



Value Proposition for the insurance companies

Collabor8 offers insurance companies access to the Digital Economy by leveraging the Cloud and Big Data Analytics. Insurance clients will be able to fully interact with their insurance company via an app on any phone and at any time.

About Collabor8

Collabor8's standard solutions are customized for each client to adapt to their current legacy systems, but billed as a recurring service. The objective of Collabor8 solutions is to bring the client's business into their ecosystem in the digital economy, e.g.

- Client on-boarding and client servicing on an app.
- Participate in a value chain with other innovators, e.g. participating in an eco-system of car dealer, loan provider, insurance, government agency etc. all aligned to offer the end customer a seamless service.
- It enables well established companies to engage in the growth of the digital economy

With Collabor8's approach, companies that experience constraints in regards to e.g.

- Capex
- Skills
- Resources

Can leverage Collabor8's packaged approach where the development, implementation, provisioning, maintenance and support of the Business Solution is offered as a Managed Service in the cloud at a flat monthly fee. All costs are calculated up front and amortized over e.g. 3 years enabling the business to project costs and benefits.

Challenges for the Insurance Companies in regards to the Digital Economy

There are 2 key core capabilities to enable an organization to leverage the digital economy:

- Ubiquitous access to their information to allow for flexibility in the product offerings, new value chains etc.
- Platform of engagement with end customers and/or partners in the eco-system, e.g. a smartphone app.

While this may be easy to achieve if you start from scratch it can be a challenge, if you want to straddle both the legacy business and the digital economy. There are several options, which include:

- **Start a complete new separate business:** While this may work very well on it's own, the company may not be able to leverage the synergy with their current customer base. Existing customers may not migrate to new platform, but move to other companies as there is no linkage, e.g. offers no loyalty benefits.
- **Create a new platform that is integrated with their legacy business:** While this may be complex to establish, but with the right business model, it can deliver more value to customers and ultimately the business



This paper is focused on the latter approach.

For an Insurance company to be fully enabled for the Digital Economy, it needs to secure a number of capabilities in the business.

- **Master Data Management (MDM):** MDM is both a discipline and a technology. The main purpose of MDM is to expose a single view of a customer and products offered. To engage in the digital economy the business solution requires access to existing customer information and it can't be ambiguous. While the digital platform may engage with the eco-system, the information and services needs to be uniform or it will develop a divide in the organisation, which may eventually alienate the client. A unified view is critical, if an insurance company provides simple products on the digital platform and more consultative driven products like life or financial planning
- **Digitization/automation:** A platform is required to drive the process in the organization to live up to expectations that the digital platform users have. A key enabler for this is to electronically capture documents and use analytics to extract information from the documents to enable a high degree of automation. An example could be the capture of a national id or passport and automatically enter the information into MDM after automated quality checks and validation has been done. Validation can then also include verification up against public records, e.g. land registry, car registry etc., depending on what the particular country offers. Internal checks are also done, e.g. denied party lists. An ECM system with relevant taxonomy will be managing all the documents and keep them in business context.
- **Operational platform:** An operational hub is required to integrate the legacy systems, with MDM and the digitize of information to support the business flows that are expected by the customers and complies with business rules and policies. This platform will provide for real time views of the digital economy and e.g. allow for adjustments in business flows and/or decision parameters.

With this approach we can provide hassle-free automated Client on-boarding, servicing and claims management that will allow customers insight to their customers and process. For the insurance company we have integrated the business and ecosystem and allow for the continued operation of the legacy systems while leveraging the Digital Economy for accelerated growth of the business.

Big Data and Analytics:

As the solution is rolled out into production and information is capture we can leverage Big Data and Analytics to gain new insights into customers and products, that can benefits areas like:

- Predict customer behaviour based on profiling of similar customers
- Counter Fraud Management: Analyse claims and detect potentially false claims by looking at a anomalies or identify collections of similar claims
- Efficient marketing programs that leverage MDM and the automated capture of customer documents for cross selling or to reduce churn



- No duplicate efforts
- No efforts to sell the inappropriate products
- Qualify and screen customers, e.g. denied party lists

The approach to align business with IT to satisfy the optimal client experience

The end customer experience is everything and is a constant theme in the process below. Too many IT investments and initiatives fail due to lack of alignment between business and IT. The reality is that there are constraints which need to be understood and business needs full involvement to prioritize correctly.

