

The Digital Future of Insurance

Bob Cummings, Global Head of Insurance, SAP
Financial Services Forum, London, June 23, 2015



TOP 20 Keyword Categories

Percentages correspond to the number of keywords in the top 10,000 keywords that belong to that category.



#1 Insurance

\$54.91
Top CPC

24%

auto insurance price quotes

ca automobile insurance

building contents insurance

buy car insurance online

life insurance comparison quotes

Top Sample Queries

#2 Loans

\$44.28
Top CPC

consolidate graduate student loans

fixed home equity loan rates

cheapest homeowner loans

fixed rate secured loans

Top Sample Queries

#3 Mortgage

\$47.12
Top CPC

#4 Attorney

\$47.07
Top CPC

#5 Credit

\$36.06
Top CPC

#6 Lawyer

\$42.51
Top CPC

#7 Donate

\$42.02
Top CPC

#8 Degree

\$40.61
Top CPC

#9 Hosting

\$31.91
Top CPC

#10 Claim

\$45.51
Top CPC

#11 Conference Call

\$42.05
Top CPC

#12 Trading

\$33.19
Top CPC

Software. 13

\$35.29
Top CPC

Recovery. 14

\$42.03
Top CPC

Transfer. 15

\$29.86
Top CPC

Gas/Electricity. 16

\$54.62
Top CPC

Classes. 17

\$35.04
Top CPC

Rehab. 18

\$33.59
Top CPC

Treatment. 19

\$37.18
Top CPC

