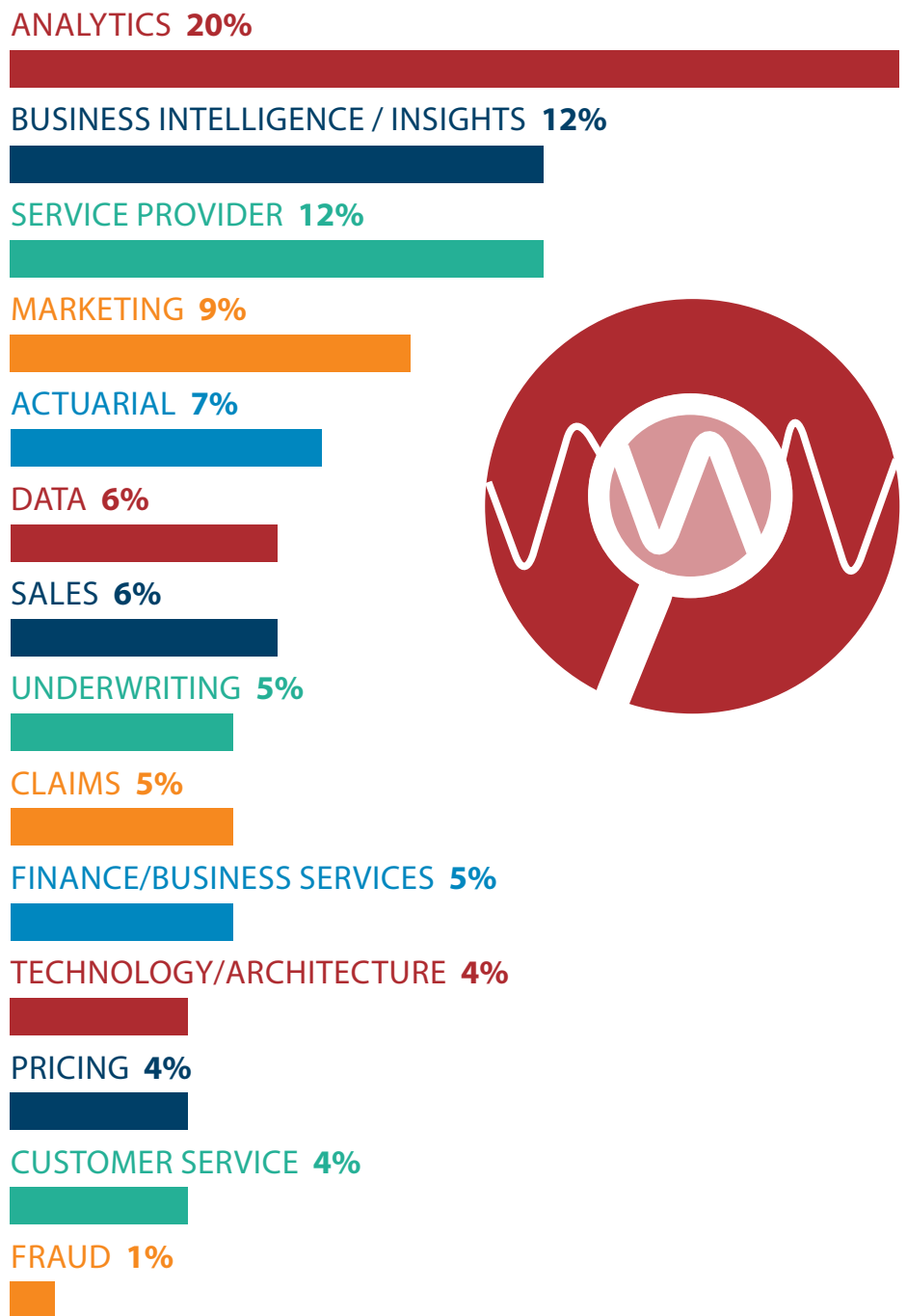


INSURANCE ANALYTICS USA INDUSTRY SURVEY

WE SPOKE WITH **OVER 200** INSURANCE EXECUTIVES

WHAT DEPARTMENT DO THEY COME FROM?

