

CASE STUDY

Technology

In-depth market intelligence on the use of AI in cyber insurance and security



About the client

The client is a global information technology enabled services (ITeS) giant.



Objective and challenges

The ITeS firm engaged Netscribes to conduct a comprehensive study on the cyber insurance and security market in the UK. The aim was to assess the potential market size and analyze prevailing trends, drivers, and challenges in this segment.

The primary objective of this study was to gain insights into the adoption of Artificial Intelligence (AI) in the market. In addition, the study aimed to identify major players and their respective offerings, analyze their product positioning and value propositions, and provide a detailed assessment of the competitive landscape.



Approach and solution

- Netscribes, as a strategic research partner, conducted extensive secondary research for this study
- To gather comprehensive and diverse data, we utilized a variety of secondary sources, including press releases, annual reports, company websites, case studies, industry and government publications, and news publications
- Our goal was to provide a detailed understanding of the cyber insurance line of business, including projections, trends, challenges, and initiatives by insurers. We also examined how vendors and startups were positioning or deploying their AI tools for cyber security and cyber insurance purposes, to provide a holistic view of the market



Results delivered

The final report provided comprehensive insights into the UK cyber insurance market. It covered the following topics:

Market sizing

- Cyber insurance adoption among businesses operating in the UK, with a specific focus on the level of adoption in relation to business size, turnover, and sector
- The need for purpose-built, comprehensive policies among small, medium, and large businesses
- Prevailing threat perception among businesses and its consequences on policy coverage, across the entire asset spectrum
- Market drivers and challenges and the consequent initiatives executed by key insurers



Adoption of Artificial Intelligence

- Details on AI products/tools of key vendors for both cyber security and cyber insurance including product positioning, value propositions, and proposed benefits
- A detailed analysis of the UK cyber insurance market, covering key aspects such as market sizing, threat perception, and the adoption of AI tools



Benefit

Our study provided the client with a comprehensive understanding of the cyber insurance and security market in the UK. We identified and analyzed the current market trends, and collated specific details on key products such as IBM Watson, Wipro Holmes, Infosys Mana, and Accenture myWizard, among others.

Drive distinctive results, gain insights into technology trends currently gaining ground in the market through Netscribes' [market research solutions](#)

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