

The path to digital insurance transformation

Radical changes are sweeping through the insurance industry. Competition from digital disruptors, an evolving regulatory environment and the demands of modernization are challenging traditional insurance models. Customers now expect rapid response times, personalized experiences and mobile availability. An increasingly complex web of data makes creating a single, actionable view of customers more difficult than ever before. Managing this mounting data in siloed administration systems adds to technical debt, further restricting innovative attempts at modernization.

These challenges are an opportunity to become the efficient, resilient and trustworthy risk partner your customers expect while, at the same time, cutting costs and growing revenue.

How leading insurers are outpacing the competition



Better customer experiences and retention

By personalizing policyholder experiences built on data-driven insights



Faster to market, new revenue streams

Establishing open ecosystems that connect data and risk partners to develop new products/services



Lower costs, improved customer satisfaction

Streamlining and automating claims, policy administration and underwriting processes

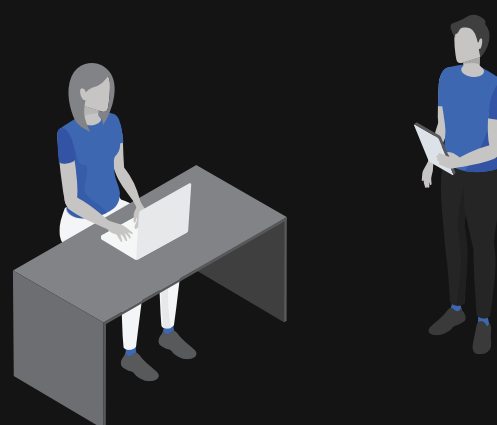


Trusted and secure data management

Ensuring resilient security, privacy and compliance no matter where applications or data sit

Pathways to transformation

Predict, automate, and modernize with hybrid cloud and AI



Digital experiences

Accelerate speed to market with the ability to provide new risk insights, products, experiences and value-added services. Transform customer interactions into customer journeys.

Personalized journeys

Rapidly deliver personalized services, sales or policy information through agents, brokers and CSRs with real-time, AI-driven risk insights.

AI-driven support

Improve policyholder interactions and workforce efficiency while lowering expenses with automated virtual agents and assistants.

Customer insights

Obtain a single view of your customers without having to move data and deliver risk products and value-added services where and when they need it.

1 Million dollars

Generali increased productivity by 5%, saving 1 million dollars in the first year of AI deployment.

Data in action

Reduce infrastructure and operational costs through automation.

Generali used AI to create more intelligent workflows, transforming itself into a cognitive enterprise. The company saved USD 1 million, increased productivity by 5% and enabled rapid scalability in multiple solutions globally.

[Read more →](#)

Flexible operations

Connect across core operations and data sources, no matter where they reside, to rapidly deliver new risk experiences in an open, hybrid cloud environment.

Core optimization

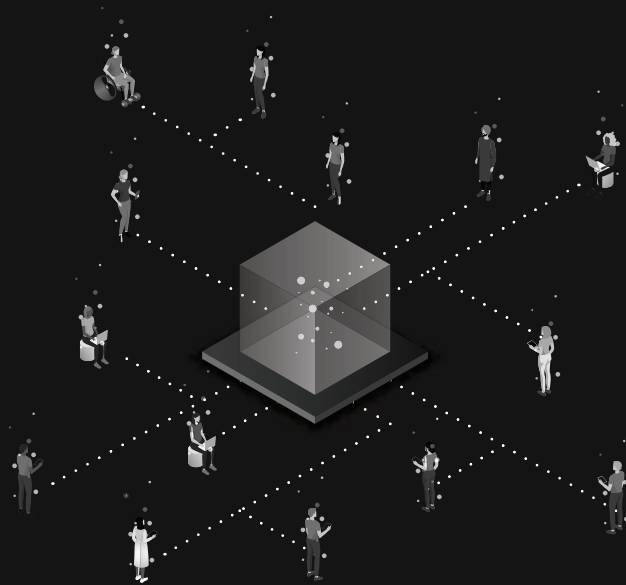
Optimize insurance workloads by implementing automated, cost-effective claims, underwriting and administration processes.

Flexible management

Integrate existing systems with new data sources and business partners through an open, hybrid environment that can evolve with your business.

Integrated operations

Connect siloed data sources and insurance ISVs with on-prem, public and private clouds that accelerate development and speed to market.



