The New Smart Digital Distribution Enabler

Alondra

NTT DATa

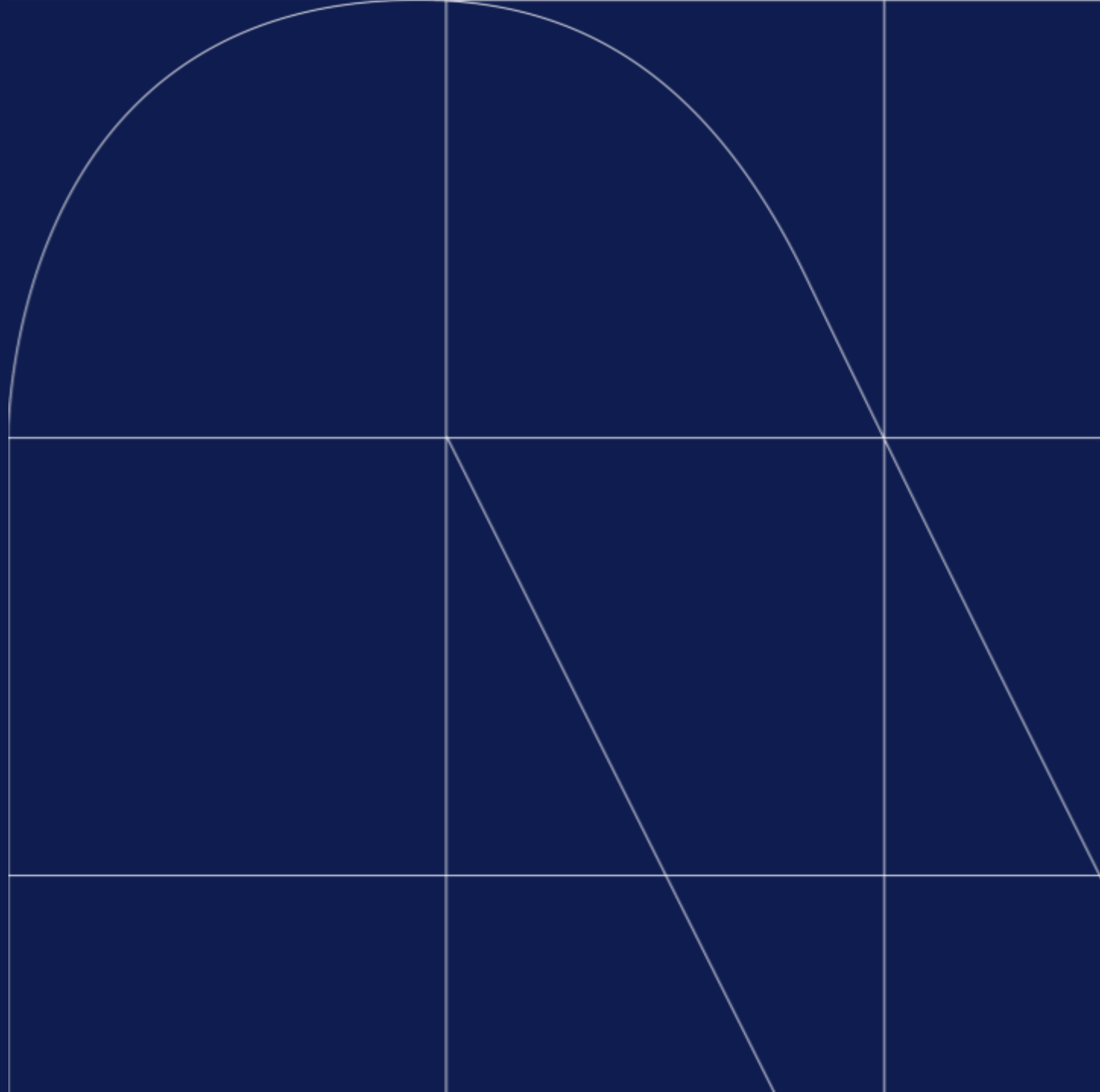Know more about Alondra by visiting insurance.nttdata.com/

NTT DATA

1. Why Alondra?

Customer Needs are Evolving. Insurance Distribution too.