Cord Blood. 20

\$27.80
Top CPC



Google self-driving cars due on Bay Area roads this summer

May 15, 2015, 6:52am PDT

Gina Hall
Contributor

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In a few weeks you may pull up to a stoplight to see no one in the driver's seat in the car next to you. Don't panic – Google revealed on Friday that its self-driving cars are hitting public roads in northern California over the next few months.

"When we started designing the world's first fully self-driving vehicle, our goal was a vehicle that could shoulder the entire burden of driving," Chris Urmson, director of Google's self-driving car project, wrote in a blog post.

So what are Google's goals?



First Policy

1347

Fire of London

1666

Digital Revolution

Today – 2020



Connected supply chains



Connected maintenance



Connected home



Connected cities



Connected policing



Connected retail



Connected assets



Connected logistics



Connected car



Connected healthcare



Connected family



Connected buildings

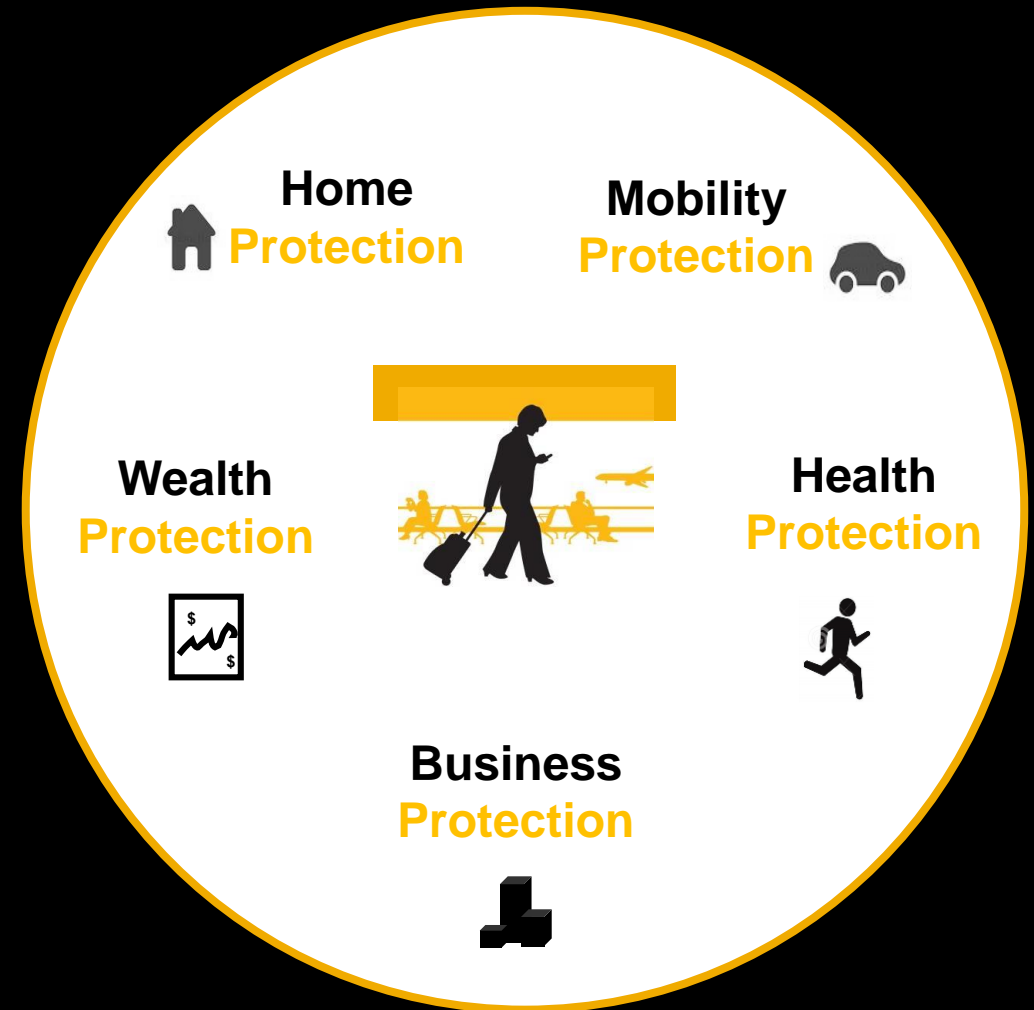
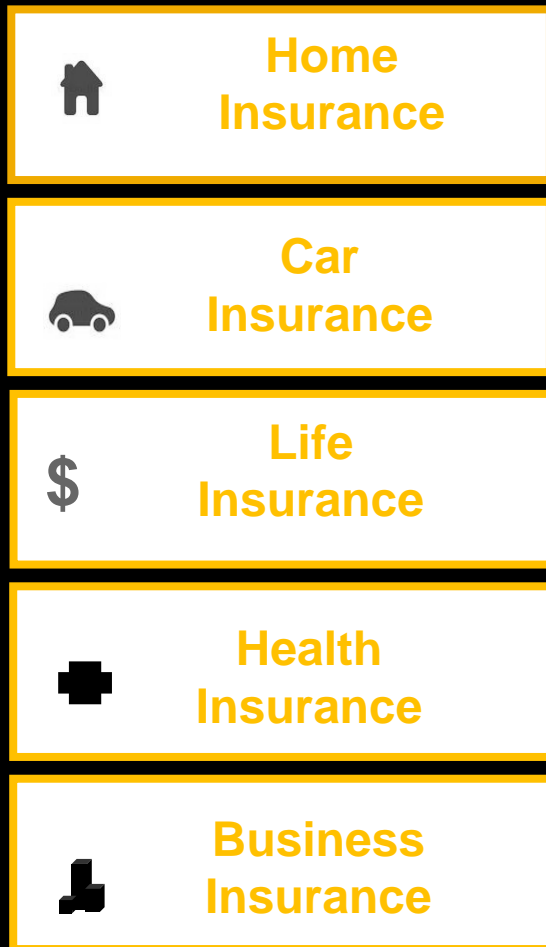
How will insurance change?

