BROKER ESSENTIALS

SaaS

Alexander Kerby, Tech, Media & IP Development Leader
Aura Radu, Technology Practice Leader

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Poll

How important is technology (or SaaS) business to the overall **strategy** and **growth** plan for you and your team in 2025?

1

£256bn

2024
market size

Source: Fortune Business Insights

72,000 SaaS companies **worldwide**

Source: AscendixTech

85%

of business applications will be **SaaS-based by 2026**

Source: BetterCloud

80%

of companies globally **use SaaS to perform day-to-day trading**

Source: SaaS Academy


VHS


NETFLIX
2025
NETFLIX
NETFLIX

Common types of **SaaS**

- Customer relationship management (CRM)
- HR and recruitment platform
- Cloud storage & file sharing
- Enterprise resource planning (ERP)
- Analytics & business intelligence (BI)
- Video conferencing & comms
- Security software
- Project management & collaboration software
- Accounting & finance software
- Ecommerce platforms

Poll

How many **SaaS accounts** do you see on a monthly basis?

Agenda

1. Intro to **SaaS**
2. It's all in the claims
3. Underwriting **workshop**
4. Troubleshooting SaaS
5. What **lies ahead?**

Experts in **technology insurance**

CFC is a specialist insurance provider, pioneer in emerging risk and market leader in Technology risks. Our global insurance platform uses cutting-edge technology and data science to deliver smarter, faster underwriting and protect customers from today's most critical business risks.

£145m+
Premium

25k
Tech policies worldwide

16k
SaaS policies worldwide

2001
First CFC tech policy issued

40
Underwriters exclusively quoting tech

24hr
Turnaround time

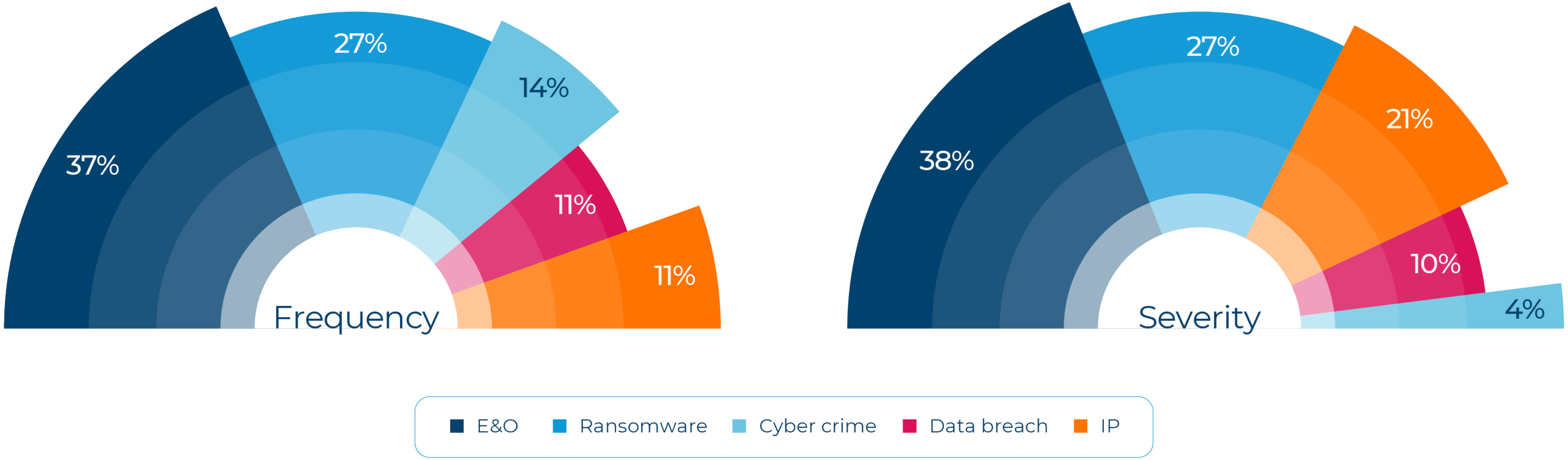
SaaS team

Alexander Kerby
Tech, Media & IP
Development Leader

Aura Radu
Technology Practice Leader

It’s all in the **claims**

SaaS claims: frequency vs severity



Underwriting **workshop**

Key exposures facing the SaaS industry

1. **Errors & omissions**
   accounted for 38% of claims paid, and **the most** frequent