NTT DATA
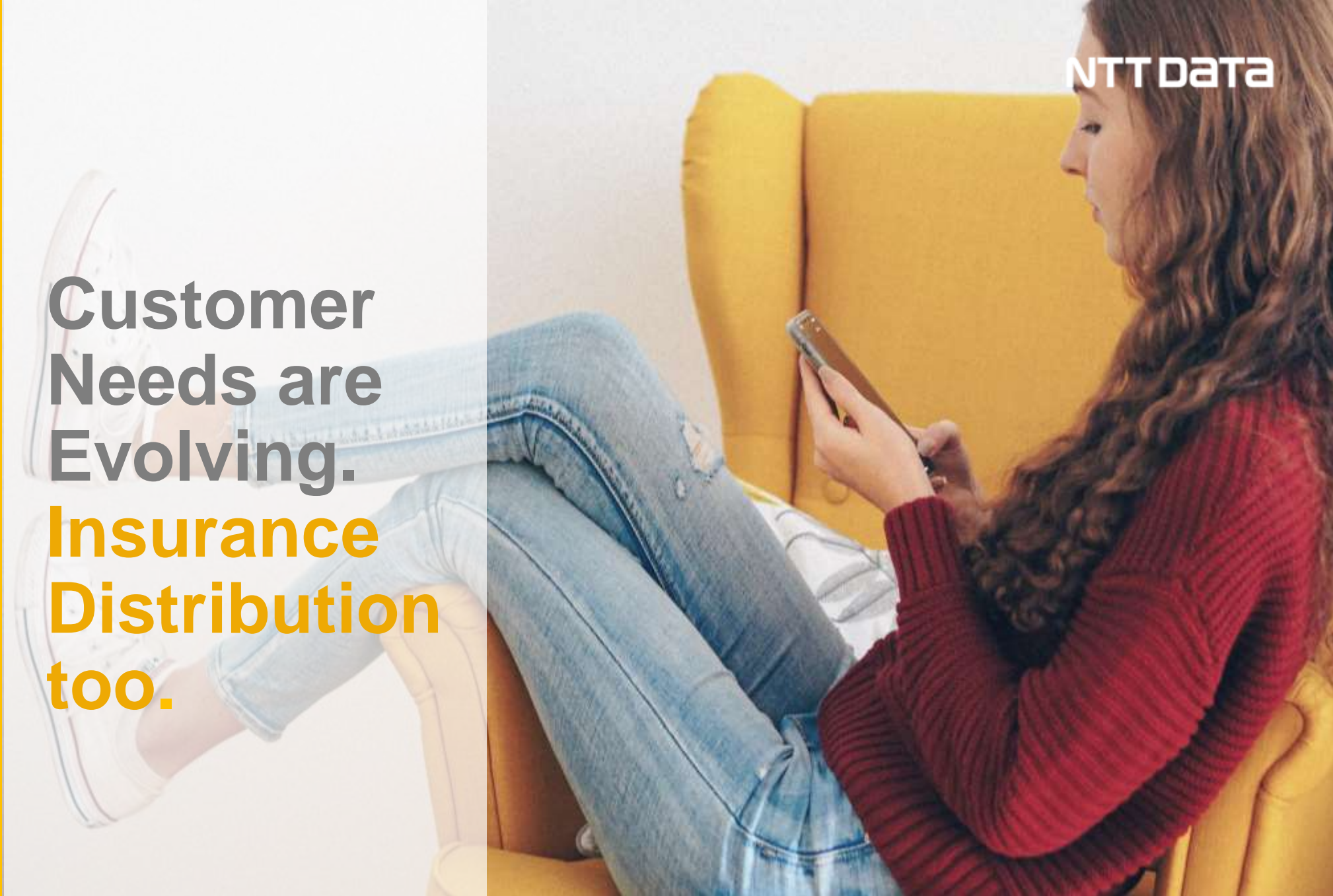
Making Distribution Easier and Smarter for All Parties in Insurance Ecosystems

Lead the Ecosystem Through Smart Distribution
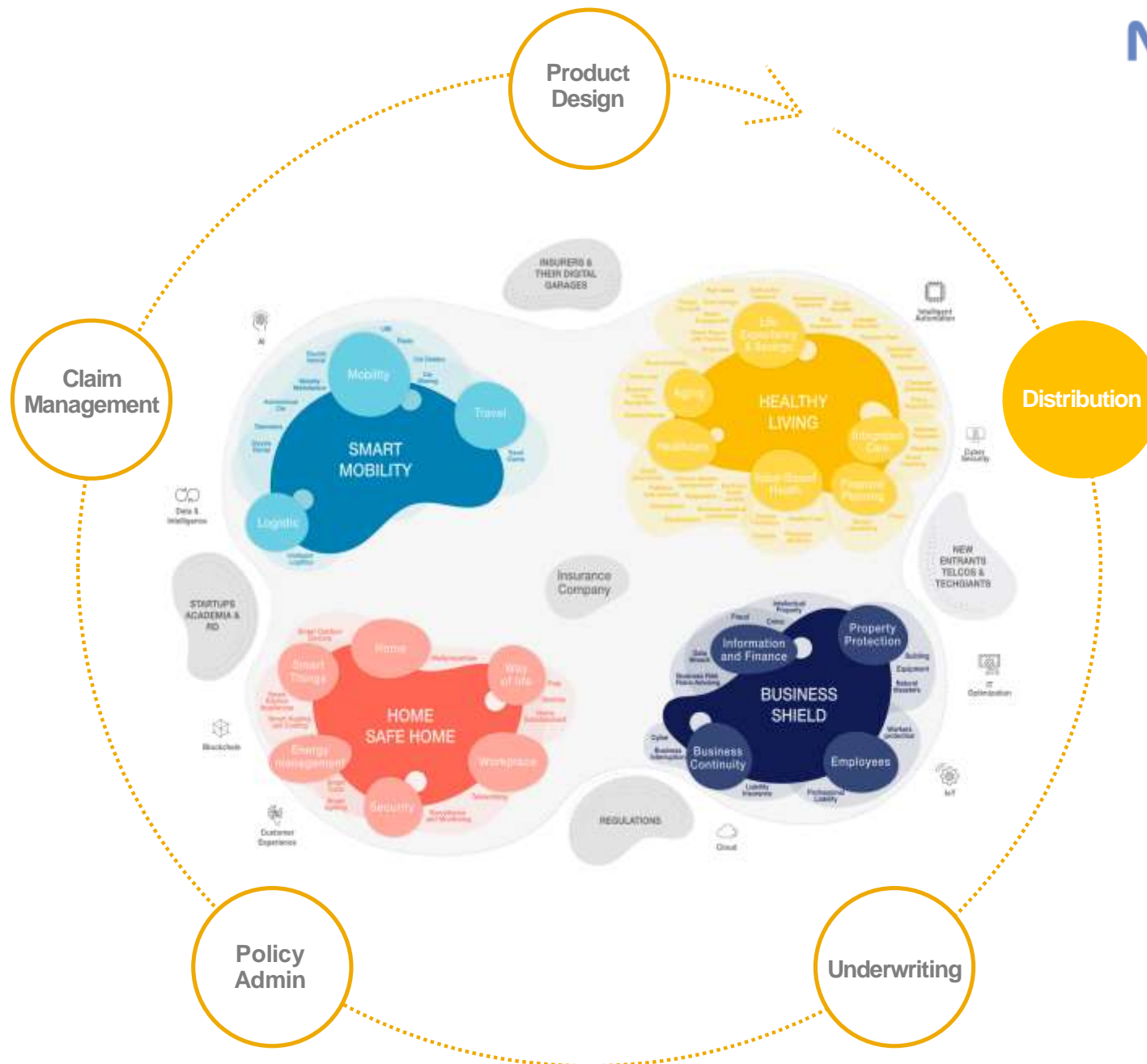
Participating in Ecosystems may seem Complex. Alondra Simplifies Policy Management and Sales.