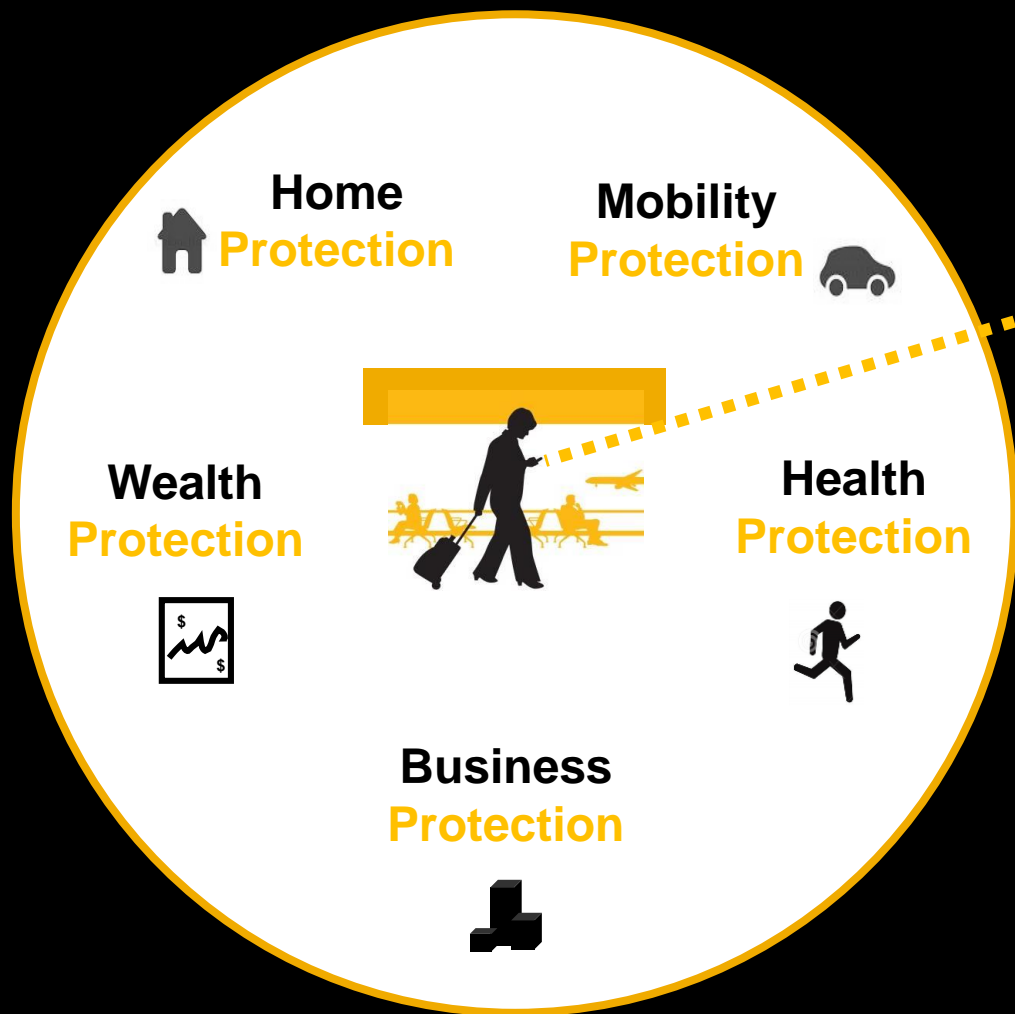
Yesterday

