



# BROKER ESSENTIALS

## SaaS

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



Poll

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



# \$317bn

2024  
market size



# 72,000

SaaS  
companies  
**worldwide**



# 85%

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



# 80%

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



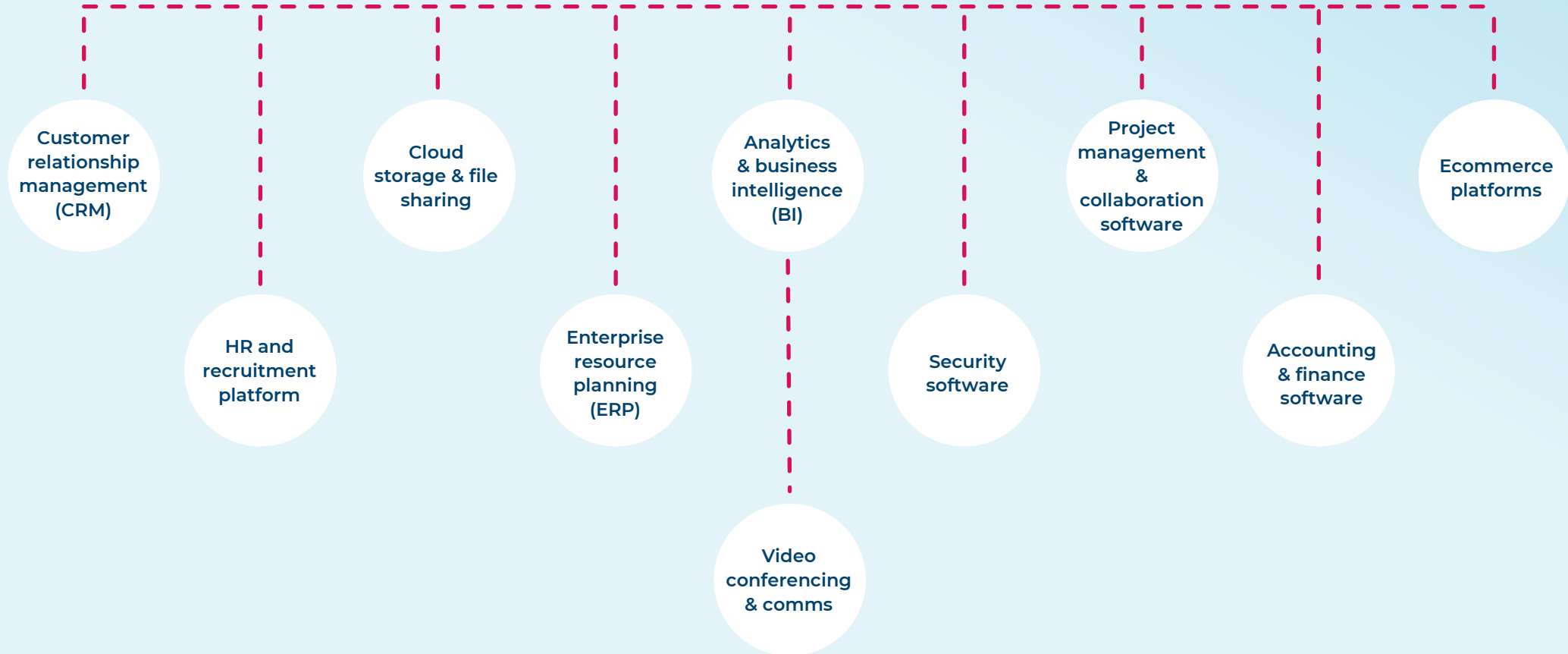








# Common types of SaaS



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 Tech. 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.



**\$180m+**

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

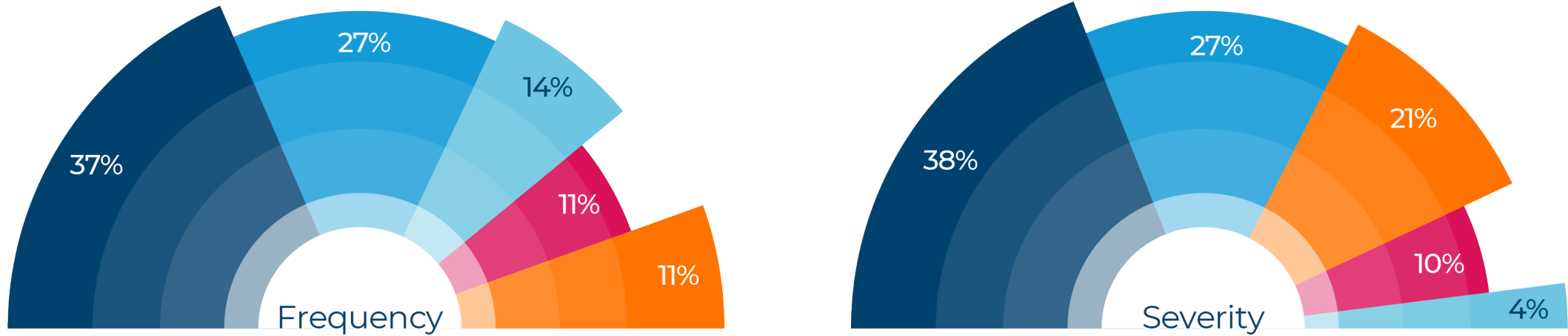


**Aura Radu**  
Technology Practice Leader



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

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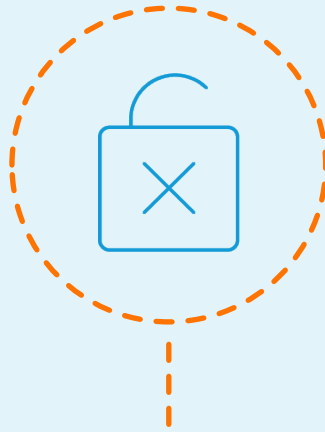
2. Ransomware  
accounted for 27% of claims paid, and the **second most** frequent