NTT DATA

2. What is Alondra?

The new **Smart Insurance Distribution**.

Connected | # Embedded | # Integrated

to Ecosystems | in Third Party Sales Channels | with your Core Systems

Traditional. **Modern.**
Complex. **Easy.**
Monolithic. **Decoupled.**
Rigid. **Flexible.**
Slow. **Agile.**
Inefficient. **Efficient.**
Tailor Made. **Integrated.**
Costly. **Cheap.**
Isolated. **Connected.**

3. Architecture & Functionalities

Alondra is based on **Rapid Development** technology.

The solution is composed of several modules covering all distribution needs.

Life cycle of policy

Quote

Issue Policy

Pay Policy

Endorsement Policy

Cancel Policy

Claims

Claims follow-up

Features for the Broker

Customer 360º

Policy

Commission

Incentives

Offers

BackOffice Manager

Insurance Companies

Product Workshop

Commission Workshop

Dashboard & Reporting Manager

Incentives Workshop

File Upload (ETL) Manager

Support Layer

DATA	Application DB
DOCUMENT	Management
ETL	Integration
BPM	Orchestrator
CALCULATOR	Engine

What is Alondra?
Architecture

NTT DATA

Alondra by NTT DATA

Life cycle of policy	Quote → Issue Policy → Pay Policy → Endorsement Policy → Cancel Policy → Claims → Claims follow-up

Features for the Broker	Customer 360º • Policy • Commission • Incentives • Offers

BackOffice Manager	Insurance Companies • Product Workshop • Commission Workshop • Incentives Workshop • Dashboard & Reporting Manager • File Upload (ETL) Manager • Management

Support Layer	**DATA** Application DB	**DOCUMENT** Management	**ETL** Integration	**BPM** Orquestator	**CALCULATOR** Engine

What is Alondra?
Architecture

NTT DATA

Alondra ensures **maximum connectivity** in data distribution and control.

