



AON GAVE READERS A 360 DEGREE VIEW.

Custom publication became so popular, clients ask to be featured in it.

CHALLENGE » Aon, a Fortune 500 risk management firm, wanted its twice-yearly publication—which also served as an informative sales piece—refreshed in a way that increased awareness of the company's offerings among its prospects.

SOLUTION » Soloflight explored new content and visual treatments that would make 360° more engaging for readers. We improved the photography style, reconsidered fonts, redesigned layouts, aggregated content into features and presented highly-complex information through easy-to-understand charts. As a result, Soloflight created a tool that told the story in a way that clearly conveyed the benefits to Aon's audience.

RESULTS » Soloflight received overwhelmingly positive feedback from Aon employees worldwide. More than ever, the Aon sales team began to leverage the publication with their target audiences. To meet this demand, the publication run was increased from 8,000 to 14,000 copies. There was also an increase in clients requesting to be featured as case studies.



LEAD STORY **COMPANY POLICY & INSURANCE**

With information you compiled and bought in one central location, you can get a total view of risk management reports

LEAD STORY

COMPANY POLICY & INSURANCE

When it comes to risk management, Starwood Hotels & Resorts is a leader. In its 2014 Risk Management Report, the company revealed a comprehensive view of its risk management strategy, including a detailed look at its risk management framework, risk assessment process, and risk mitigation efforts. The report also highlighted the company's commitment to transparency and stakeholder engagement in its risk management practices.

Starwood's risk management framework is built on a foundation of transparency and stakeholder engagement. The company's risk management process is a continuous cycle of identification, assessment, and mitigation. The company's risk management framework is built on a foundation of transparency and stakeholder engagement. The company's risk management process is a continuous cycle of identification, assessment, and mitigation. The company's risk management framework is built on a foundation of transparency and stakeholder engagement. The company's risk management process is a continuous cycle of identification, assessment, and mitigation.

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LEAD STORY **City of Santa Monica**

RESULTS IN 3.3% SAVINGS

Santa Monica invigorates its workers' compensation program

Santa Monica, a coastal city in the county of Los Angeles, has been working to reduce its workers' compensation costs. The city's workers' compensation program is a complex system of rules and regulations. The city's workers' compensation program is a complex system of rules and regulations. The city's workers' compensation program is a complex system of rules and regulations.

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HEALTH CARE STORY

THE TASTE OF SUCCESS

How World Bank Building Experts in Multi-Collaboration

Health wanted a solution that would help them better manage their global property and casualty risk. They selected Aon Risk because of its multi-brand architecture, multi-currency capabilities and its ability to be configured to match on specific needs.

World Bank Building Experts in Multi-Collaboration

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LEAD STORY **SIX WAYS TO MAKE YOUR DATA WORK FOR YOU**

6 WAYS TO MAKE YOUR DATA WORK FOR YOU

With more sophisticated data capture and data-mining systems, companies can now measure their key performance metrics in an unprecedented manner. But how can the risk management community gain competitive advantage from this wealth of data? This article explores how to use your data to not only protect but also enhance your return on investment (ROI).

Over recent years, many businesses have had a challenge with their key performance indicators (KPIs). They have been able to capture data, but they have been unable to analyze it. This is because they have not been able to capture the right data. This is because they have not been able to capture the right data.

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