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

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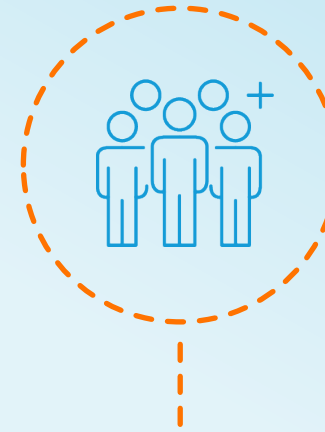
# Top tips from the tech practice leader



No to negligence only



Proactive cyber  
measures



Beware the copywrite



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

1. Contractual / **errors & omissions** exposure

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2. **Cyber & privacy** exposure

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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

# 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

# **Troubleshooting E&O:** Your questions answered



**Appetite**

Activities **covered**

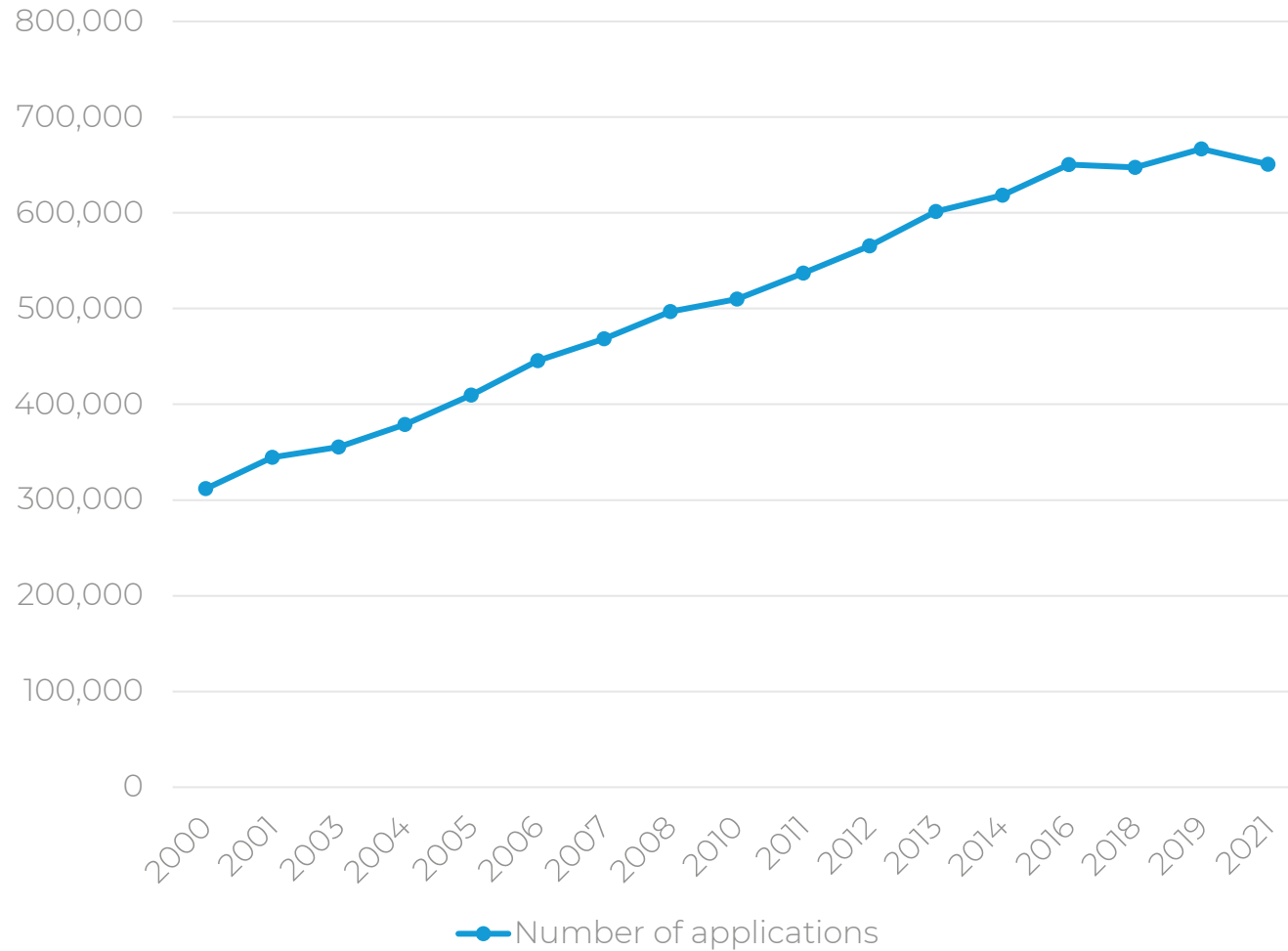
**Claims**

What CFC does **differently**  
to other markets

## **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, 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



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 \$500k  
Enforcement



\$2k 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!

Poll

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

# Thank you!

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