Thanks to its robust, reliable and scalable architecture, it speeds up the development process.
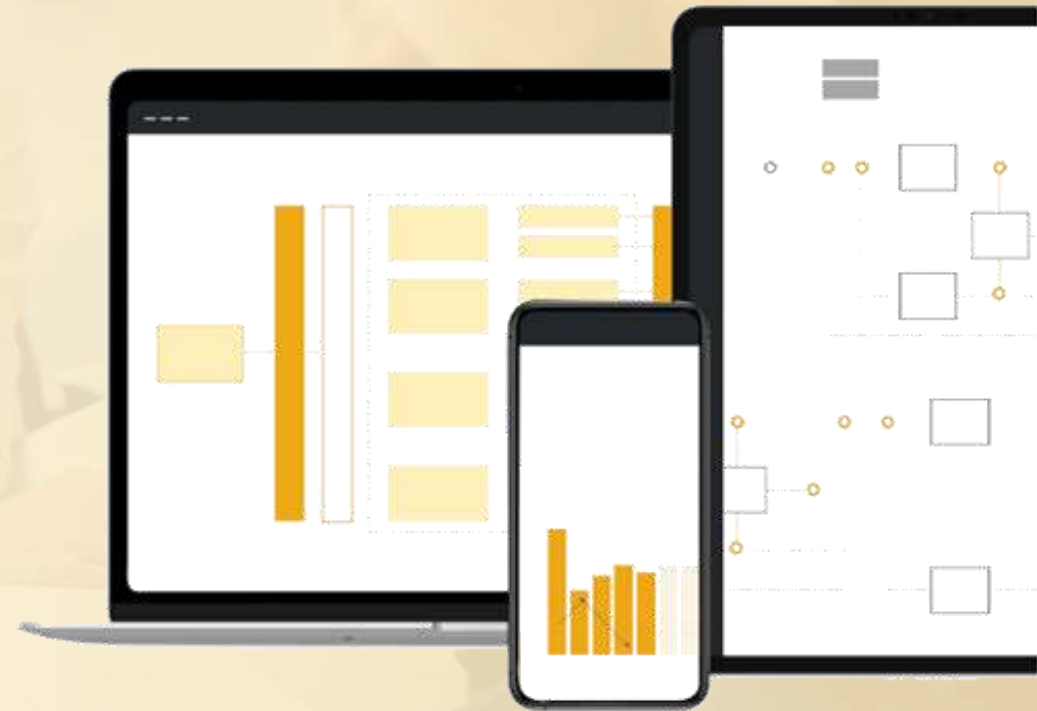
4. Integration with Syntphony
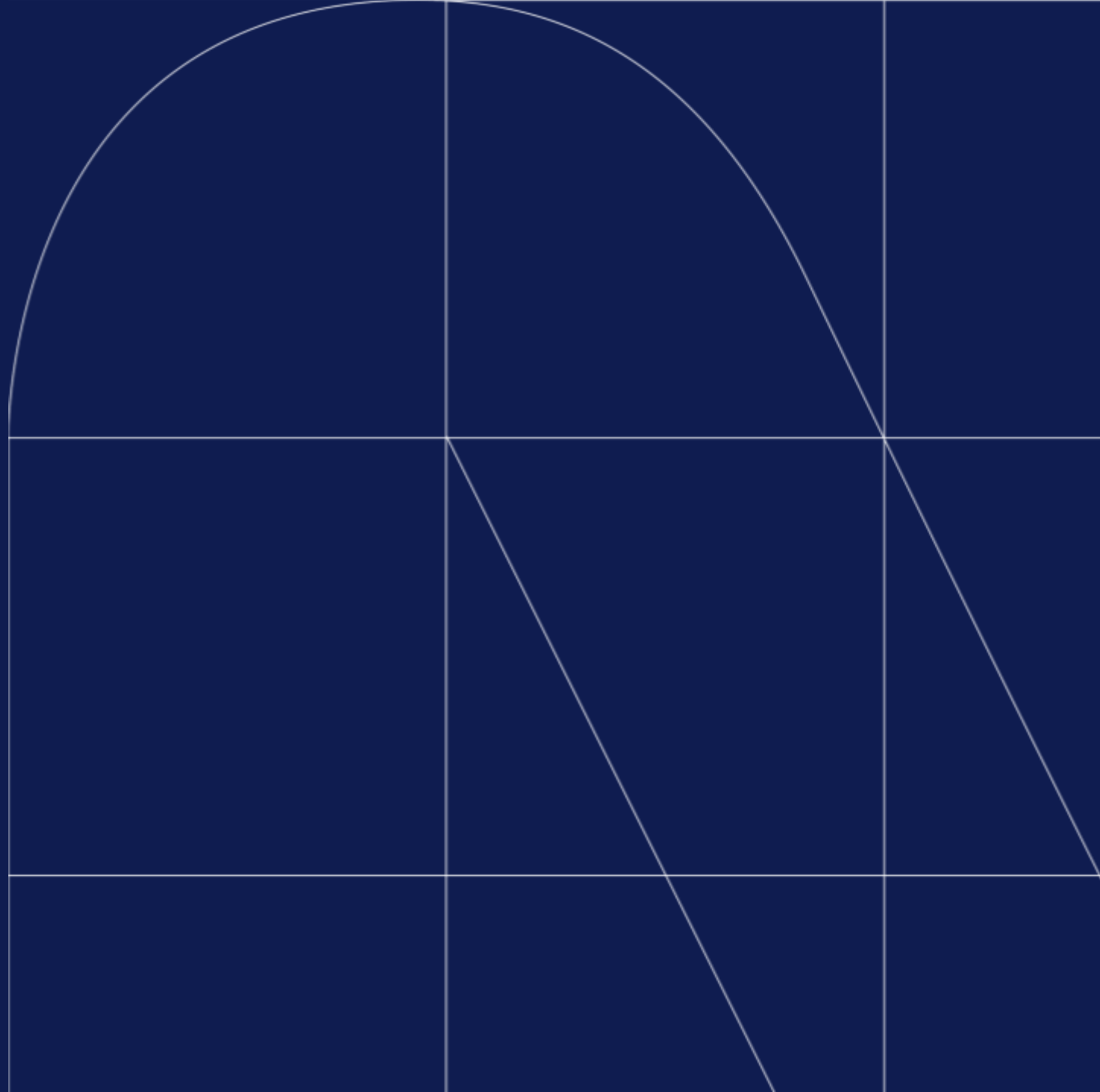
Alondra
As part of NTT DATA's Syntphony

NTT DATA

https://www.syntphony.com/

syntphony

Cross

Clonika

Dolfia

eva

Knowler

NAKA

TŌGŌ

Finbow

Alondra

< Insurance

aws

G

Resellers & Integrators

salesforce

SAP

PROS / CONS

- People
- Availability of Resources
- Lack of Investment / Risk Assumption
- Complex Accounting
- No Culture of Entrepreneurship
- High Costs in Specialists and Infrastructure
- Develop Own Product from scratch vs. Partnering with Startups

