

***SWORD***

UPGRADE YOUR BUSINESS

Sword**ActiveRisk**



EMBRACE  
**RISK**

Sword**ActiveRisk**

**Build Value**

# Business is Risky.

The only thing certain in today's market is uncertainty.

- The economy
- Changing regulations
- Limited resources
- Growing competition

Organizations are under an unprecedented amount of pressure to improve performance, stay lean and drive shareholder value. In such a volatile business environment, our instincts scream to play it safe and avoid risk. But, risk is inherent in business and success. Ignoring risk or managing it in a fragmented way leads to under-informed decisions that can ultimately affect profitability.

## Who dares – wins!

Most organizations recognize both the challenge and the opportunity well managed risk presents. Yet, despite major investments to improve risk management capabilities, critical exposures still exist. Executive-level visibility to risk continues to be obscured by organizational silos and outdated or inefficient systems leaving a performance gap between an organization's expectations for risk management and what is actually achieved.

*Most executives still feel their companies have a long way to go in building an effective, risk aware culture according to the Harvard Business Review Analytic Services study.*

## Enterprise Risk Management

An effective Enterprise Risk Management (ERM) program helps drive informed decision-making for better performance and greater rewards. As a critical business system, ERM transforms your organization and empowers you to tackle your risk potential head-on – proactively identifying, understanding and managing your risk to position your organization for sustainable, long-term growth.

### A successful Enterprise Risk Management program will:

- Provide the foundation for all risk data across your organization
- Deliver visibility to all risk data
- Improve accountability and control
- Support compliance, new regulations and frameworks

Now, more than ever, companies must embrace risk to understand and manage their business to create a competitive advantage and a springboard to growth.

## Top 10 Organizational Risks

- Economic Slowdown
- Regulatory/legislative
- Increasing competition
- Damage to reputation/ brand
- Business interruption
- Failure to innovate/meet customer needs
- Failure to attract or retain top talent
- Commodity price risk
- Technology failure/system failure
- Cash flow equity

*Source: AON Global Risk Management Survey*

*"In 2011, total economic losses due to disasters reached a record \$350 billion (USD) with only \$108 billion (USD) covered by insurance exposing those affected to almost 70% of all losses – directly impacting their bottom line."*

- Source: The Swiss Re Group  
"Natural and Man-made Catastrophes in 2011 Report"

## Active Risk brings together all areas of Enterprise Risk Management



### Embracing Risk

You cannot avoid or ignore risk in business and if you do, you put yourself “at risk.” By identifying, embracing and directing risk, you transform it from a threat to an asset and add a new tool to your management arsenal.

#### To minimize your risk exposure, you must:

- Remove organizational silos
- Create a single system of record for all risks to gain visibility across the enterprise
- Update outdated information systems that impede progress

“Companies in the top 20% of risk maturity generated three times the level of EBITDA as those in the bottom 20%.”

- Ernst & Young, Turning risk into results, March 2012

## Why Active Risk?

At Active Risk, Enterprise Risk Management is at the heart of everything we do. We help our customers by making risk management valuable and less complex. By focusing on six core steps of Enterprise Risk Management, the Active Risk approach ensures that business leaders have actionable data to make informed decisions and capture strategic value within their organization.

## The Active Risk Six-Step Approach to ERM



While other software solutions address some of these steps, Active Risk Manager (ARM) is the first and only solution to address all six steps of the ERM process. ARM is the only solution that simplifies the identification and analysis of all risks giving executives a truly accurate view.

## About Active Risk

Active Risk is the first Enterprise Risk Management (ERM) solution provider to drive business performance by increasing an organization's riskbearing capacity. With Active Risk, you have a truly comprehensive view of your organization's risk and opportunities, enabling you to make better-informed decisions and leverage risk to create a competitive advantage.

## Active Risk Customers

ARM customers include such distinguished companies as: Lockheed Martin, Nestle, NASA, London Underground, US Air Force, Raytheon, Rio Tinto, EADS, Alstom, and Roche.

### EMEA Headquarters

Sword Active Risk  
1 Grenfell Road  
Maidenhead  
Berks SL6 1HN  
UNITED KINGDOM  
Tel: +44 (0)1628 582500

[www.activerisk.com](http://www.activerisk.com)

### US Headquarters

Sword Active Risk, Inc.  
13221 Woodland Park Road  
Suite 440  
Herndon, VA 20171  
UNITED STATES  
Tel: +1 (703) 673 9580

[info@activerisk.com](mailto:info@activerisk.com)

### Australia

Sword Active Risk Pty Ltd  
40/140 William Street  
Melbourne  
VIC 3000  
AUSTRALIA  
Tel: +61 3 9229 3850

Twitter @ActiveRisk

