

# Niche within a Niche

## How Amwins Specialty Logistics Underwriters (ASLU) Created a Better Service Model

### The Situation + The Solution

An increasingly global economy has created a boom for the logistics industry, which is growing by leaps and bounds each year. As is often the case with emerging markets, supporting infrastructure is slow to keep up. **This highly specialized space is not synonymous with cargo and therefore frequently misunderstood by ocean or inland marine underwriters.**

Where others saw chaos, AmWINS saw opportunity, and approached Alex Rosas, a talented, young underwriter with a keen eye for logistics, about building an MGA based on his passions and expertise. ASLU launched in February 2018, built around providing solutions-based coverages and exceptional customer service to raise the bar of excellence in logistics insurance.

At its core, ASLU will always be differentiated by its expertise. Think of it this way: A generalized auto mechanic can do a good job on mainstream cars. But if a Porsche arrives at the shop, that mechanic lacks the specialized skills to perform the job. **ASLU is like the Porsche mechanic — it has the tools to tackle the complex and knows what hidden issues might be lurking under the hood.**

### Bring on the Future

- ✓ **We invest in our clients' success** by offering long-term support for the often-misunderstood logistics industry
- ✓ **We take an eager, humble approach** to our work, our broker relationships and to the future, guided by Amwins' 150-year vision
- ✓ **We believe in service above all**, and we create a value-added experience that is anything but the industry standard

### Service in Action

ASLU's relationship-first approach and industry know-how have gained the trust of some of the most complex logistics operations, who are now equipped to manage a growing supply chain. ASLU handles everything from soup to nuts, including the risk-transferring process, legal responsibilities, contractual duties, and eliminating gaps that might result in financial impact. This 360-degree view puts companies at ease because they know we haven't left any stone unturned.

/ 5,000+

Number of accounts underwritten

/ \$85,000

Average premium of underwritten accounts

/ 65 years

Combined experience of ASLU's five direct underwriters