SYNTPHONY 4 INSURANCE

Finbow

Eva

Clonika

Alondra

Alondra
Integrations with other Syntphony Products

NTT DATA

5. Benefits

What is Alondra?
10 Reasons to Adopt it

NTT DATA

ONE PLACE FOR ALL INFORMATION

1 **One place** to Manage all insurance information

2 **Easy connect** and **efficient** Management of all the information from multiple insurers(EIAC and ACCORD)

3 It lets add new insurers, Products, and benefits **without IT participation**.

CUSTOMERS

PARTNERS

ALONDRA WEBSITES
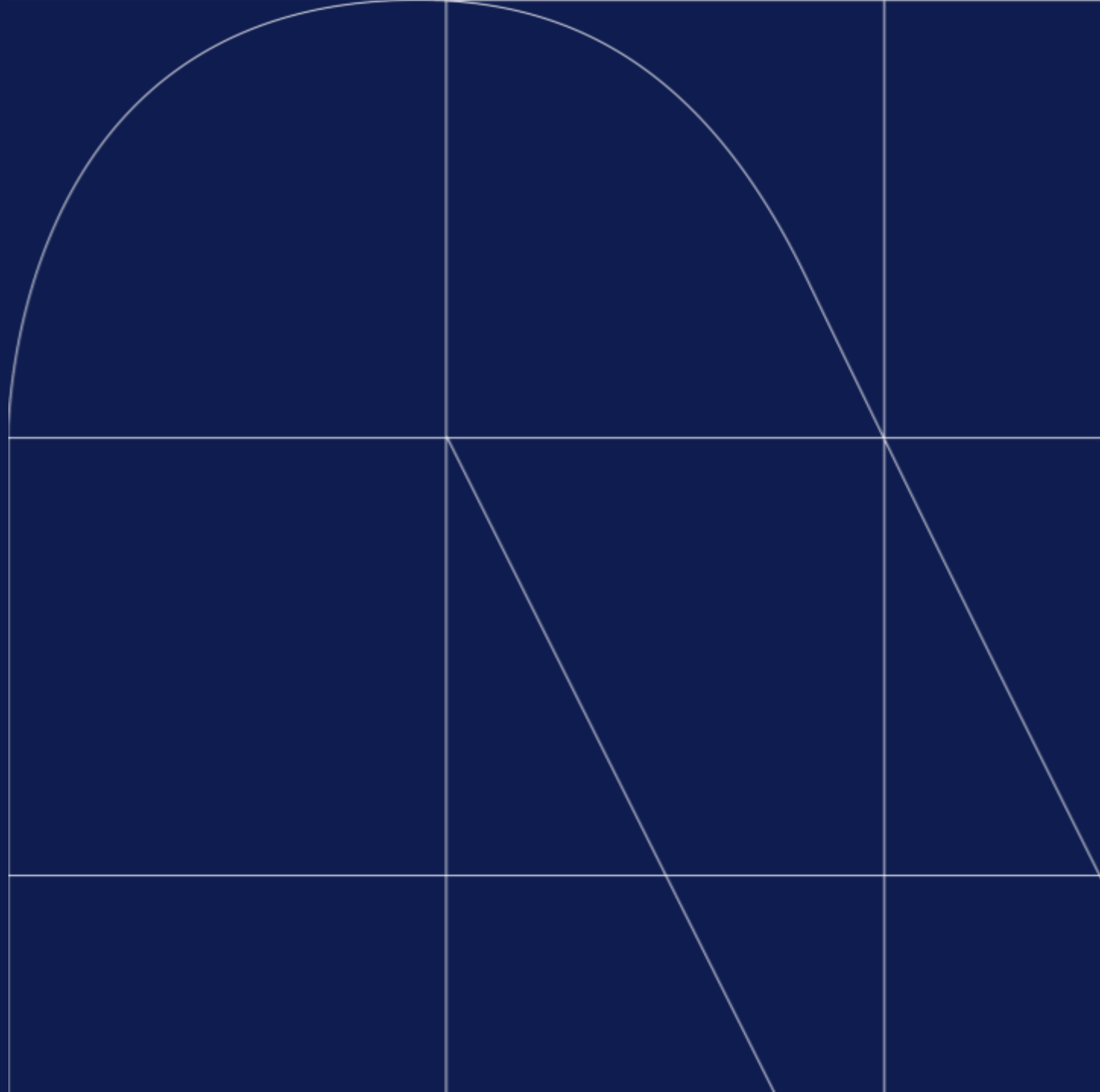
7 To be **the single point of contact** for my clients regarding their insurance management

