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# NEARMAP IMPACT RESPONSE NORTH AMERICA

Rapid access to post-catastrophe aerial insights

🕒 AUG 2021 | HURRICANE IDA, FRENCH SETTLEMENT, LA U.S.

When customer and community homes, businesses, and infrastructure are in harm's way, **an accurate, speedy response is non-negotiable.**

Quick-start your assessment, response, and recovery efforts immediately following natural disasters with **priority access to inspection-grade imagery** of your impacted areas.

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# FAST-TRACK RECOVERY WITH VIRTUAL DISASTER RESPONSE PLANNING

Reduce risk and deliver faster outcomes with powerful damage assessment tools



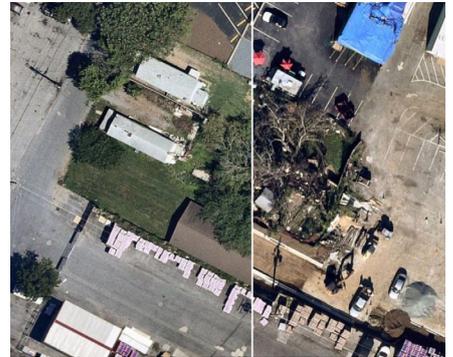
## Get the answers you need, without boots on the ground

Assess event impact across a large portfolio of policies, property assets, or ongoing construction and engineering projects in mere hours — not the weeks it normally takes to send field crews to inspect multiple sites in person. Identify damage to critical infrastructure networks and essential services to minimize community impact by expediting the most urgent repairs.



## Triage your response to streamline resource allocation

When ground access is limited and inspection resources are stretched, assess the scope and severity of damage to effectively triage your response. And when it is time to deploy field crews, plot vehicle access routes to keep workers safe and send them where they're most critically needed.



## Inspect pre-event conditions to inform impact assessment

Without knowing what was on the ground before a disaster, it's difficult to understand exactly what's changed. The ImpactResponse add-on product comes with our standard Vertical imagery subscription, refreshed across the U.S. up to three times annually and covering more than 797,700 square kilometers and 108.8 million parcels — so you can confidently compare pre- and post-catastrophe surveys to measure the true impact.



## Confidently estimate repair costs

All post-catastrophe surveys are captured at a consistent 5.5-7.5cm GSD, so you can quantify damage with confidence. Measure line, area, and radius for reliable estimates to inform your rebuilding efforts.



## Mitigate future risk

With over seven years of historical post-catastrophe imagery, as well as proactive captures of new events, you have a rich dataset to inform your risk mitigation and resilience strategy planning.



## Support decisions with a visual source of truth

When regulators come knocking, paper — and imagery — trails can substantiate your decisions. Use imagery to assist the claims validation process, drive grant program application outcomes, and support tax relief determinations with precisely dated imagery to document true property conditions.

# COMPREHENSIVE, PROACTIVE AERIAL COVERAGE TO ACCELERATE RELIEF

The United States is prone to a wide range of severe natural catastrophe events that pose a significant threat to our natural and built environment, and to the sustainability of our world. In 2020 alone, catastrophe-related insurance losses were estimated at \$74 billion — an 88% increase over the prior year.\* Equipping your team with the technology to deliver an effective and accurate response has never been more critical — helping to mitigate loss of life, spur economic recovery, support sustainable urban planning, and overall, make consumers and businesses whole again.

\*Source: Insurance Information Institute



JUL 2021 | PA TORNADO, FEASTERVILLE-TREVOSE, PA U.S.

## INDUSTRY-LEADING TURNAROUND

Top insurers & government rely on our proactive captures and unmatched publishing speed.

## EXCLUSIVE PREMIUM SURVEY ACCESS

Priority access to new content, with real-time updates from our team.

## CONSISTENT HIGH QUALITY

We capture between 5.5 and 7.5cm, so measurements and identifiable detail are consistent across surveys.

## EASY TO PLUG AND PLAY

Non-technical teams benefit from our intuitive MapBrowser web application with built-in measurement and annotation tools, while GIS teams can integrate post-cat surveys into their preferred platform with WMS.

## ENRICHED BY HISTORY

Our imagery library, updated multiple times per year, goes back to 2014 and is at your fingertips 24/7.

## ON-DEMAND TECH SUPPORT

Our support and customer success teams are there for you when you need them.

## NEARMAP IMPACTRESPONSE AT A GLANCE

UP TO **50,000 KM<sup>2</sup>** PER YEAR

**25 EVENTS** COVERED IN 2021

Nearmap ImpactResponse includes rapid capture of



Wildfire



Hurricane



Tornadoes and  
severe wind events

“We had three major tornados hit in a matter of weeks. Nearmap got planes in the air, and we had pictures the next day. Having that historical imagery gives us a really good idea of what it would take to make that person whole again.”

— Director of Geospatial Capabilities, Tier 1 Insurer

# ABOUT US

Nearmap is a pioneering technology and innovation company whose cloud-based geospatial information services and aerial surveys provide certainty to an ever-changing world. We promise our customers the truth in the detail of the world we live in, offering instant access to high resolution aerial imagery, city-scale 3D datasets, and integrated geospatial tools. Nearmap frequently updates this high-volume data with industry-disrupting efficiency — made possible by our patented camera sensors and the most advanced imagery processing pipelines in the world. Esri named Nearmap “Best New Content Provider” in 2017 and an Esri Gold Partner in 2019. In March 2020, Fast Company named Nearmap one of the World’s 10 Most Innovative Enterprise Companies.

[www.nearmap.com/ImpactResponse](http://www.nearmap.com/ImpactResponse)

