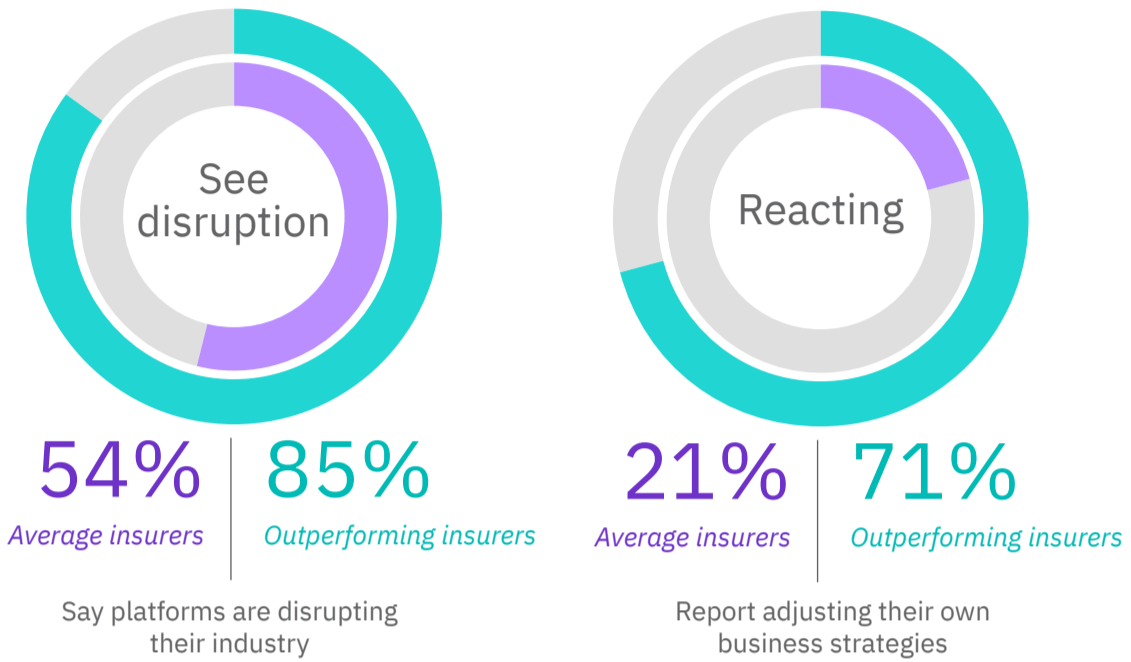


# The platform-fueled future

New ways to differentiate in a changing insurance industry

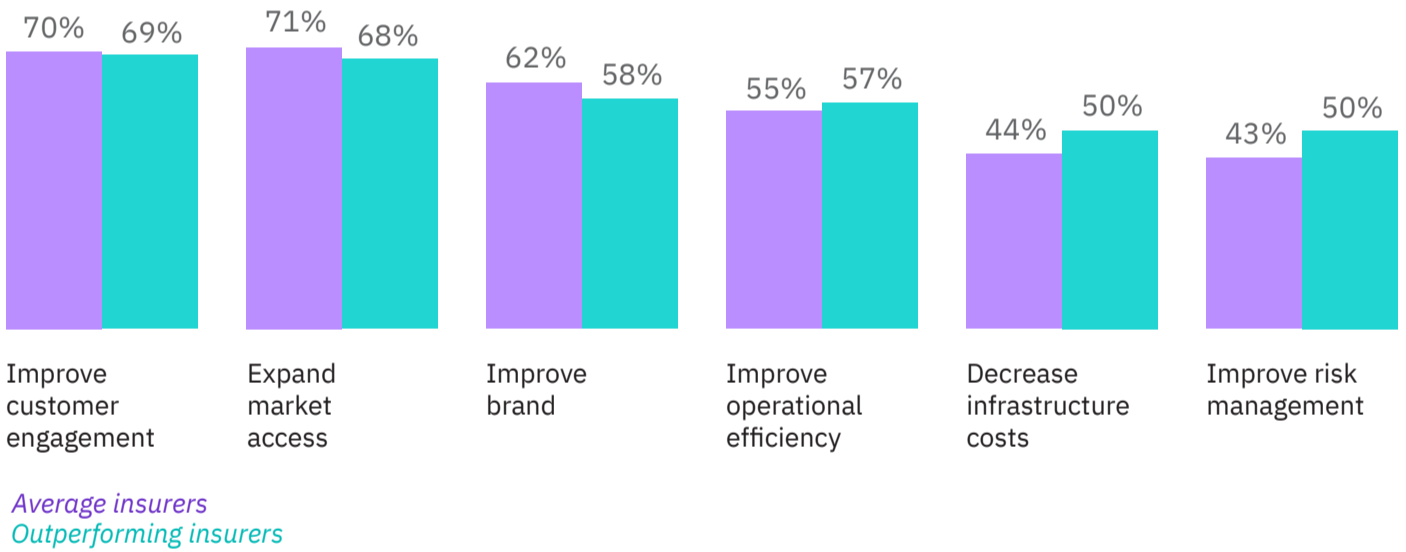
## Will platforms create a two-speed insurance market?

All insurers see the potential disruption, yet only outperformers are reacting.



## Only those who react will reap the benefits of platforms.

How will platforms benefit our organization?



## Differentiating in new ways will be key.

How do you expect to differentiate in a platform-fueled future?

Improve customer engagement



Expand market access



Improve brand



Average insurers  
Outperforming insurers

How are you preparing for a platform-fueled future?  
To learn more, visit: [ibm.biz/insplatforms](http://ibm.biz/insplatforms)