8 Provides a **360 view of the client** for both the broker and the **client**.

Alondra
Smart Insurance Distribution
by NTT DATA

COMMISSION MANAGEMENT

4 Commission Management from insurers.

5 Manage the distribution of commissions with my **commercial agents**

6 Analyze the **level of compliance** with my commission **budgets.**

INSURERS

EASY INTEGRATION AND USE

9 Different **ways to integrate** Alondra: **microsites**, **widgets**, **APIS**.

10 I need to be more **independent** in my operations from the IT department to manage my business.

Alondra
Benefits

Helping to reduce Time to market

Decoupling the insurer's core system from the digital layer

Robust module for premium calculation

Orchestration with multiple core systems: 360⁰ view

Meeting customer expectations

Reducing complexity

Making Underwriting Easier

Connecting to Ecosystems

Alondra
Benefits

Auto

Utilities

Telco

Banking

Go Smart Distribution

Alondra
Smart Insurance Distribution
by NTT DATA

- **Reinforce onsite channels**
- Implement a **B2B2C platform for distribution**
- Understand **technology and data as a fundamental part** of distribution
- Make it your goal to **reduce the customer acquisition cost**
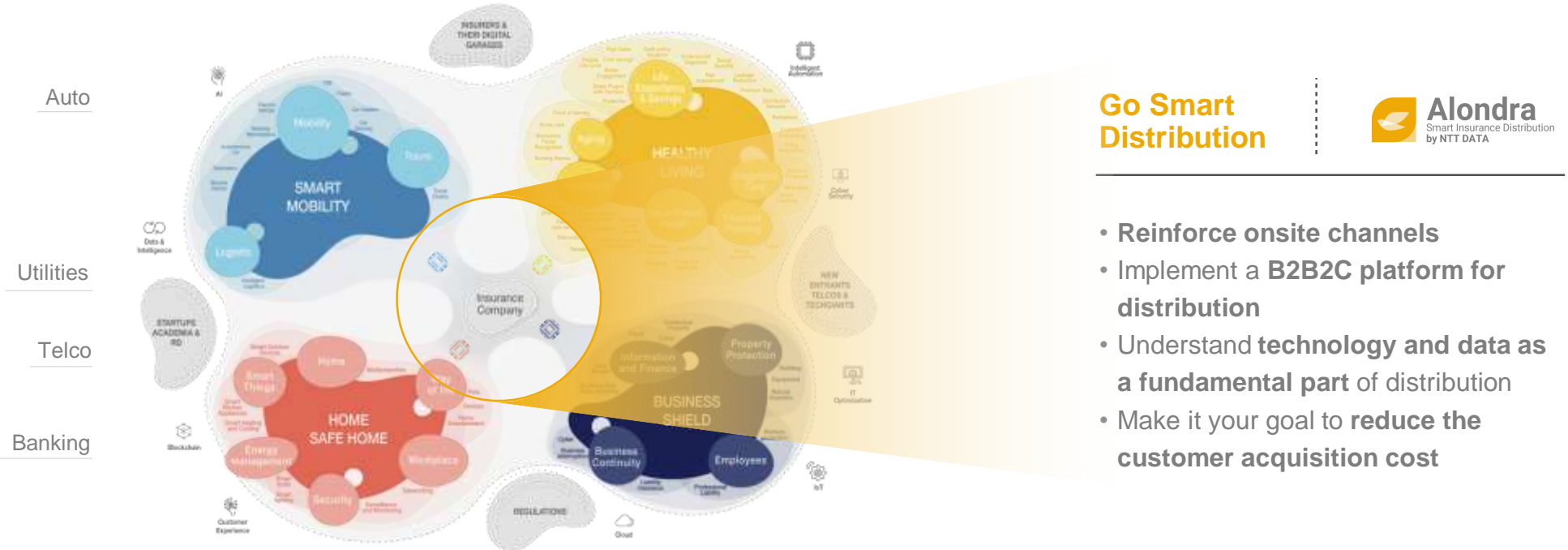
If other players want to become **insurance distributors**, they need a robust distribution core system. Such a system should be **decoupled from the insurers** and allow them to be independent of the business in terms of distribution.

6. Use Cases

NTT DATA

1	**2**	**3**	**4**	**5**
STARTING POINT	**THE NEED**	**CONNECTING THE DOTS**	**OUR SOLUTION**	**THE BENEFITS**

A T M

Alondra
Smart Insurance Distribution
by NTT DATA

The client needs to take our money from their bank's ATM.

However, the client runs the risk of being robbed within minutes of withdrawing the money. A new need for being insured emerges.