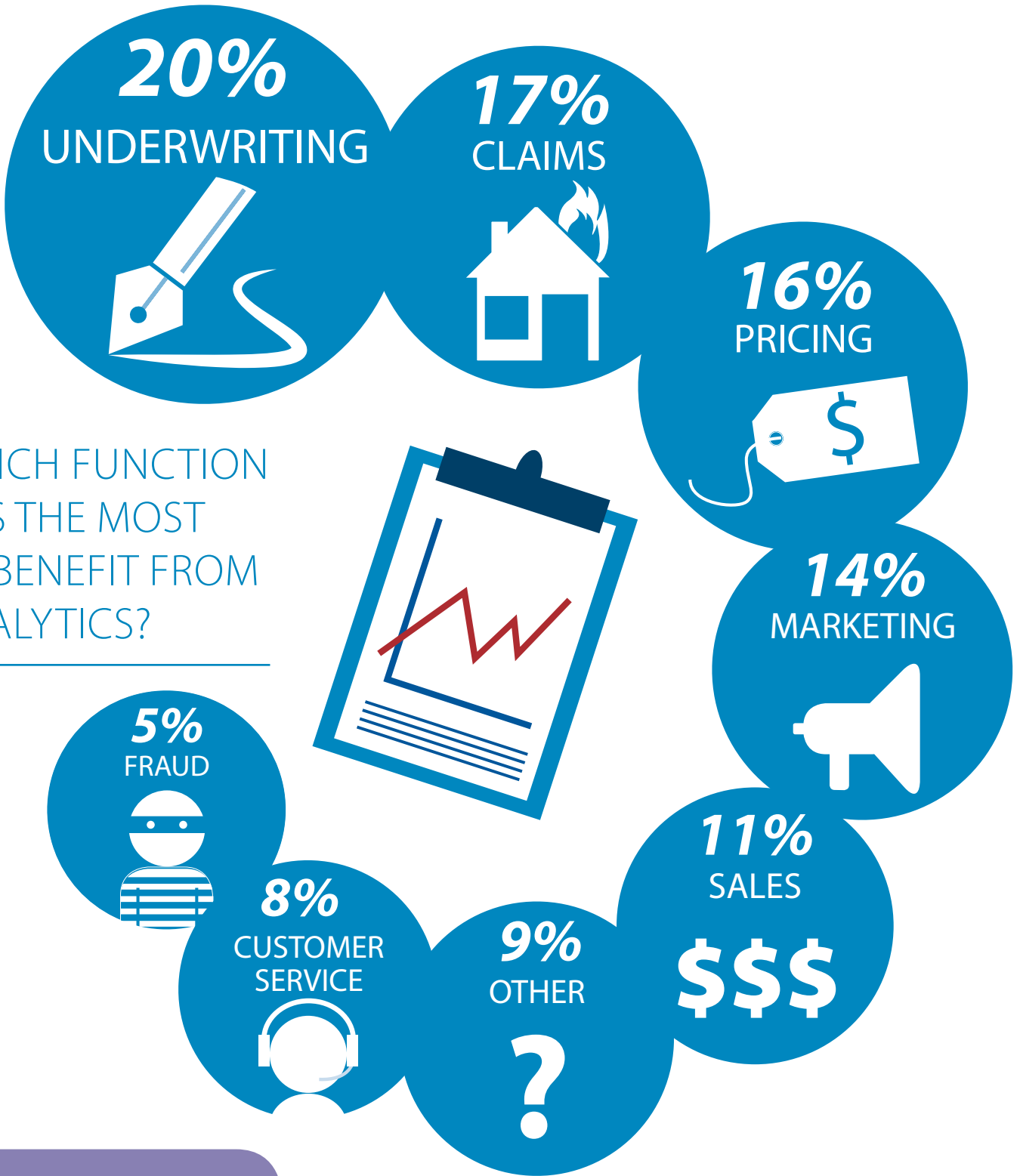


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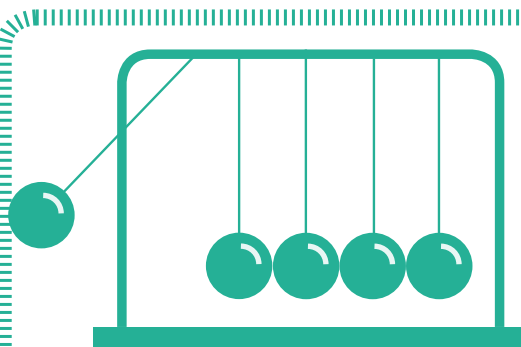
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HOW DOES ANALYTICS RANK WITHIN YOUR ORGANISATION'S PRIORITIES RIGHT NOW?

20%
of respondents called it the most important investment for the future.



75%
of respondents name it one of their key projects



50%
of respondents feel that analytics will be the BIGGEST disruption in the insurance industry in 2016

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WHO IS THE COMPANY WITH THE GREATEST POTENTIAL TO DISRUPT INSURANCE IN 2016?

Google

**Progressive
ACE GEICO
Liberty Mutual**

**Marsh
AIG
State Farm**

INNOVATORS

**Policy Genius
Everledger
IoT start ups**

WHAT STAGE OF THE ANALYTICS JOURNEY ARE WE?



23%

of respondents are at the stage of optimizing capabilities and assessing ROI

67%

of respondents are in strategy design or implementation

10%

are still deciding whether analytics is worth investing in!

