



WTW launches tailored cyber insurance solution for small and medium-sized enterprises (SME)

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NEW YORK, Jan. 29, 2024 (GLOBE NEWSWIRE) -- In today's digital landscape, small and medium-sized enterprises (SMEs) face substantial cyber risks. It has become imperative to protect businesses from cyber threats. The challenge of obtaining suitable and affordable coverage is eased with SMEs' access to cyber solutions from WTW (NASDAQ: WTW), a leading global advisory, broking, and solutions company.

WTW's newest cyber solution is crafted to meet the unique needs of SMEs spanning industries in North America. Tailored for businesses with annual revenues under \$50 million, including start-ups and pre-revenue accounts, this solution addresses historical challenges faced by SMEs in traditional underwriting processes that often favor larger enterprises. This has often left SMEs vulnerable due to limited access to affordable and robust coverage.

In response to those concerns, WTW has strategically partnered with leading cyber insurance carriers dedicated to serving the unique needs of SMEs. The tailored solution provides quick and easy access to competitive insurance quotes through self-service quoting platforms. WTW has also allocated dedicated underwriting staff to focus on the specific needs of SMEs and offers policyholder resources, including tools and support to implement and maintain robust cybersecurity measures.

"This moment signifies a transformative effort, dedicated to addressing the distinctive challenges SMEs face in the realm of cybersecurity. Through strategic partnerships with top-tier cyber insurance carriers and the delivery of resources, we assure SMEs access to affordable and comprehensive coverage. This initiative not only resolves concerns previously facing SMEs but also positions cybersecurity as an integral and manageable component of their business strategy and enterprise risk management," shared Jessica Kliphahn, NA Head of MM Cyber/E&O at WTW.

About WTW

At WTW (NASDAQ: WTW), we provide data-driven, insight-led solutions in the areas of people, risk and capital. Leveraging the global view and local expertise of our colleagues serving 140 countries and markets, we help organizations sharpen their strategy, enhance organizational resilience, motivate their workforce and maximize performance.

Working shoulder to shoulder with our clients, we uncover opportunities for sustainable success—and provide perspective that moves you. Learn more at [wtwco.com](https://www.wtwco.com).

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