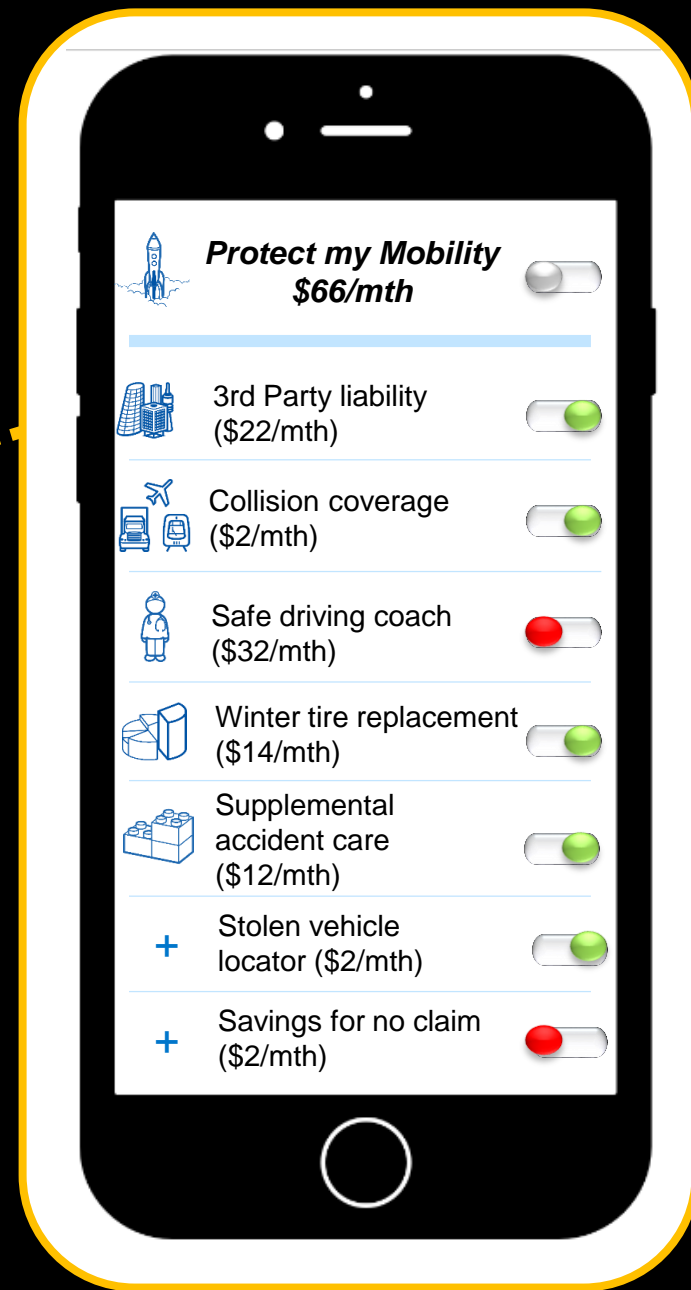
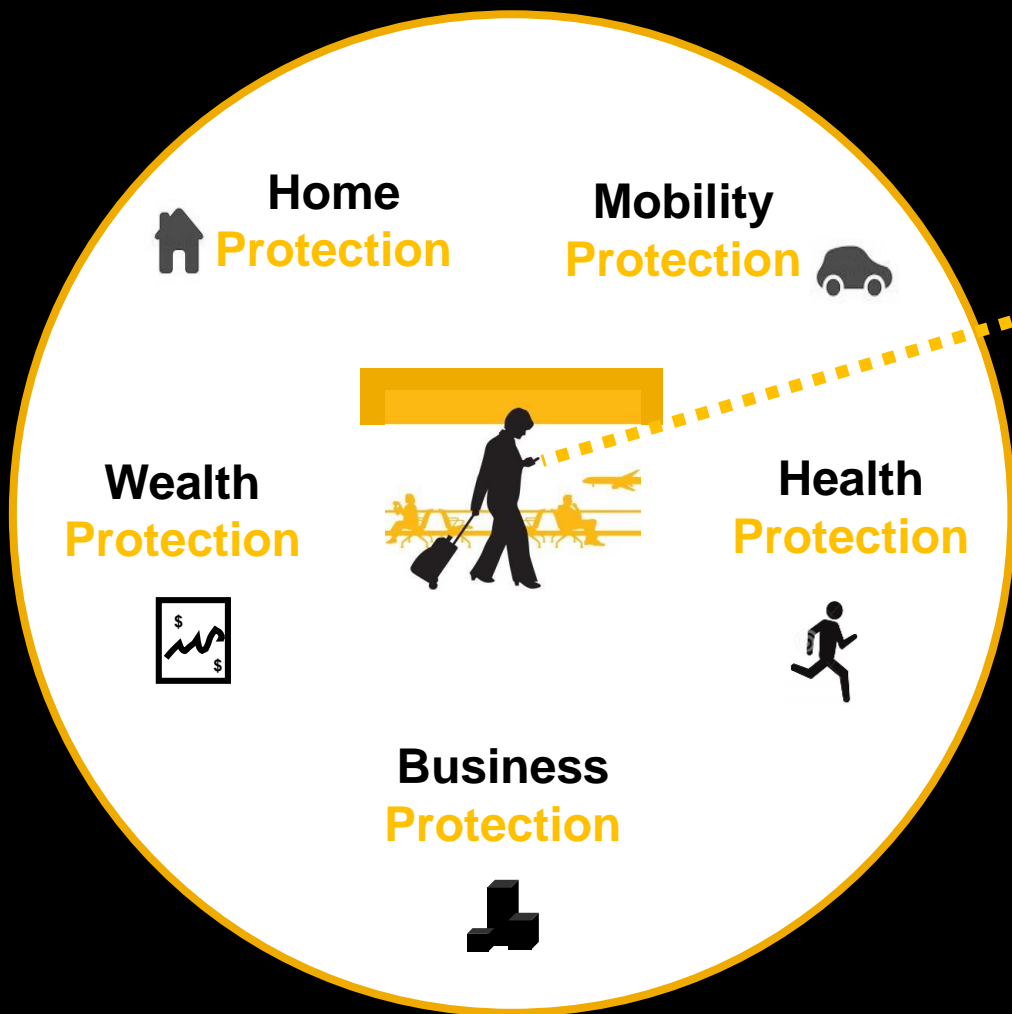
Tomorrow