1. **End User experience:** The key for a successful partnership starts with aligning everything behind the end-user experience (end-customer) and focuses on the desired experience that you want for your customer. From the first moment of engagement and throughout the process client experience is key.
2. **Business requirements:** Next we document the flow and desired experience. To this we add other business requirements, legal, compliance requirements and insure it all maps back as to providing the customer the best possible experience.
3. **Identification of IT capability gaps:** When this has been documented and we have ensured that the end user experience is still the most optimal, we look at the current IT capabilities and identify the gaps that would inhibit the desired end-user experience.
4. **Configuration of the Business Solution:** The configuration of the business solution follows an iterative process where Business and IT are engaged in decision making with the objective to get maximum value to the end customer and prioritize capabilities over time. Updated versions come at a fairly fast pace as gaps in the IT capabilities are addressed.
5. **Business and IT alignment:** This approach is focused on time to value and leverage the available resources to deliver value. Combined with the unique cash flow model, this minimizes strain on Capex requirements and frees up organizational resources to further accelerate the business.
6. **Skills transfer:** During the defined process above, the employees from the customer will be fully engaged and after the 3 years subscription, can take over the maintenance and support of the development systems, if the business desires.



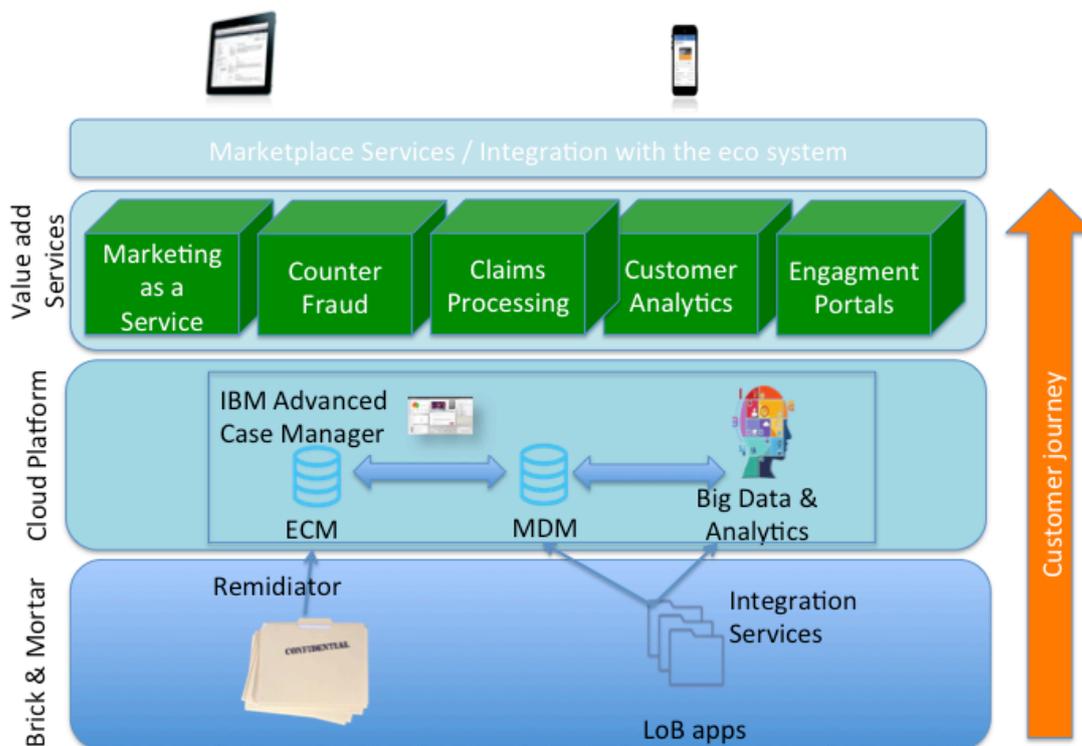
High-level view of the solution

The Brick & Mortar refers to the legacy solutions at the insurance company that need to be integrated with the cloud platform and is where the journey will begin.

The cloud platform will contain the required functionality as described above

- ECM contains the electronic copies of the documents that are captured online from customers and stored as specified by regulations and business policies
- MDM to capture and manage customer information
- Big Data and Analytics to analyse the captured information and surface it to consuming applications, e.g. marketing

Value added services are separate from the Engagement Portals (shown below), value-add services that Collabor8 or others can provide based on the information that has been collected and available on the cloud.



* Remediator: is a solution that digitizes paper and does quality checks, etc.