

**PRESS RELEASE – April 2008-02**

## **SHOW LAUNCH FOR INDUSTRY-LEADING ONLINE RISK MANAGEMENT SOLUTION**

The most complete fleet risk management solution specifically designed to enable organisations to meet their enterprise-wide risk management needs receives its public launch at the Fleet Business Show at the Business Design Centre, London (April 29 and 30).

Used as a strategic management aid to create and implement an enterprise-wide fleet risk management system, **Fleet Risk Profiler™** has been developed to enable organisations to make a step change in the way they manage their fleets (cars, vans and heavy commercial vehicles) and all related risks, including a supply chain. It reduces an organisation's risk exposures and costs, improves corporate profitability and achieves competitive advantage.

**Fleet Risk Profiler™** assesses an organisation's risk profile using 16 different risk factors including vehicles, drivers, management support, site, loads, journey and delivery. Risk managing status is then identified using a unique method of analysing your responses to a large number of data sets around risk factors affecting your business. A series of risk rating and management reports is provided.

The reports enable organisations to measure their own performance against preset weighted criteria and benchmark themselves internally on a site-by-site basis and externally against other organisations. Practical action planning guidance, rather than prescriptive outputs are provided to enable organisations to make their own decisions and improve their risk management across all risk areas, including their supply chain, based on their risk appetite and resources.

The technology is the brainchild of John Stevens, who has spent 30 years in corporate risk management, including managing the worldwide operations of BOC Healthcare, and is the managing director of Hatfield-based RiskFrisk®, which specialises in strategic health and safety and fleet risk management.

He said: "We have used our International risk management experience to develop an integrated risk profiling and assessment process that goes far beyond the risks associated with a single risk area. No other risk managing product interrogates a full range of fleet and related risks at all levels and within a supply chain, also enables an organisation to create and implement a fleet risk management system across its total operations.

"Our system will highlight to each organisation areas of their business where they are most at risk enabling them to effectively target preventive action to reduce that risk. That will differentiate them within their industry and create competitive advantage.

"There is no other tool on the market that drills as deep into an organisation to build such a detailed picture of their potential exposure to risk. The process can be used for any type of fleet in any country as the content is risk-based, rather than focused on legal compliance"

Mr Stevens added: "Extensive testing and client usage has shown the exceptional value and usefulness of the risk management analysis tool in terms of its complete coverage of all fleet and related risks, the detailed action planning guidance and internal/external benchmarking."

**Fleet Risk Profiler™** is being given its public debut in the same month as the Corporate Manslaughter and Corporate Homicide Act was implemented.

Mr Stevens said: "Organisations must conduct an in-depth risk management analysis across their entire organisation.

"Too many organisations take a piecemeal approach to risk and assess only in one single area of their operation, for example, drivers, but risks arise right across their organisation and supply chain. In the event of a fatal incident, the new legislation means that an organisation could face prosecution and the risk of a fine running into millions of pounds and a vast amount of unwanted publicity. Organisations that have a comprehensive and effective risk management strategy at all levels and covering their complete operations, have little cause to worry.

"Fleet Risk Profiler allows directors and senior managers to take a holistic approach to fleet risk management enabling them to prove to stakeholders, regulators and insurers that they are taking proactive action to limit their exposure."

RiskFrisk® has provided best practice and management systems development advice to a wide range of organisations including Kuehne+Nagel, Mears, Wine Society, WT Foods, BOC Edwards, Veolia Water, Essex County Council, JP Morgan, Pitney Bowes, the RNIB, SAS, Kingston-Technology and ThyssenKrupp.

## EDITOR'S NOTES

Hatfield-based RiskFrisk® specialises in strategic health and safety and fleet risk management. Further information is available at [www.riskfrisk.com](http://www.riskfrisk.com). It is the parent organisation of [fleetriskprofiler.com](http://fleetriskprofiler.com), which has recently launched Fleet Risk Profiler, an online self-completing tool that profiles and risk assesses an organisation's fleet and related risks. Further information is available at [www.fleetriskprofiler.com](http://www.fleetriskprofiler.com)

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