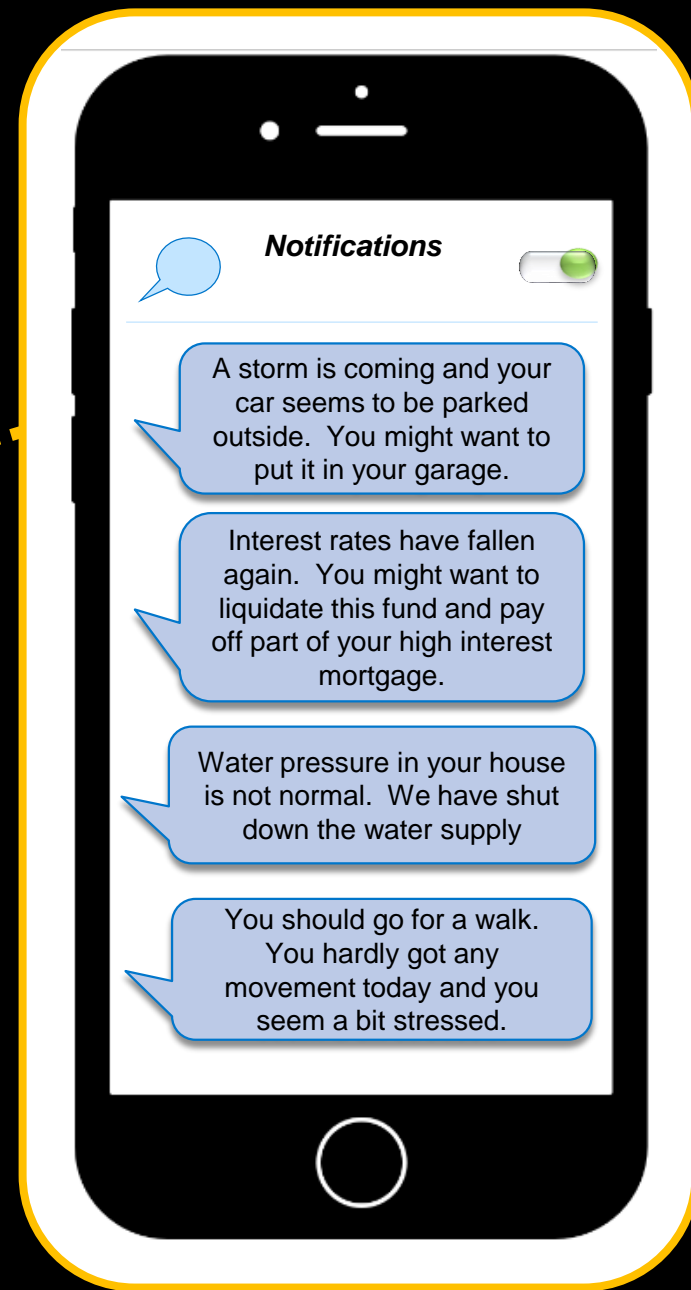
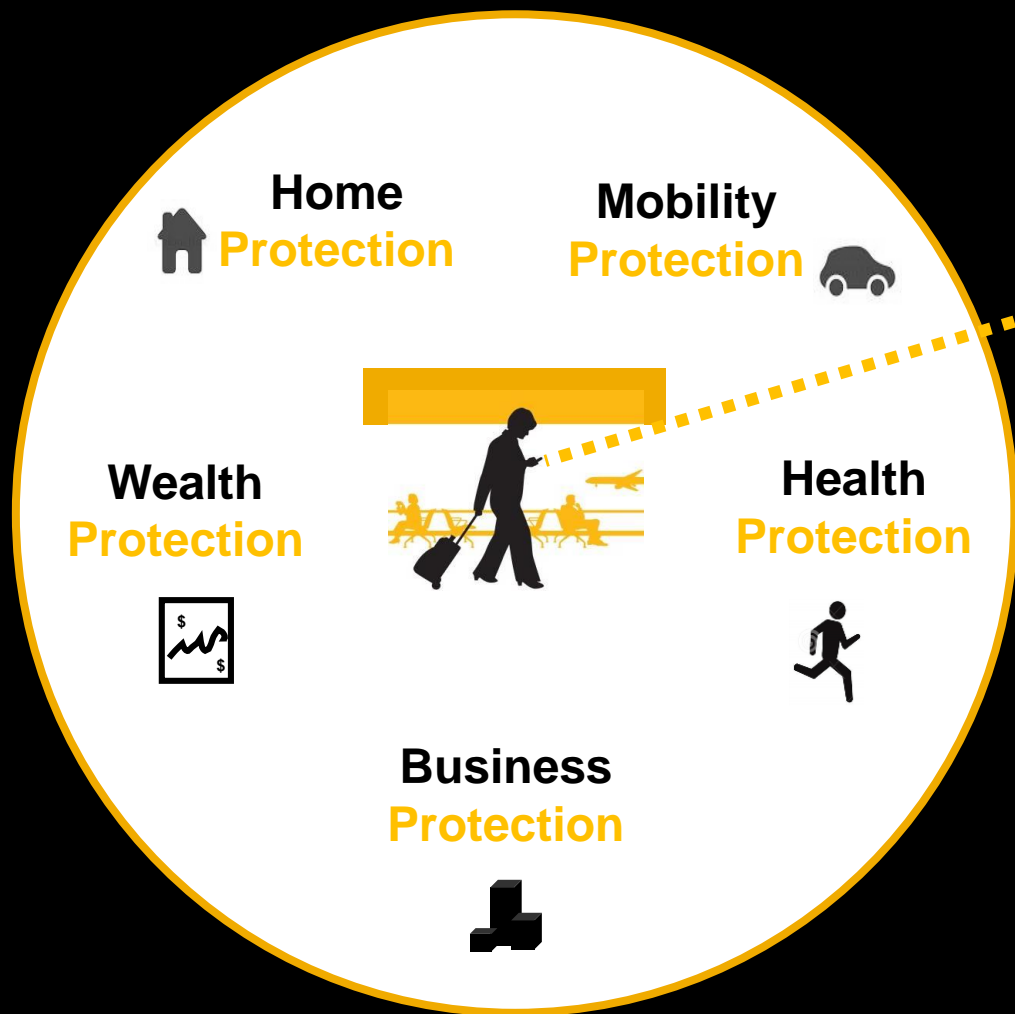
A financial service product...

