



High performance. Delivered.

Technology trends and innovation: relevance for the Insurance Market

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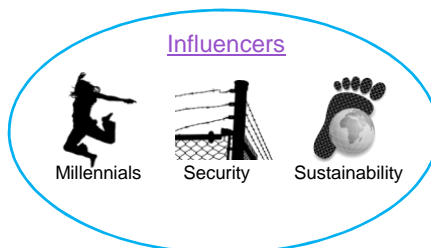
Accenture Technology Vision: 4 trends will define the technology landscape



Data & decisions



Internet computing



m is the new e



Convergence of 4C's

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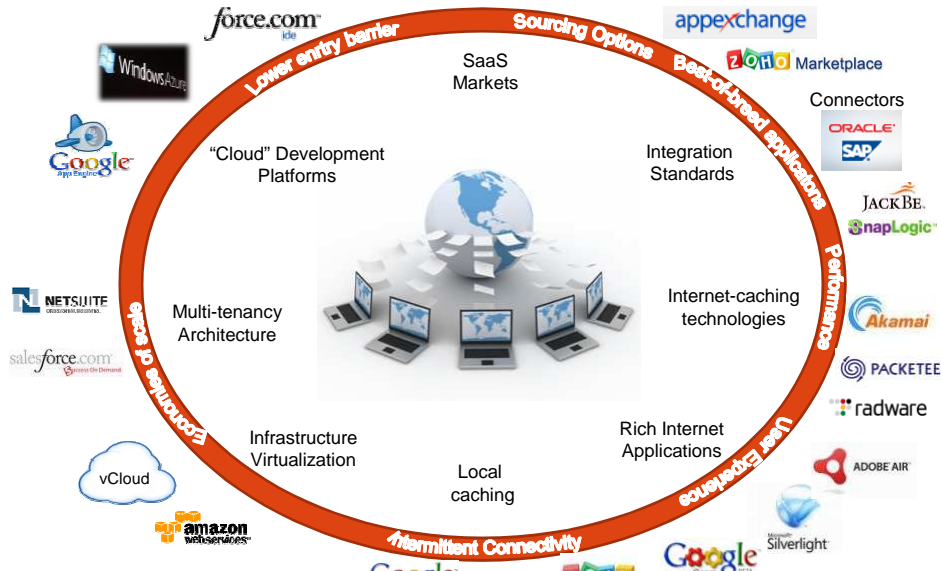
What does it all mean?




... everything elastic ...


- elastic IT
- elastic architectures
- elastic processes
- elastic innovation
- elastic pricing models
- elastic user experiences
- elastic management structures
- elastic organizations

1. Internet computing: the next generation of IT


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Cloud computing - definition




“Cloud computing” is sourcing a capability from somewhere out there ...
... you don't care where it's coming from or how it's put together


Business Process as a service



Software as a service




Hardware as a service




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Accenture's 5 year prediction: Into the Clouds



Today



2015



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Sample implications for Insurance