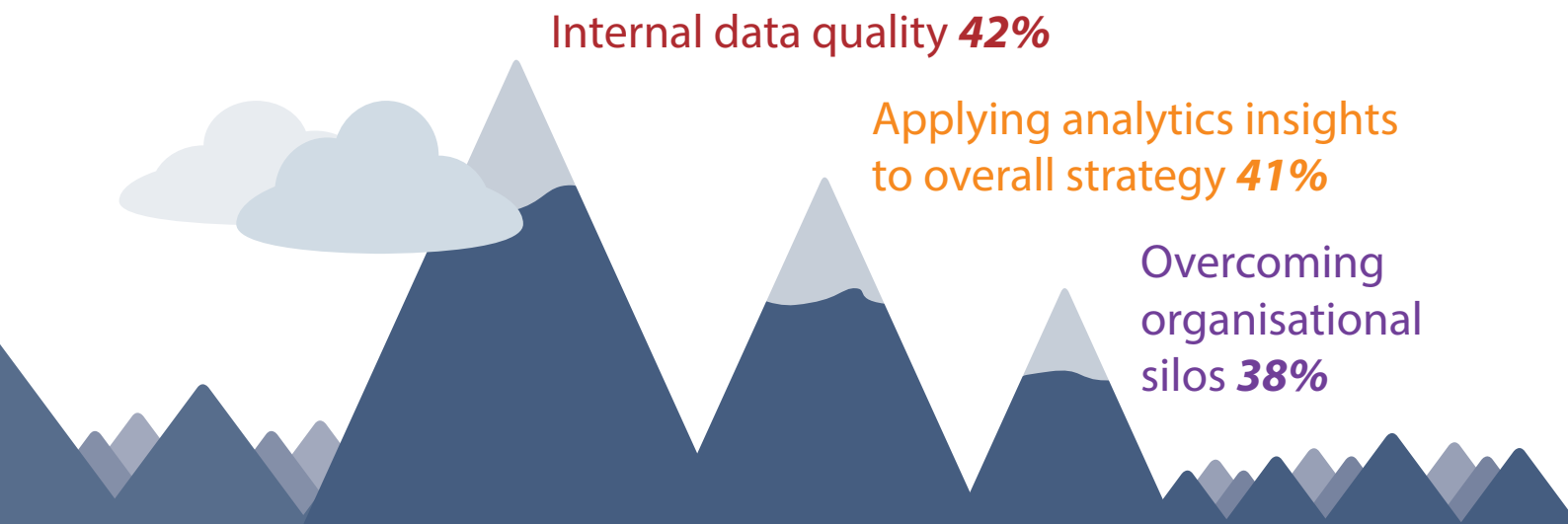
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THE 3 BIGGEST CHALLENGES TO ANALYTICS IMPLEMENTATION



Other Challenges:

- Integrating different technology systems **33%**
- Modernising legacy systems **31%**
- Integrating internal and external data **29%**

- Finding suitable talent for your team **23%**
- Data ownership and governance **22%**
- Sourcing external data **15%**
- Data privacy **7%**

ARE YOU ABLE TO PROVE ROI FROM ANALYTICS INVESTMENT YET?



Only a quarter of executives surveyed (26%) are already seeing significant ROI.



Half of respondents are either about to, or just beginning to see ROI



A whopping quarter of respondents won't see ROI for some time.

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"I am confident that within 2 years my organisation will gain significant value from analytics investment"

88% of respondents

**BREAK THE BANK:
IF YOU HAD UNLIMITED
BUDGET TO SPEND
ON ONE ANALYTICS
SOLUTION, WHERE
WOULD YOU INVEST?**



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Reimagine Your Analytics Strategy – Use Your Data To Full Potential, Create a Data-Conscious Culture and Apply Innovative Modelling Techniques

The 3rd Annual Insurance Analytics USA Summit is the best place to gain new insights on how to transform the way your organization utilises analytics and learn from the experts on how to prepare your organization for analytics success, including:

- 1. Become an Analytics Powerhouse:** Gain executive buy-in for analytics implementation, build a team to use effective analytics to solve business critical challenges and create a culture of data-centricity throughout the organisation
- 2. Effectively Use New and External Data:** How to drive actionable insights from the explosion of big data and new data sources including telematics, social media, text and more, there is the potential to
- 3. Use Your Internal Data to Fullest Potential:** Integrate data from disparate sources from across the organization to develop a 360degree view of the customer, glean insights for application through underwriting, pricing, marketing, claims, resource management and fighting fraud.
- 4. Transform Your Product Lines Using Analytics:** How to embed analytics throughout underwriting and pricing to optimize products and improve profitability at each stage of the value chain through accurate risk assessment
- 5. All Eyes on the Customer:** Develop a 360degree view of the customer, design and deliver an exceptional customer experience and effectively use segmentation and personalization to improve customer lifetime value



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