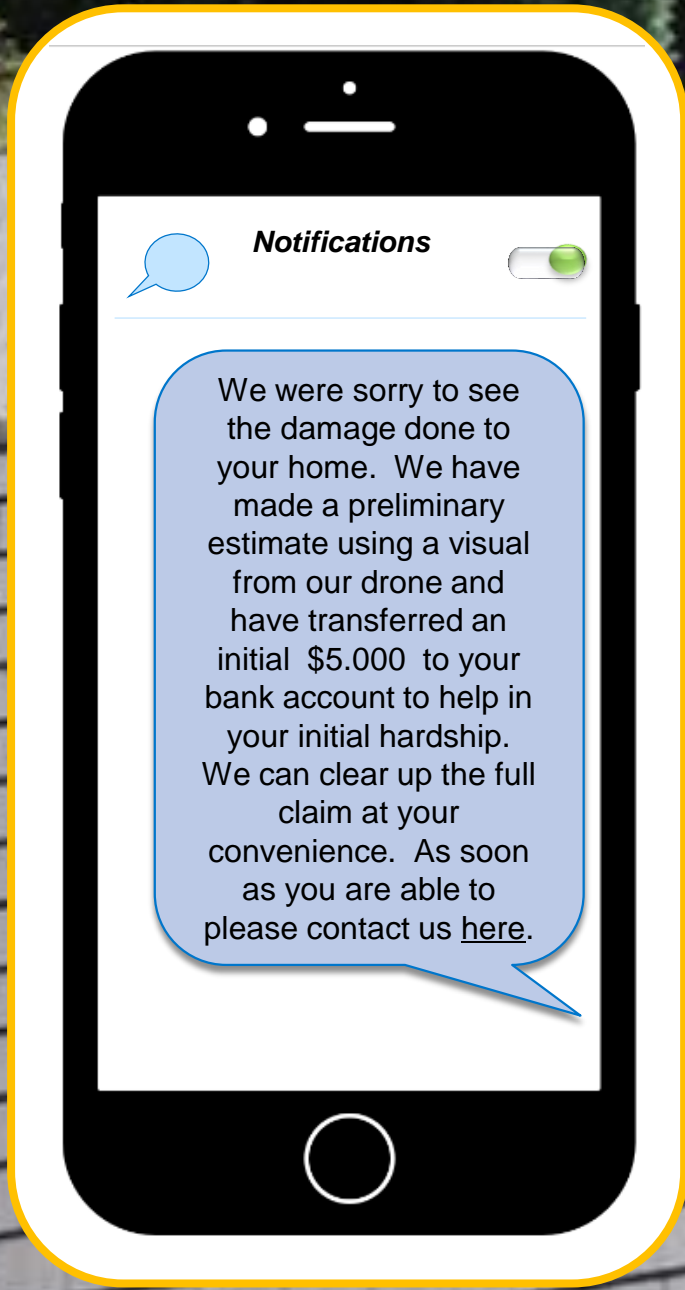
...a customer protection service











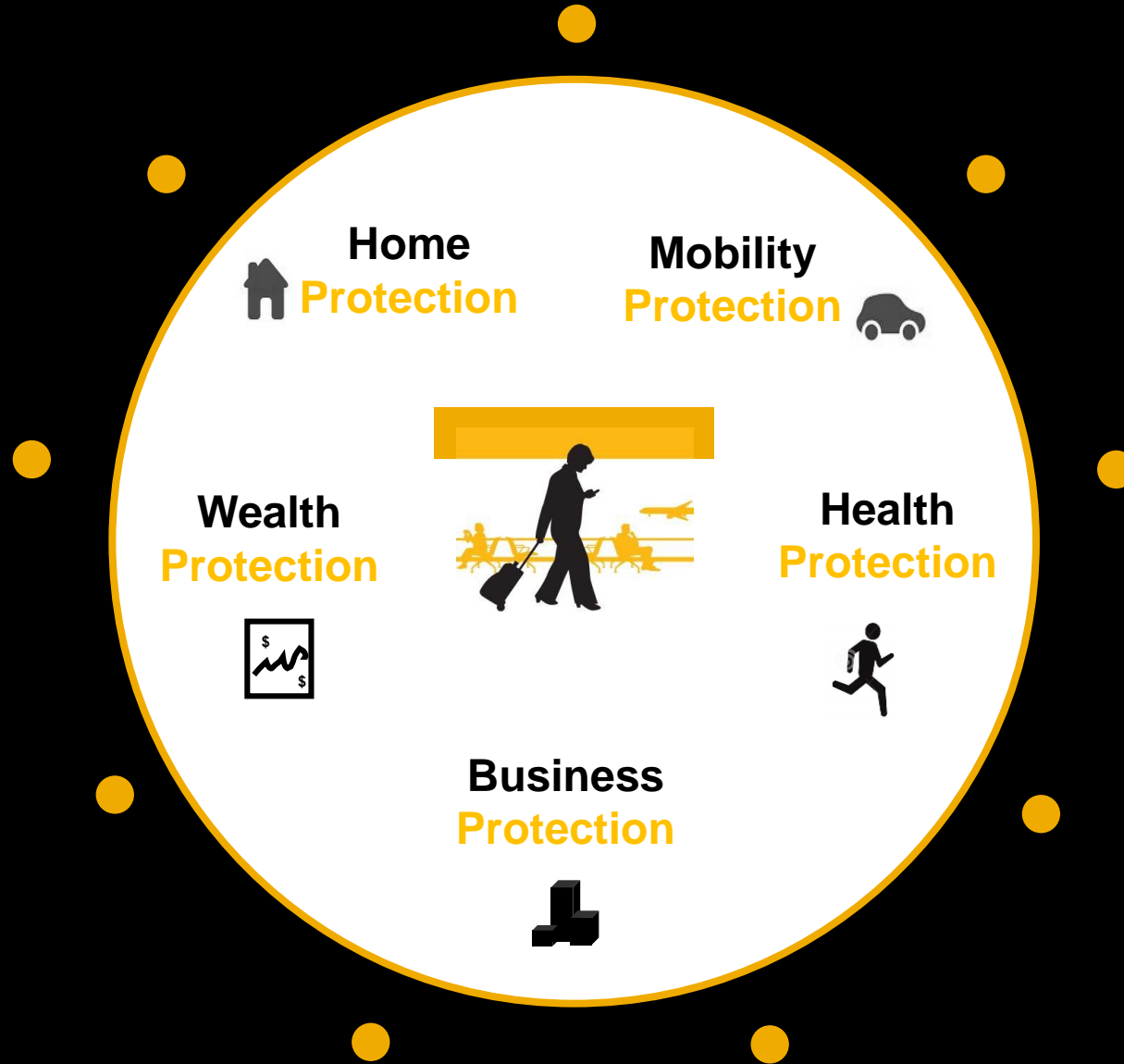
Notifications



We were sorry to see the damage done to your home. We have made a preliminary estimate using a visual from our drone and have transferred an initial \$5,000 to your bank account to help in your initial hardship. We can clear up the full claim at your convenience. As soon as you are able to please contact us [here](#).