In order for the insurer to be able to cover such risk, it needs all the data from the ATM to be compatible with its current core systems.
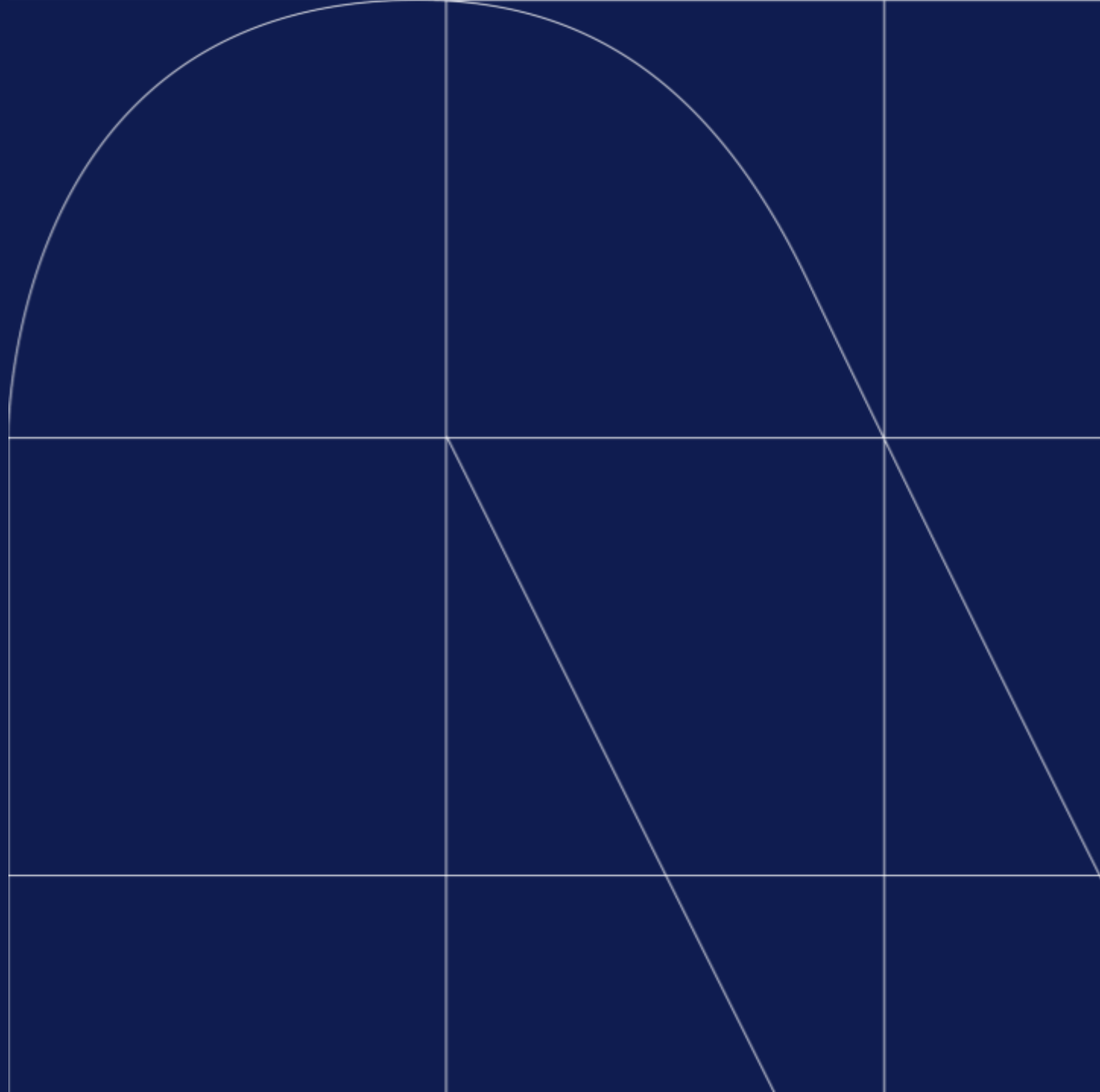
Alondra acts as a middle layer, processing all the data from the ATM's transaction to integrate it to the insurer's core system in a simplified, decoupled manner.

The insurer receives all data from the customer to be able to insure its transaction. Data is validated, cleaned and transformed, and is guaranteed to be accurate, complete and consistent.

ATM Robbery Insurance

NTT DATA

Some Key Figures and Results

+ 2.6 mm	Customers
+ 1.3 K	ATMs
+ 50 K	Policies issued per day.
USD 1	Average premium per policy
USD 1.5 mm	Avg. monthly premium
< 6 Months	ROI

WHY ALONDRA?

Time to Market + Robustness

MAIN CHALLENGES

17
MONTHS

To launch a new full-scale operation leverages on Alondra.

+50K
POLICIES

Issued per day.

3
HOURS

Significant **time constraints** to process a high volume of policies due to their short duration

DISTRIBUTION →

BANK ATM SYSTEM LAYER

Bulk Policies

OPERATION →

Alondra
Smart Insurance Distribution
by NTT DATA

MIDDLEWARE SOLUTION

Grouped Policies | API | API | Claims

RECONCILIATION →

INSURANCE COMPANY CORE LAYER

Use Cases
ATM Robbery Insurance

Insurance product that covers money theft for the next 3 hours after a cash withdrawal at an ATM. Customers have 3 hours to report the theft to the police and then call to the insurance company. Compensation is 100% of the withdrawal.

MAIN FACTS

Bank
- 2.6mm+ Customers
- 1,300+ ATMs
- 10-year coinsurance deal btw the Bank and the Insurance company

Policies
- 50k+ policies issued per day

Premium
- Around $1.5mm/month
- Withdrawals from $4 to $150: $0.61
- Withdrawals from $151 to $300: $1.25