80%

Allianz created a chatbot that can handle 80% of their most frequent call center requests.

Data actualized

Engage customers with digital touchpoints and personalized experiences.

Allianz used IBM Watson® Assistant on IBM Cloud® to unlock data to create an AI-powered virtual assistant—helping customers with simple policy changes in 1 – 2 minutes.

[Read more →](#)

Open cloud strategies

Create flexible operations through an open hybrid cloud platform to integrate ecosystem partners while helping to ensure security, privacy and compliance.

Security and compliance

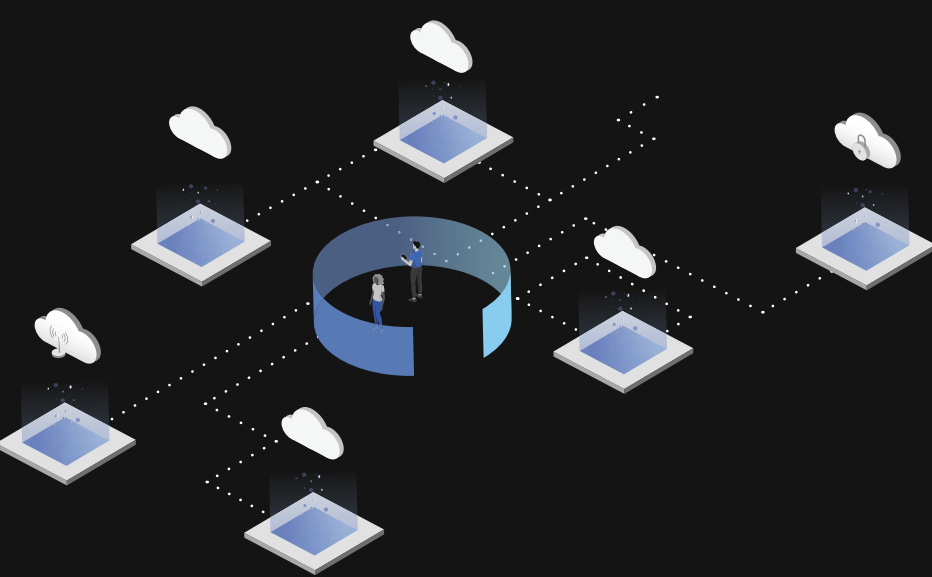
Deploy workloads and manage customer data across the enterprise in a security-rich environment with a single control plane.

Agile architecture

Embrace a hybrid cloud platform that avoids lock-in and encourages ecosystem partners to enhance existing assets and capabilities with your organization.

Unified data and AI

Integrate data from essentially any source with AI through hybrid cloud to identify new areas of opportunity and accelerate speed to market for new products and services.



100%

Towergate increased click through rates 100% from a single campaign compared to previous years.

Data unlocked:

Improve time to market by connecting data sources, no matter where they reside.

With help from IBM, Towergate consolidated its disparate data and used its newfound customer insights to shape and launch revenue-generating marketing campaigns.

[Read more →](#)

Insuring the future with hybrid cloud and AI

A hybrid cloud approach can get the most from your existing IT environment, while securing and providing ready access to the data insurers need to thrive. With hybrid cloud, you can connect data and AI from essentially any source for more agile cost management and insights into workloads across the enterprise. These efforts deliver quick value and speed to market and create long-term ROI. This framework provides security, scalability, privacy and compliance no matter where applications or data live today.

Using AI to find patterns can dynamically reinvent your business. With AI, you can personalize new products and services and help spot issues before they happen. Decision makers can be given real-time insights into performance that streamline workflows and empower an augmented workforce to focus on high-value tasks. Only by fully integrating AI into their business models can leading insurers be confident that they're getting the most from their data.

With hybrid cloud and AI, IBM is helping insurers bring new products to market quickly. These products include value-added risk services, accessing new risk insights, building risk ecosystems, implementing automation to focus on consumer touchpoints, and running operations in security-rich and compliant environments.

Get started →

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Insurers are innovating to meet the challenges of today's turbulent climate. Businesses who team with IBM Garage™ experience 10 times more innovative ideas, 67% faster speed to outcomes, 6 times as many projects into production and a 102% ROI.¹

Try a free virtual framing session to experience firsthand the practices, technologies and expertise.

¹ The Total Economic Impact Of IBM Garage, a study commissioned by IBM and conducted by Forrester Consulting, October 2020.