2. **Ransomware**
   accounted for 27% of claims paid, and the **second most** frequent

3. **Intellectual property**
   accounted for 21% of claims paid, and **the least** frequent

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Top tips from the tech practice leader

No to negligence only

Proactive cyber measures

Beware the copywrite

What underwriters look for when underwriting a **SaaS risk**

1. Contractual / errors & omissions exposure
2. Cyber & privacy exposure
3. Intellectual property / media exposure

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Exposure deep dive

1

- Contract **value** and **length**
- Client **type**
- Limitation of **liability clause**

2

- Record **type**
- Record **count**
- **Cyber security** measures

3

- Nature of **content** and **permissions**
- **Business activities** and industry
- Bleeding edge

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Example one: **AI software**

Customer service AI platform for voice and chat

Services

- Combining generative and conversational AI to create AI agents, that can offer exceptional customer service alongside the ability to support employees in their day-to-day activities and in offering exceptional customer service.
- Turnkey solutions including voice AI agents, digital chat AI agents, and agent copilot. Coming equipped with dozens of pretrained skills, the platform works seamlessly with existing enterprise systems and learns from your agents.
- High funding of £150m on Crunchbase.

Application

- Revenues
  - Previous year: £6m
  - Current year: £10m
- Contracts
  - Netflix: £3m
  - Microsoft: £1m
  - Cognify: £500k
- Records
  - Non-sensitive: £200k
  - MFA, back-ups taken daily and offline

Example two: **CRM software**

Customer relationship management software specifically targeting the property finance industry

Services

- Our CRM is an all-in-one solution designed to streamline your sales, marketing, and customer service efforts. It offers intuitive tools for managing leads, tracking interactions, and automating repetitive tasks, enabling your team to focus on building strong, lasting customer relationships while boosting efficiency and growth.
- Features include:
  - Lead & contact management
  - Sales automation
  - Social media management
  - AI capabilities
- Funding of £10m on Crunchbase

Application

- Revenues
  - Previous year: £56m
  - Current year: £65m
- Contracts
  - LexiFinance: £2.5m
  - Arc & Co: £2.2m
  - Moda: £1.9m
- Records
  - Sensitive: £250k
  - Non-sensitive: £15m
  - Disaster recovery & business continuity plans. No details on MFA, back-ups or segregation

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Troubleshooting E&O:

Your questions answered

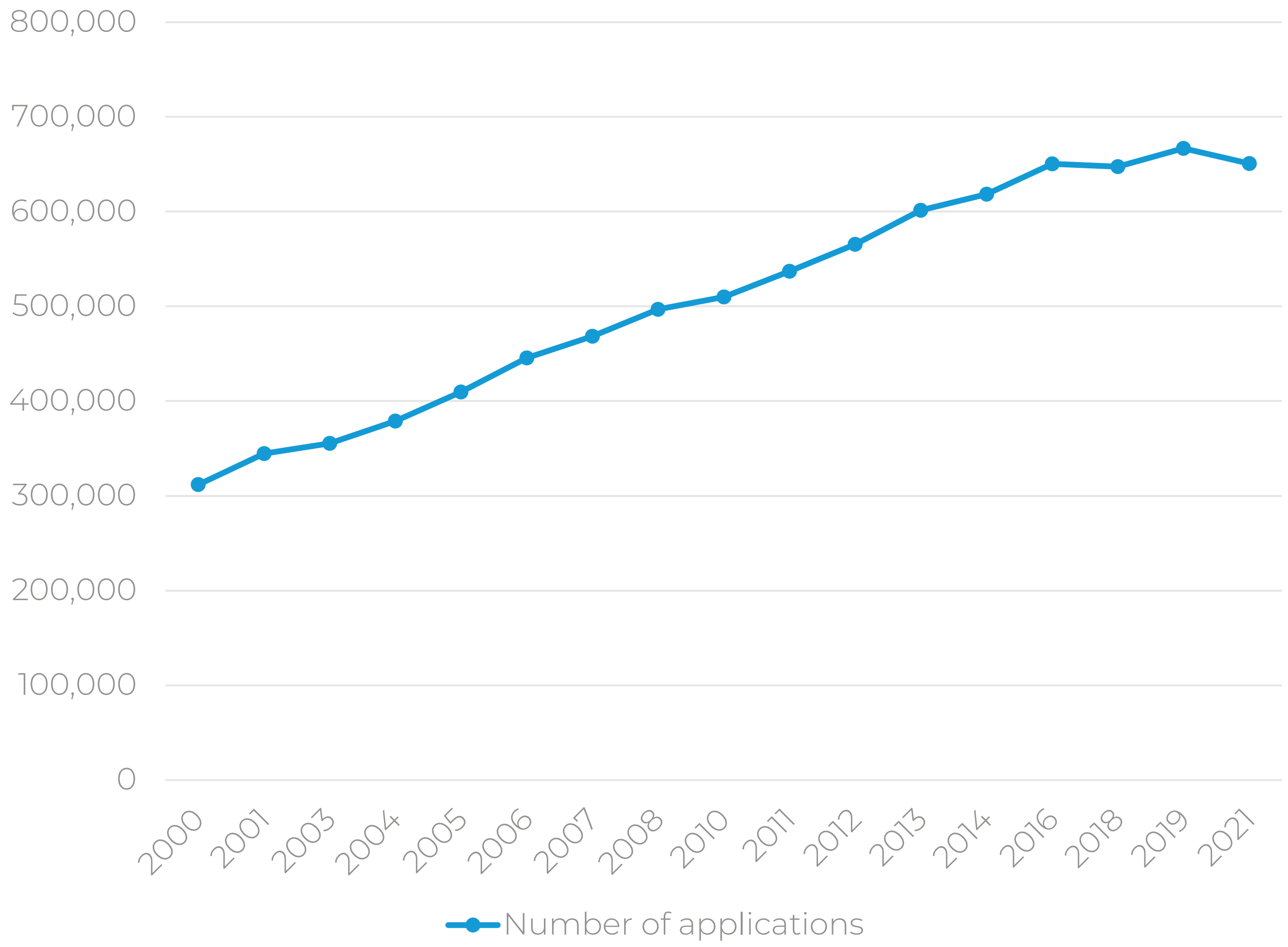
Appetite

US Exposure

Understanding the **cyber exposure** associated with **tech risks** and where the crossover exists

Emerging exposure:
Intellectual property / patent infringement

Importance of the **intangible asset**



Over **77m** in-force patents, trademarks, and other IP worldwide. Number of patents alone are up **74%** over the last 20 years

Over the past 10 years, average damages for an IP case have been a median of **$2.6 million**

70% of a business's value is nested in its intangible assets, including IP

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The best way to predict the

future is to create it

Thomas Decker, 2009

IP policy **highlights**

Market leading **IP rights protection**

Up to £5m
Defence

Up to £1m
Pursuit

£1,250 min
premium

No upfront
fees

The perfect **cross-sell product**

Unlimited addressable market

Applicable to every industry sector in every country

Decline rate under 10%

High quote volume capacity

CFC's data

CFC's software with a bit of third-party diligence software

No application form

Legal name

Website

Turnover

Did you know

The "next Cyber" is actually intellectual property insurance!

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Would you like to learn more about **intellectual property**?

Thank you!

CFC.com

aradu@cfc.com
akerby@cfc.com