>0-3 YEARS</td>
</tr>
<tr>
<td>13</td>
<td>7</td>
<td>Autonomous Vehicles</td>
<td>MEDIUM</td>
<td>MEDIUM</td>
<td>5-10 YEARS</td>
</tr>
<tr>
<td>15</td>
<td>8</td>
<td>Growth of the Peer-to-Peer Sharing Economy</td>
<td>MEDIUM</td>
<td>MEDIUM</td>
<td>0-3 YEARS</td>
</tr>
<tr>
<td>16</td>
<td>9</td>
<td>Preparation for the Seamless User Experience</td>
<td>MEDIUM</td>
<td>MEDIUM</td>
<td>3-5 YEARS</td>
</tr>
<tr>
<td>10</td>
<td>10</td>
<td>Internet of Things</td>
<td>MEDIUM</td>
<td>MEDIUM</td>
<td>3-5 YEARS</td>
</tr>
<tr>
<td>8</td>
<td>11</td>
<td>Big Data</td>
<td>MEDIUM</td>
<td>MEDIUM</td>
<td>3-5 YEARS</td>
</tr>
<tr>
<td>11</td>
<td>12</td>
<td>Global Climate Change</td>
<td>MEDIUM</td>
<td>MEDIUM</td>
<td>3-5 YEARS</td>
</tr>
<tr>
<td>5</td>
<td>13</td>
<td>Erosion of the Wholesale Distribution Value Proposition</td>
<td>MEDIUM</td>
<td>MEDIUM</td>
<td>3-5 YEARS</td>
</tr>
<tr>
<td>N/A</td>
<td>14</td>
<td>Artificial Intelligence</td>
<td>MEDIUM</td>
<td>MEDIUM</td>
<td>5-10 YEARS</td>
</tr>
<tr>
<td>7</td>
<td>15</td>
<td>Entrance of Nontraditional Companies into Insurance Industry</td>
<td>MEDIUM</td>
<td>MEDIUM</td>
<td>3-5 YEARS</td>
</tr>
</tbody>
</table>

### Additional Trends Being Researched
- Robotics
- Increased Political Volatility
- Usage-Based Insurance
- Digital Currency (Blockchain)
- Blockchain

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About the WSIA Heat Map

The 2018 Heat Map is the result of survey responses from WSIA member firms. Respondents represent managing general agents, managing general underwriters, program managers and administrators, aggregators, brokers, domestic and international insurance and reinsurance companies, Lloyd’s syndicates and managing agents, captive insurers, law firms, premium financing companies, third party administrators, state stamping and surplus lines associations from North America, Europe and Canada.

Respondents were asked to rank 20 macro trends and indicate how they believe these trends impact the industry from a probability and severity viewpoint, the influence of those trends, and the time frame in which they felt that trend would become mainstream. The top 15 are ranked solely by the probability and severity of those impacts.

This information provides guidance to the WSIA Emerging Issues and Innovation Committee to focus ongoing research and reporting. Based on membership feedback, the committee conducts a RIOT (Research, Implications, Opportunities and Threats) process to produce reports that help members understand and mitigate the threats as well as take advantage of the opportunities presented by trends. WSIA also considers the results when planning education program curricula, member webinars and research topics for RMI students.

About the Heat Map Respondents

- 370 WSIA members participated in the survey, compared to 203 respondents from the last survey in 2016.
- 53.2% of respondents were U.S. Wholesale Members, including brokers, delegated underwriting authorities that sell to the retail channel and program administrators.
- 34.0% of respondents were U.S. Insurance Market Members, including risk bearers and delegated underwriting authorities that sell to the wholesale channel.
- 7.6% of respondents were Associate Members, including London brokers, managing agencies, syndicates, Canadian wholesalers, reinsurers and reinsurance intermediaries.
- 5.14% of respondents were Service Members, including non-U.S. wholesalers and risk bearers that do not meet the criteria for Associate membership, consultants, inspection firms, law firms, media, other vendors and professional associations including Stamping Offices and SLAs.

Additional Areas of Member Interest

- Carriers Going Direct
- Legalization of Marijuana
- Drones
- Wholesale Distribution Alliances
- 3D and 4D Printers
- Carrier Partnerships
- Social Networking
- Intellectual Property Theft
- Emerging Markets
- Nanotechnology


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*Committee members as of December 2017. Please visit the WSIA website for a list of current committee members.*

[www.wsia.org](http://www.wsia.org)

Find the Heat Map under News>Publications