

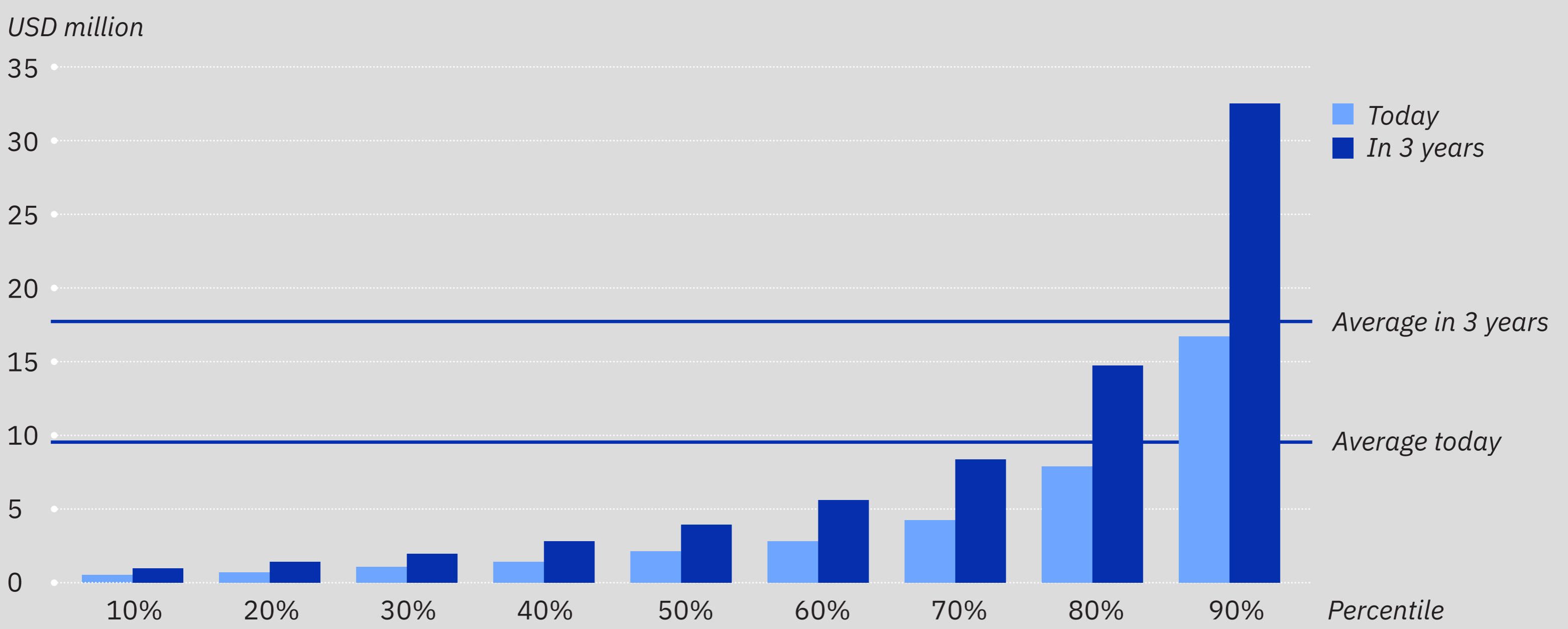
Insurance on the platform

The positive impact on costs and revenues



Insurers are spending billions on legacy systems maintenance just to keep the lights on – but this investment has no demonstrable impact on business KPIs.

Insurer spend on legacy systems maintenance



In contrast, platforms drive revenue...

Platforms increase customer interaction frequency, leading to more sales

90%

Platforms will provide revenue streams from other insurers that pay for access to our platforms

