Translating complex facility risk into **scalable insurance strategy**

Story Overview

A large-scale data center operator was transitioning facilities originally designed for cryptocurrency mining into AI and high-performance computing environments. These electrically intensive sites carried unique property insurance challenges, including concentrated values, non-traditional construction, and limited conventional fire protection. The client needed a path to improve insurability while supporting long-term growth and expansion.

Challenge

The client's insurance placements were primarily concentrated in E&S and international markets due to perceived technical complexity and underwriting concerns around fire protection, electrical exposure, and loss severity. As the organization evolved toward AI and HPC infrastructure, the existing approach created constraints for long-term growth and market flexibility. Capacity constraints, continued market uncertainty, and inconsistent understanding of facility risk could limit growth and make future placements more difficult. The challenge was not simply obtaining coverage. It was creating a credible, scalable insurance strategy that aligned engineering realities with insurer expectations.

> Complex facility risk became a scalable insurance strategy.

IMA's Strategy and Actions

IMA's risk engineering and brokerage team acted to support the client by:

+ Conducting detailed site evaluations across U.S. and Canadian facilities to assess construction, operations, exposure concentrations, and existing loss controls
+ Identifying and documenting non-traditional protection features such as non-combustible construction, compartmentalized layouts, airflow design, spatial separation, and preventative maintenance programs that reduced loss severity
+ Developing engineering-based loss modeling and underwriting-ready reporting that reframed probable maximum loss and improved risk transparency
+ Guiding executive, engineering, and operational stakeholders on fire protection and mitigation strategies that balanced technical feasibility, asset protection, and insurer-recognized solutions
+ Engaging directly with domestic and international carriers to translate engineering decisions into clear underwriting language and improve confidence in the portfolio

Why It Worked

IMA served as a technical bridge between facility operations and the insurance marketplace. The team combined engineering analysis, market education, and cross-functional collaboration to replace assumptions with defensible risk information. Consistent communication across leadership, engineering partners, and underwriters helped maintain alignment as facilities expanded and underwriting discussions evolved.

Key Takeaways

This case demonstrates how IMA can create value when technical complexity affects insurability. Strong risk engineering paired with clear market advocacy can reshape underwriting outcomes, especially in emerging or non-traditional industries. For internal teams, the opportunity is to involve specialized expertise early when facility design, operational realities, and insurance strategy are closely connected.

THE RESULT:

The client successfully transitioned lead placement into the U.S. admitted property market, increasing insurer confidence and enabling meaningful capacity deployment for a major AI/HPC-focused facility. The engagement also established a scalable insurance framework to support future development, expansion, and long-term insurability.