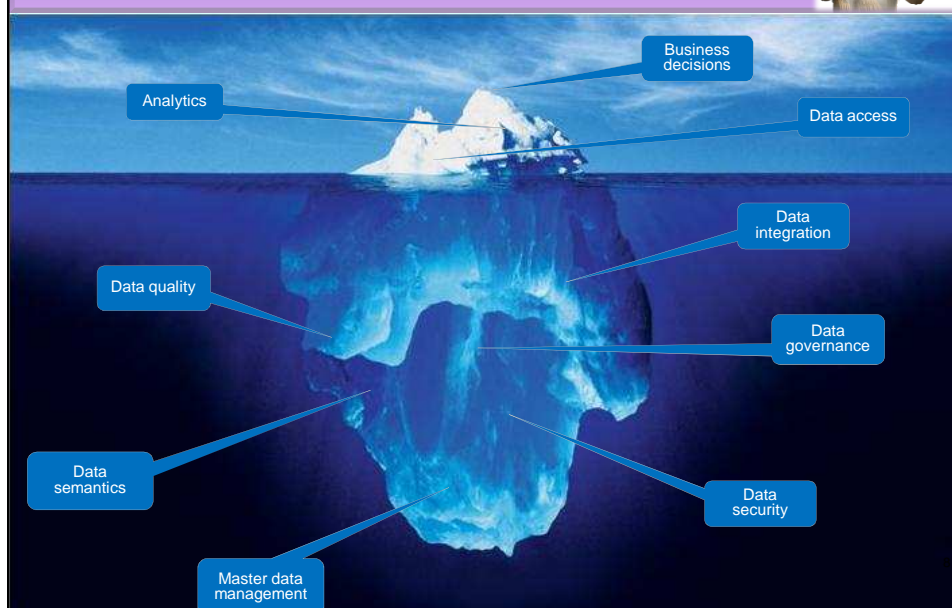


Internet computing

- **Exciting and easy to use experience** to draw customers to Internet presence for quotes, comparison quotes, new business;
- **Speed to market propositions** utilize Cloud and SaaS solutions to remove infrastructure capital and ramp-up;
- Use of Web 2.0, RIA, Rich Widget Portals and RSS to enable, facilitate and **improve staff experience**;
- Use of virtualization and cloud computing **to reduce costs and increase flexibility**;
- **Internet channel becomes required interactivity portal for customers during Claims Process**: loss submission, status updates, ePayments/contents replacement;
- **Core (and niche) segments of Insurance processing move to BPO models.**

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2. Data & decisions



Five-year predictions



- **Mashups will constitute 80% of apps in corporations** – enabling human access to data for decision making
- **BPM & analytics will result in adaptive BI to support automated decision making and IT process change** in response to data
- **Data governance & BPM will become two of the primary concerns** of IT departments
- **Data “outsourcing”** will be a growing business
- **Data volume will allow a “let the data speak” approach**, reducing the centrality of traditional BI tools



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Sample implications for Insurance



- **Product Definition and Underwriting Excellence through rule and analytics based decision-making;**
- **“Discovery” of new markets**, products, segments through analytics of product, policy, and claim data;
- **Segmentation of claims** for optimized assignment, routing, and straight through processing;
- **Fraud Detection for real-time fraud scoring outcomes;**
- **Product, Pricing, and Customer Profiles are combined** to provide a **custom product and buying experience to the customer;**
- **Increasingly data** will be used to **drive the behavior of systems and users.**



Data & decisions

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3. M is the new e: driving forces behind the emerging mobile computing platform



Sophisticated platform capabilities



Advanced device capabilities



Wireless bandwidth growth

1000 x Higher Peak Rate in 10 years

Technology	Year	Peak rate
GPRS	1998	40 Kbps
3G	2002	3.1 Mbps
3G	2006	3.1 Mbps
4G	2008	28.42 Mbps
4G	2010	>100 Mbps

source: ERICSSON, 2008



Booming application marketplace

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Mobile phones becoming the interface to the world
















Only One Scan Away From Content
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Sample implications for Insurance

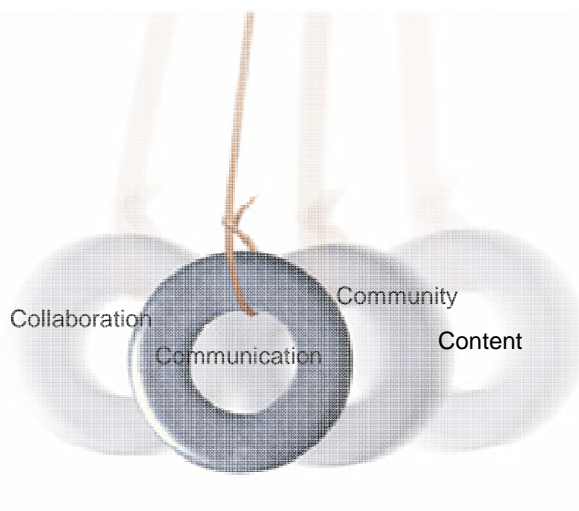


m is the new *e*

- **Mobile channels** become the **default channel** in some markets or a highly differentiated channel for **core business**;
- **Immediate impact** as **common transactions** such as payments, alerts, loss submission, "what do I do" aids, emerge as **competitive differentiators**;
- Carriers can **rapidly reach emerging markets** where mobile devices and coverage exceed traditional connectivity;
- **Mobile features for agents and brokers** becomes a **mandatory tool** to differentiate and to **capture/retain distribution channel resources**;
- **Empowering agents and brokers** with **just-in-time account and product information** will enable a tailored coverage experience when interacting with customers while in the field;
- The **mobile device feature set** will **enable new applications** to **lower loss-costs and improve underwriting data**.