81%

Platforms allow more diverse coverage

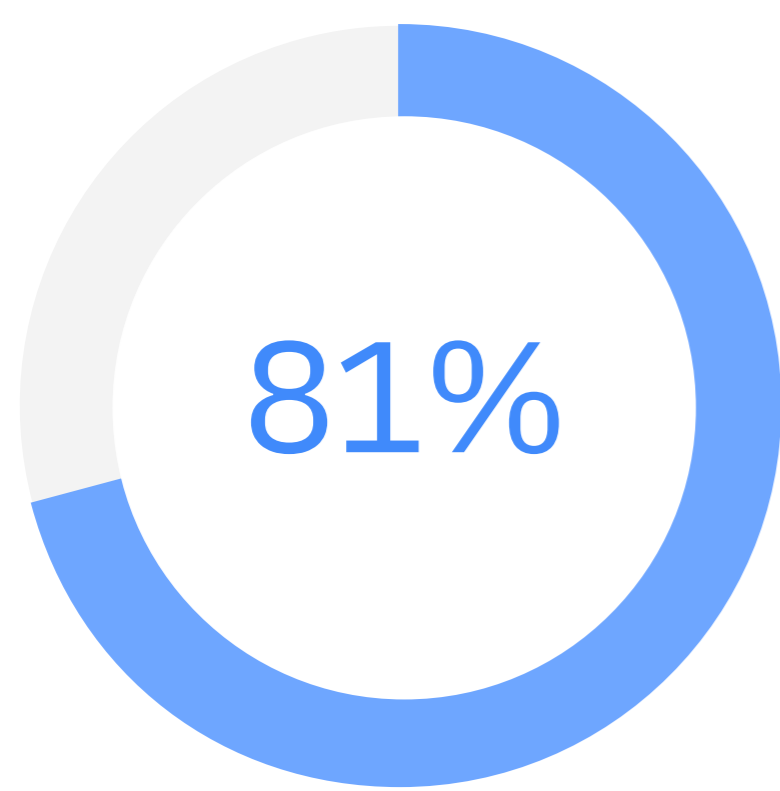
76%

Platforms allow different kinds of services than we have now

74%

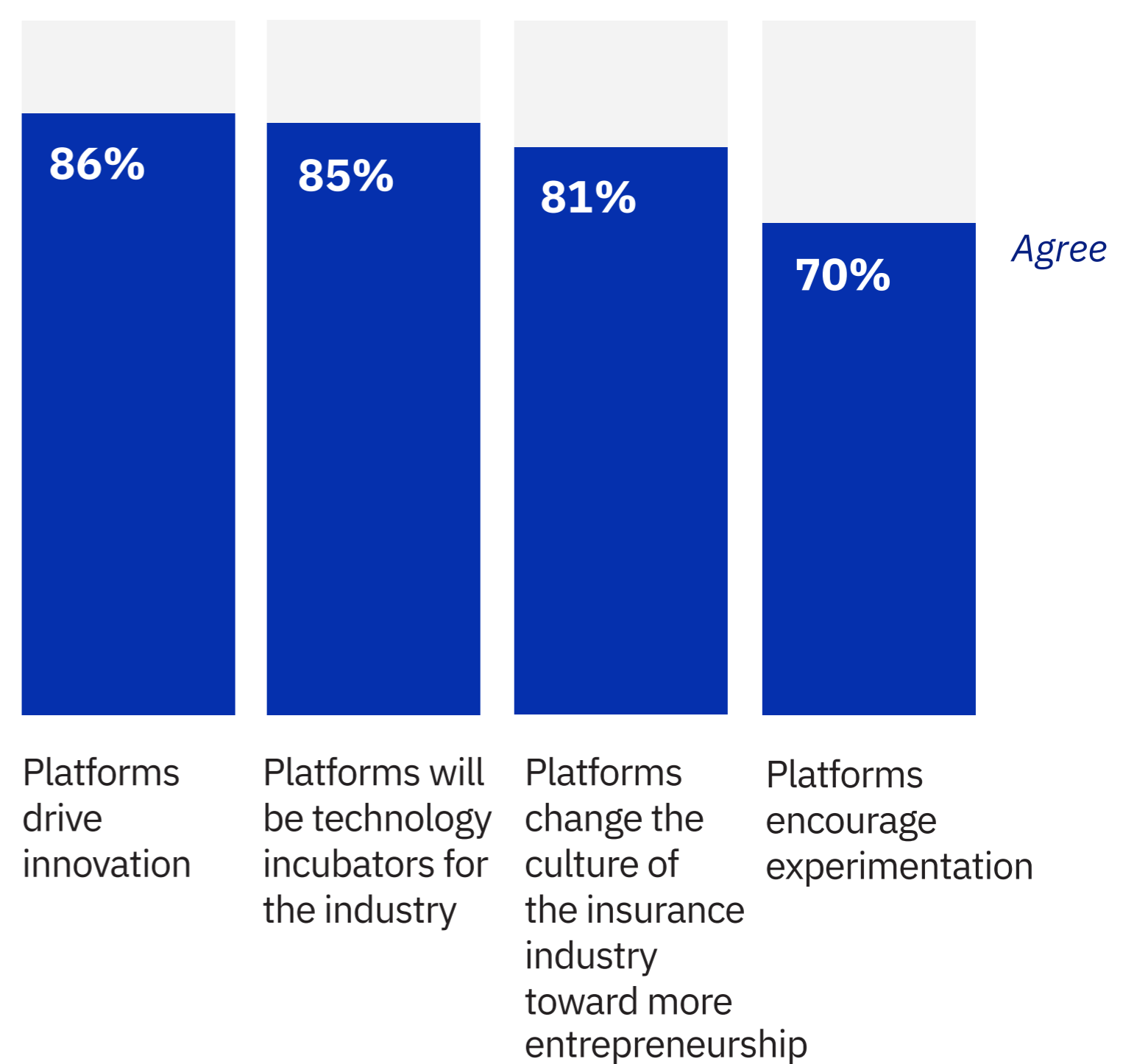
Agree

shift cost...



81% of executives say that platforms can help them save costs

and foster innovation.



Are you ready for insurance on the platform?

ibm.co/insurance-platforms

IBM Institute for Business Value



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Source: 2019 IBM Institute for Business Value Platforms Survey.

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