When are these changes coming?



Data di nascita 19/12/1966

Provincia AN

Professione

Disoccupato

Ricalcola

24 €
al mese

I tuoi dati ^

Configura la tua Allianz1

? Help

★ Pacchetti consigliati

+ Aggiungi tutti i moduli

CASA

Proteggi la tua casa dagli imprevisti

Danni a terzi

Casa

5 €



Emergenze in casa

Casa

2 €



Danni ai locali della casa

Casa

5 €



Furto in casa

Casa

4 €



Danni al contenuto della casa

Casa

2 €



Invalidita' permanente da malattia

Persona

21 €



PERSONA

Prenditi cura di te e delle persone che ami

Grandi interventi e malattie gravi

Persona

26 €



Emergenze in famiglia

Persona

3 €



Invalidita' permanente da infortunio

Persona

13 €



Premorienza

Persona

25 €



Diaria da infortunio

Persona

1 €



MOBILITÀ

Assistenza satellitare per la tua auto

Emergenze alla guida

Auto

13 €



(Non comprende RC Auto)





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Health

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WHY CHOOSE ADT?

COMPARE PACKAGES

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First Name

Last Name

Select A State



Zip

Phone

Email

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& MONITORING

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- Smoke, Fire & CO2 Monitoring
- Secure, Real-Time Video

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INSURANCE

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BURGLARY
PROTECTION



VIDEO
SURVEILLANCE



HOME
AUTOMATION



FIRE
MONITORING



CARBON
MONOXIDE



FLOOD
PROTECTION



MEDICAL
ALERT

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With [fitness devices](#) and apps from a wide range of providers, you can choose how you track your workouts to earn [Vitality points](#) anywhere, anytime!

*daily and yearly points limits apply.

FITNESS DEVICES

and apps



Link your Garmin Connect account to Vitality and use GPS-navigation to achieve your exercise goals and earn Vitality points.

[Garmin Connect](#) >



Whatever your sport, Polar can track it. Link your Polar device to Vitality and earn Vitality points.

[Polar](#) >



Link your UP by Jawbone to Vitality and track your activity levels and more with the Jawbone wristband, and earn Vitality points.

[Jawbone](#) >

Need To Know

How do I earn Vitality points for tracking my workouts with a fitness device? >

How do I register my fitness device with Vitality? >

Can I use a fitness device to track my workouts and earn Vitality points? >

[View all FAQ's](#) >

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Health Insurance

Medicare

International

Supplementary

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Medicare

Medicare Part D prescription drug and Medicare Advantage plans ensure you are prepared for the unexpected.

► Details

Need help?
Call us

1-800-285-4812

or write

Contact Form



LIFE INSURANCE

Life Insurance will provide your loved ones with a cash lump sum (or an annual benefit), in the event



CAR INSURANCE

Get the protection you need at a price you can afford. We'll help you get all the discounts you deserve



TRAVEL INSURANCE

In today's travel environment it's increasingly important to protect yourself and your travel



INCOME PROTECTION

Income Protection Cover will provide you and your loved ones with a monthly income on a regular

SIMPLE LIFE INSURANCE. SIMPLE IS HERE AGAIN.

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Call 13 3982

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Simple Life is insurance that helps protect your lifestyle and the people who depend on you. You might consider it when your circumstances change such as changing jobs, entering the property market, or starting a family.

Simple Life offers four types of cover, with benefits paid as a lump sum – Life Cover up to \$1 million, Total and Permanent Disability Cover up to \$500,000, Critical Illness Cover up to \$200,000 and Bill Protection up to \$5,000. To make things simpler, you can choose from one of our [packages](#), or any combination of [covers](#) when you get a quote.

Simple Life - Types of cover



What does this mean for IT?

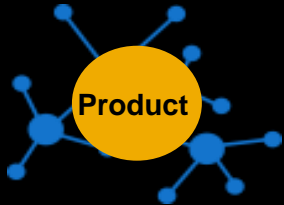
How should my company react to these trends?