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4. Convergence of 4Cs



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A chaotic mix of point solutions





VoIP

Video Conferencing Portals Discussion Forums Web Feeds

E-mail Social Networks Contact Management Social Search

Instant Messaging Crowd Sourcing Expert location Telepresence Voice Mail

Calendaring Tagging Law Software People Directories

Knowledge Base SMS Search engines Awareness Whiteboarding

Web Conferencing PBXs Shared Bookmarking Mobility Communities

Audio Conferencing Personal Profiles Wikis Blogs

Document Sharing Presence Application Sharing

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Innovation in the Era of 2.0 (1/2)



“What is Web 2.0?” Unfortunately, there is no one good definition!




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Innovation in the Era of 2.0 (2/2)



“What is Web 2.0?” Unfortunately, there is no one good definition!

Web 1.0

- Long and straight path
- Defined, Clear
- Needs a leader
- Publish & Subscribe
- Stable environment, partly closed
- Vertical, linear, tree
- Sell, publish, broadcast (1-n)
- Commerce
- Rationality
- Defined and stable borders
- Directive
- Structured
- Mechanic
- Asynchronous (e-mail, sms....)
- I, you



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Sample implications for Insurance



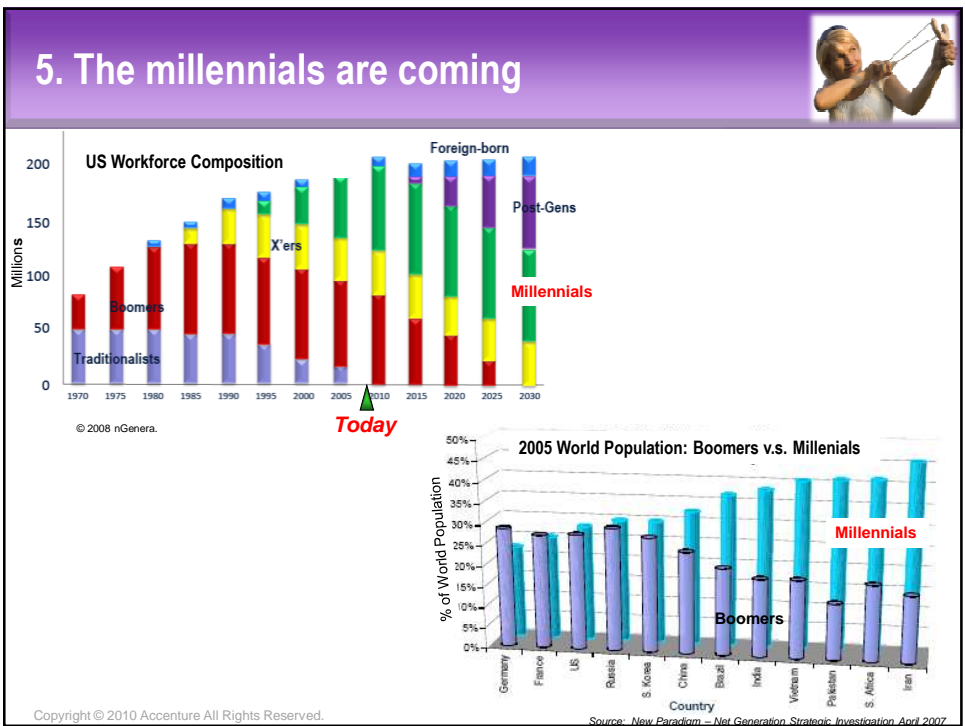
- The **emerging workforce** will **expect** insurers to provide **innovation programs and social networking tools** as part of their **standard work experience**;



Convergence of 4C's

- Movement of **highly skilled adjusters and agents to a centralized model** while new, lower cost field resources are deployed yet "tethered" to this institutional knowledge and expert network.;
- **Collaboration** enables **accuracy in underwriting decisions, loss decisions, and more interactive customer servicing models**;
- The **distribution channel extends** beyond traditional media channels and **social networks are used to promote and capture new business**;
- Use of collaboration tools for **cost reduction and remote working**

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Why should you care?



- No secrets online
- Life over work
- Always on, always texting
- Expect latest technologies



- Prefer technology over F2F
- Email is passé
- Choose what they use
- Free software & content
- Expect instant access, 24/7 services
- Oblivious to corporate policies

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6. Security



Companies are nowadays struggling with multiple forces, both internal and external, that are changing the world and, as a matter of fact, the business

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7. Sustainability



The green Agenda encompasses a wide range of initiatives with differentiated impacts in terms of time and economics

REUSE, RECYCLE, OPTIMIZE REMAKE

○ = estimated size of the economic benefits

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