

COVID-19 in Italy, the Cyber Insurance Academy, and trying to move forward: Interview

By Rebecca Gainsburg, Advisen

“The situation is a bit crazy, but we try to go on,” said Francesco Brunetti – broker at the Andrea Scagliarina SpA in Bologna, Italy – on the impact of the novel Covid-19 virus in his country.

Staying close to clients and helping them adapt to the different cyber threats that may emerge in relation to the coronavirus outbreak are vital aspects of Brunetti’s job.

“It’s not simple. We try to stay close to our clients. It’s very important to do this, especially in this kind of situation,” said Brunetti.

The sudden shift to working remotely has posed additional challenges for the nation, said Brunetti. Before the coronavirus outbreak, it was rare for companies to permit employees to work from home with company equipment. Now, many companies have chosen to do so in order to prevent a complete shutdown of their businesses – leaving them unprepared and largely unprotected against malware attacks.

“We are helping clients adopt a secure way to do remote work,” said Brunetti. “When companies aren’t prepared to do it alone it can be very useful for clients and this is another example of proximity to the

clients – an example of consultancy instead of just selling cyber policies.”

Trust and communication are extremely important for client relationships, aspects of which Brunetti learned through his online enrollment at the [Cyber Insurance Academy](#).

“We recognized very soon that if we wanted to provide our clients with cyber policies, we needed cyber capabilities. We needed to better understand the cyber language,” said Brunetti, on his company’s decision to invest in sending him to the Cyber Insurance Academy.

One of the strengths of the Cyber Insurance Academy was that it gave Brunetti the vocabulary to speak the cyber language of Chief Insurance Security Officers (CISOs) and Chief Information Officers (CIOs).

“Without language companies can’t trust you,” said Brunetti.

In addition to the high mortality rate, small- and medium-sized businesses – which make up about 95 percent of the country’s economy – are likely to be devastated by business interruption costs, said Brunetti.

To continue communication in the wake of the coronavirus outbreak, Brunetti suggested companies consider creating a newsletter to update clients on how insurance policies will be affected by the coronavirus.



“We saw that [business interruption] was the first question arising from almost all of our clients – if the business interruption section of our property policy could be triggered by the coronavirus,” said Brunetti. “And the answer is ‘no.’”

Economically, the situation will not be easy to resolve, and it’ll get worse the longer the country is in lockdown. But for now, Brunetti conceded: “Stay at home. Otherwise it’s impossible to stop the virus.”

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