MITIGATE IT

The broker opportunity

A genuinely new product to open doors with: commercial cover that actively works to prevent your clients' claims, built on the CCTV they already run.

Why this is different

Most propositions compete on price and service. This one adds something clients can see working: AI video analytics on their existing cameras, flagging hazards in real time (PPE, working at height, machinery proximity, fire and smoke, escape of water, intrusion) so incidents are prevented rather than claimed for. It is rare to have something new to say in a renewal conversation. This is new.

What it does for your clients

- A safer site: hazards flagged to their team in time to act, and live events like fire or a leak caught as they start.
- Operational insight that improves productivity, from the cameras they already own.
- Genuine risk reduction that can support a sharper premium.
- Privacy built in: faces blurred by default, behaviour watched rather than identities, consent-gated data sharing.

What it does for you

- A differentiated proposition in a crowded market, and a reason to reopen prospect conversations.
- Stickier clients: a value-add they use every day is hard to leave at renewal.
- No onboarding fee and no cost to you for the partnership. The AI layer sits on top of cover you already place.
- Support end to end: we handle activation, configuration and client training.

The technology is proven, and attributed

The detection engine is developed by Ailytics, a specialist video analytics company, and already runs on industrial sites internationally: 70+ projects, 1,000+ cameras and 50+ configurable use cases, per Ailytics' own published figures. Mitigate It packages that proven engine for the UK insurance market. Nobody is offering this inside a UK commercial insurance product yet, which is exactly the opening for the brokers who move first.

Win, win, win

Your client

A safer, more productive site, and often a sharper premium.

The insurer

Prevention that costs less than the claims it prevents.

You

A new product, stronger retention, no fee to offer it.

How it works for you

1. You are onboarded and trained, at no cost, ready to offer it on suitable risks.
2. You identify clients who would benefit and include the AI CCTV layer in the cover you place.
3. We handle activation: cameras connected, software configured, your client trained.
4. You and your client get live dashboards, alerts and risk insight, and renewals get easier.

> **Next step:** a short call on how onboarding works and how quickly you could be offering it. Book at **www.mitigateit.co.uk/book-a-demo** or email **demo@mitigateit.co.uk**.

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