Ignore them and wait till the hype passes



Make my products easier to sell on the internet

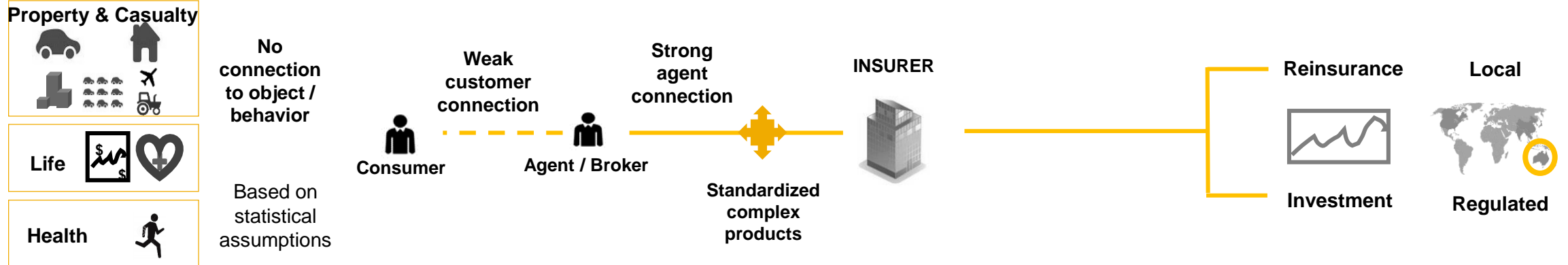


Add digital capabilities to my products

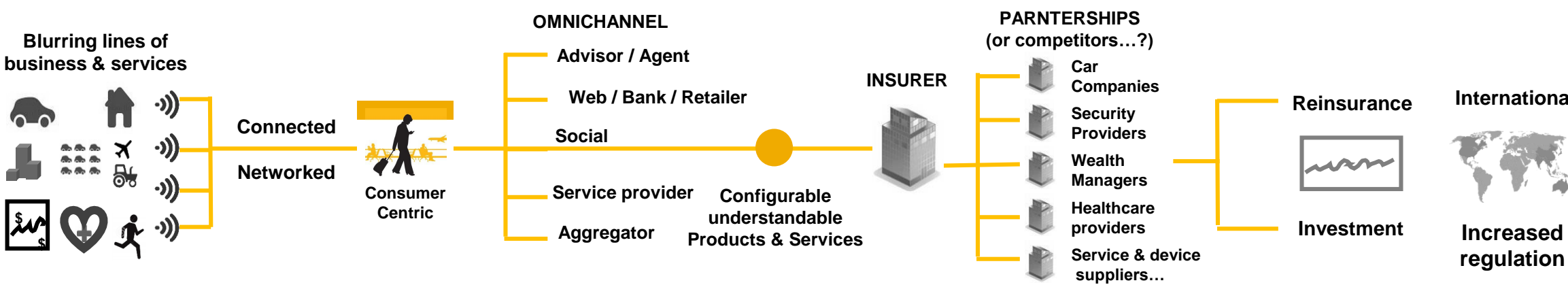


**Understand what my customer is trying to do and provide
(potentially with partners) the optimal experience**

TODAY



TOMORROW



IT CHALLENGES



Property & Casualty



Life

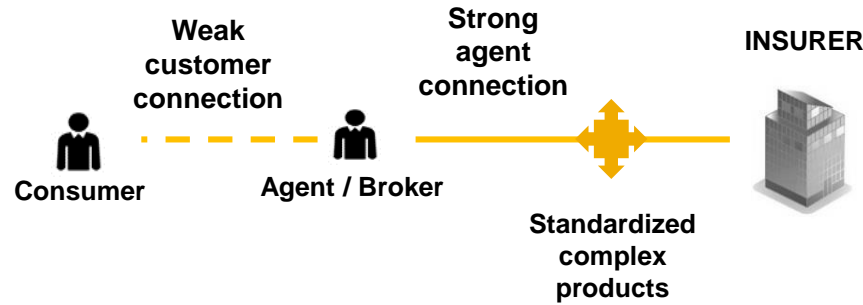


Health



No
connection
to object /
behavior

Based on
statistical
assumptions



Reinsurance



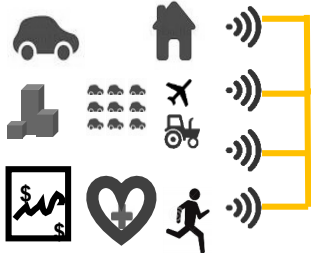
Investment

Local



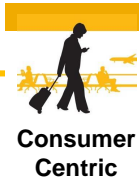
Regulated

Blurring lines of
business & services



Connected

Networked



Consumer
Centric

OMNICHANNEL

Advisor / Agent

Web / Bank / Retailer

Social

Service provider

Aggregator

Configurable
understandable
Products & Services

INSURER

PARTNERSHIPS
(or competitors...?)

- Car Companies
- Security Providers
- Wealth Managers
- Healthcare providers
- Service & device suppliers...

Reinsurance



Investment

International

Increased
regulation

SAP Insurance

HANA

Analytics

Orchestration

FRONT OFFICE

Marketing Sales Underwriting
Commissions
Service

Life Health P&C

MIDDLE OFFICE

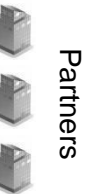
Policy Claims
Reinsurance Fraud
Billing Payments

Product Agility

BACK OFFICE

Finance Planning
Procurement People
Investment Real Estate

Processes from other industries



Partners



Analytics

FRONT OFFICE

Marketing Sales Underwriting
Commissions
Service

Life Health P&C

MIDDLE OFFICE

Policy Claims
Reinsurance Fraud
Billing Payments

Product Agility

Orchestration

BACK OFFICE

Finance Planning
Procurement People
Investment Real Estate

Processes from other industries



Next steps?

Innovation Day



Design Thinking Workshop



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