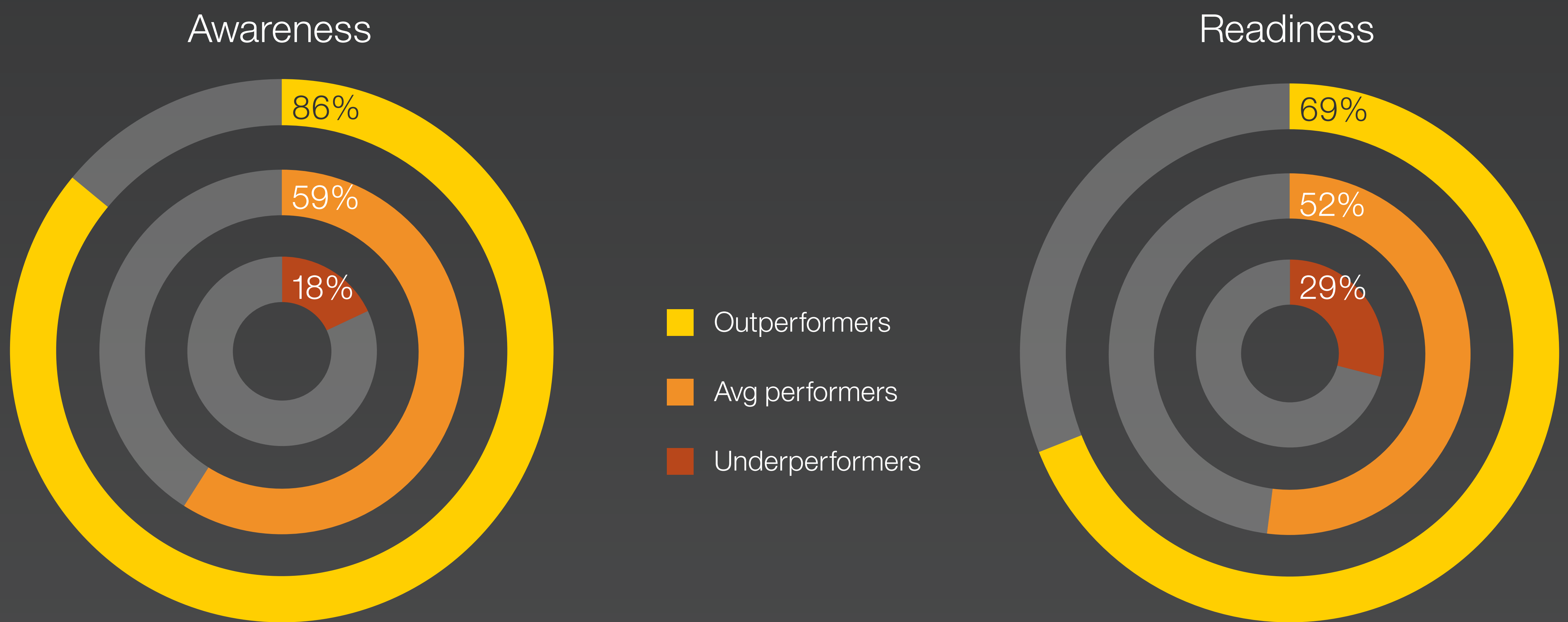


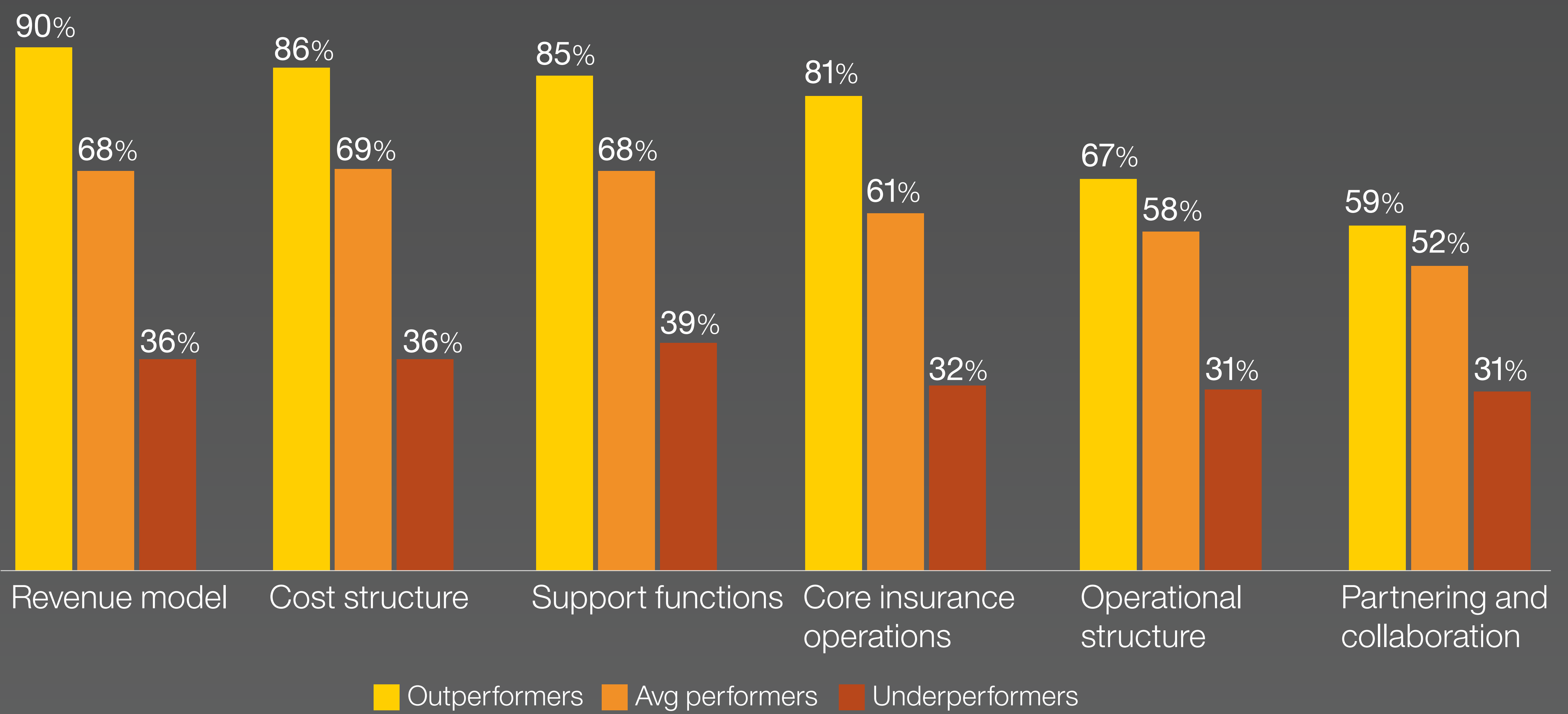
Rethinking insurance

How cognitive computing enhances engagement and efficiency

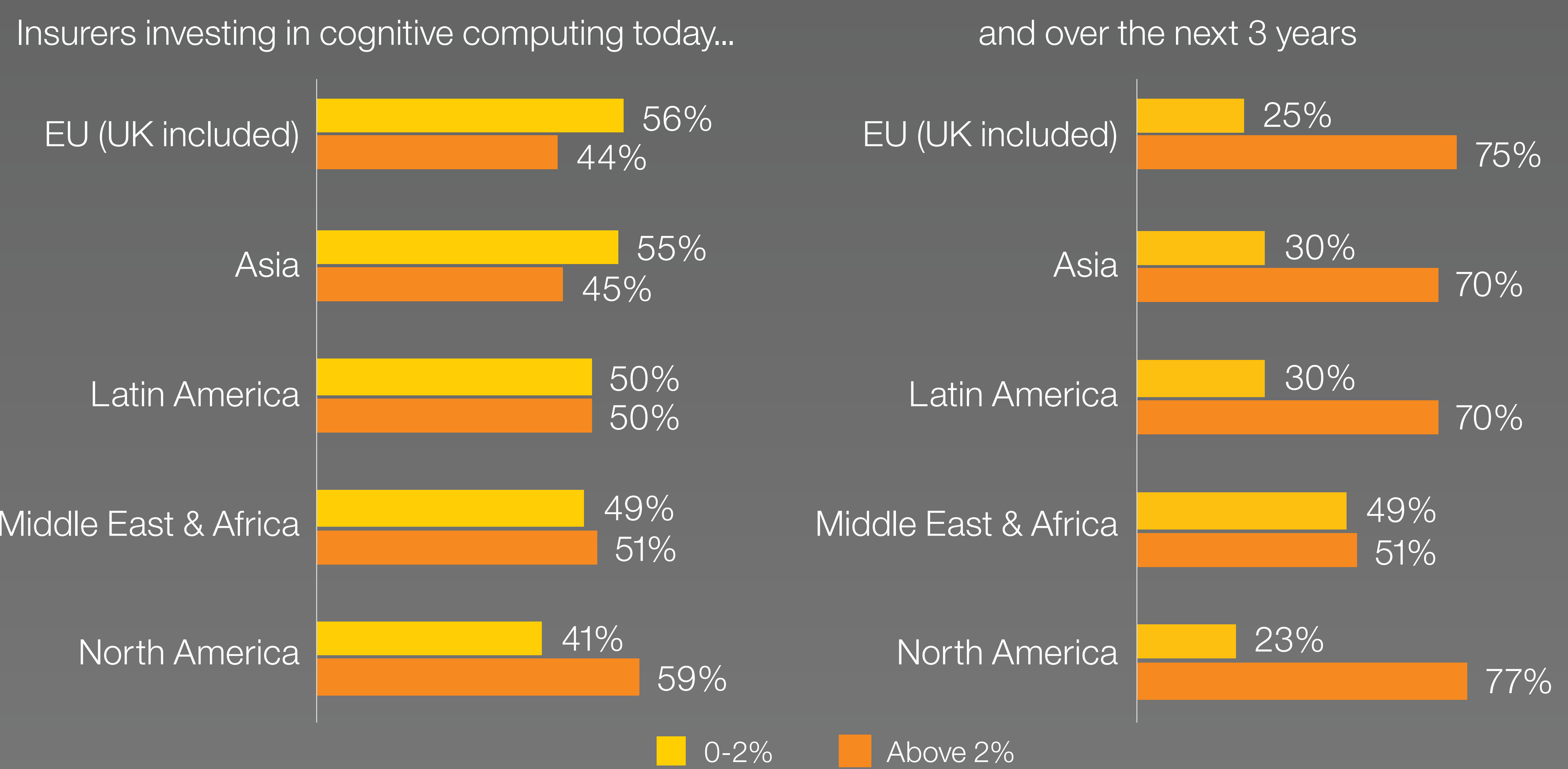
Outperformers are embracing cognitive computing



They expect significant business impacts



The cognitive technology market is growing globally



In a world of data explosion, empowered customers and ecosystem disruption, insurers should ask, “What is the cost of not knowing?”