Claims
- Not official figures yet
- But relatively low / Few cases per day
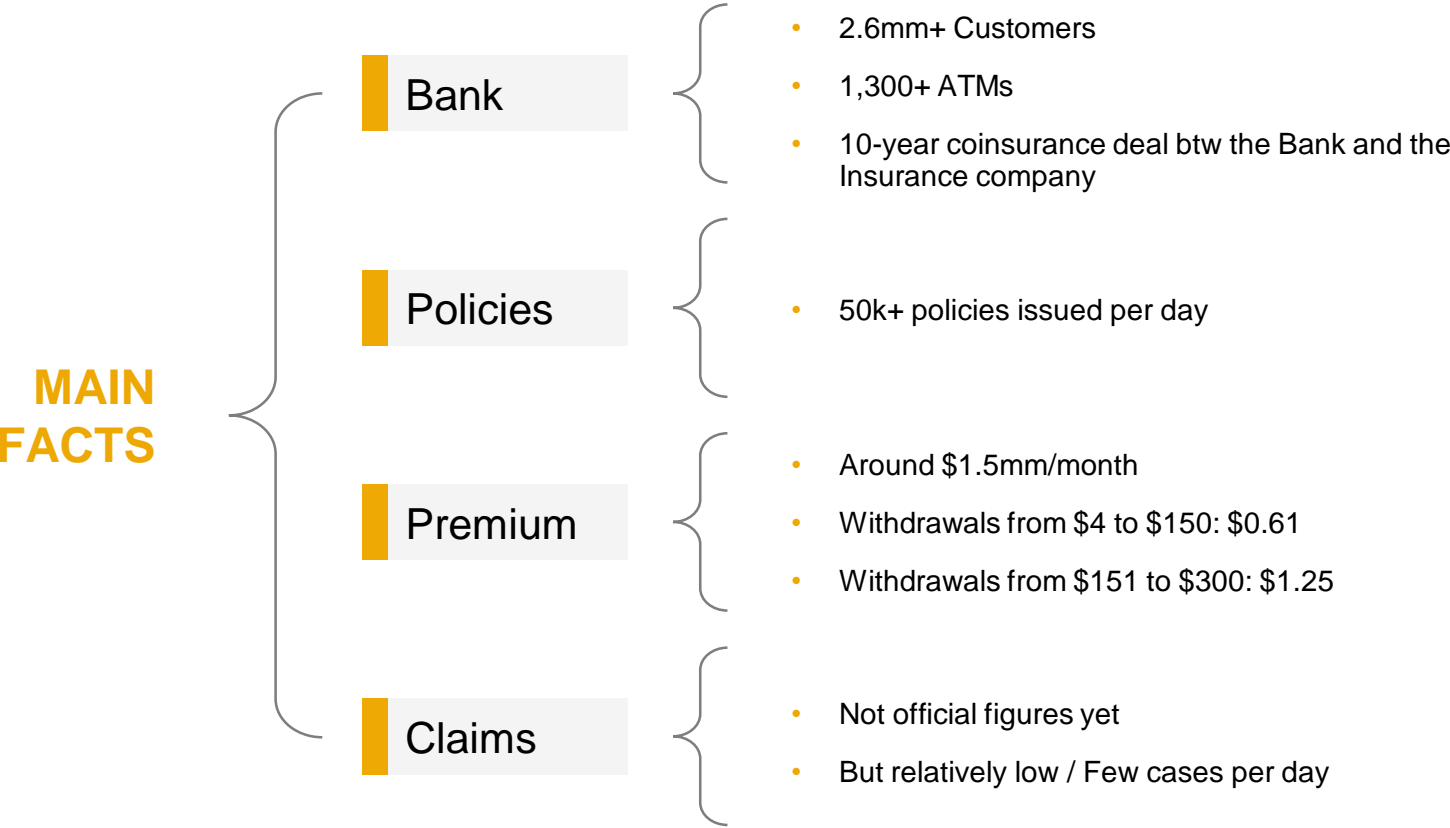
MAIN CHALLENGES
- 4 months to setup a full new operation .
- High volume of policies with very short duration.
- Current CORE is only able to process up to 30k policies per day.

OUR DEAL WITH
- 5-year deal ($150k/y per licence) + BigContent ($50k/y)
- AM Service (over $300k)
- Projects (over $1mm)
- Derived Services: BPO, Clonika

Use Cases
Affinities. Alondra as Distribution Core System

1

STARTING POINT

The client wants to buy a new car from its trusted car dealer.

2

THE NEED

ALL IN ONE

However, the client is used to consume products all in one, in the same place. The client wants to buy the Motor Insurance policy along with its new car.

3

CONNECTING THE DOTS

The car dealer has to find the tariff that best fits its client's needs from a wide range of insurer's offers.

4

OUR SOLUTION

Alondra
Smart Insurance Distribution
by NTT DATA

Alondra connects the offer from different insurers for companies within the different ecosystems (in this case the Car Dealer) to be able to choose the most suitable offer for their customers.

5

THE BENEFITS

The insurer partners with companies in the ecosystem to be able to get to new users by offering insurance services within non-insurance products.

Use Cases
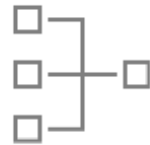# Affinities. Alondra as Distribution Core System

NTT DATA

1

STARTING POINT

The client has already a loyal relationship with its trusted bank to manage its personal finances.

2

THE NEED

The Insurance company wants to get to new clients but needs to embed its offer within other third parties' products and services.

3

CONNECTING THE DOTS

The insurance company and the bank partner to increase the Insurance portfolio. However, need to do so without impacting the insurer's core system.

4

OUR SOLUTION

Alondra
Smart Insurance Distribution
by NTT DATA

Alondra provides the Insurance partner (bancassurance or other) a system, such as a broker portal, to sell and manage Insurance policies.

5

THE BENEFITS

Alondra allows for the fast creation and launch of new products and services while enabling decoupled B2B2C distribution: connecting with a partner to cover the end client's needs.

Use Cases
Extended Warranty

WHY ALONDRA?

New B2B2C Markets +
Embedded Insurance

MAIN CHALLENGES

01.

Handle the digital business issued policies from different Geographical regions.

02.

Provide to the Affinity a system (branch portal) to sell and manage insurance policies also in the physical stores.

DISTRIBUTION →

AFFINITY WEB PORTAL

Quote & Buy Request

OPERATION →

API

Alondra
Smart Insurance Distribution
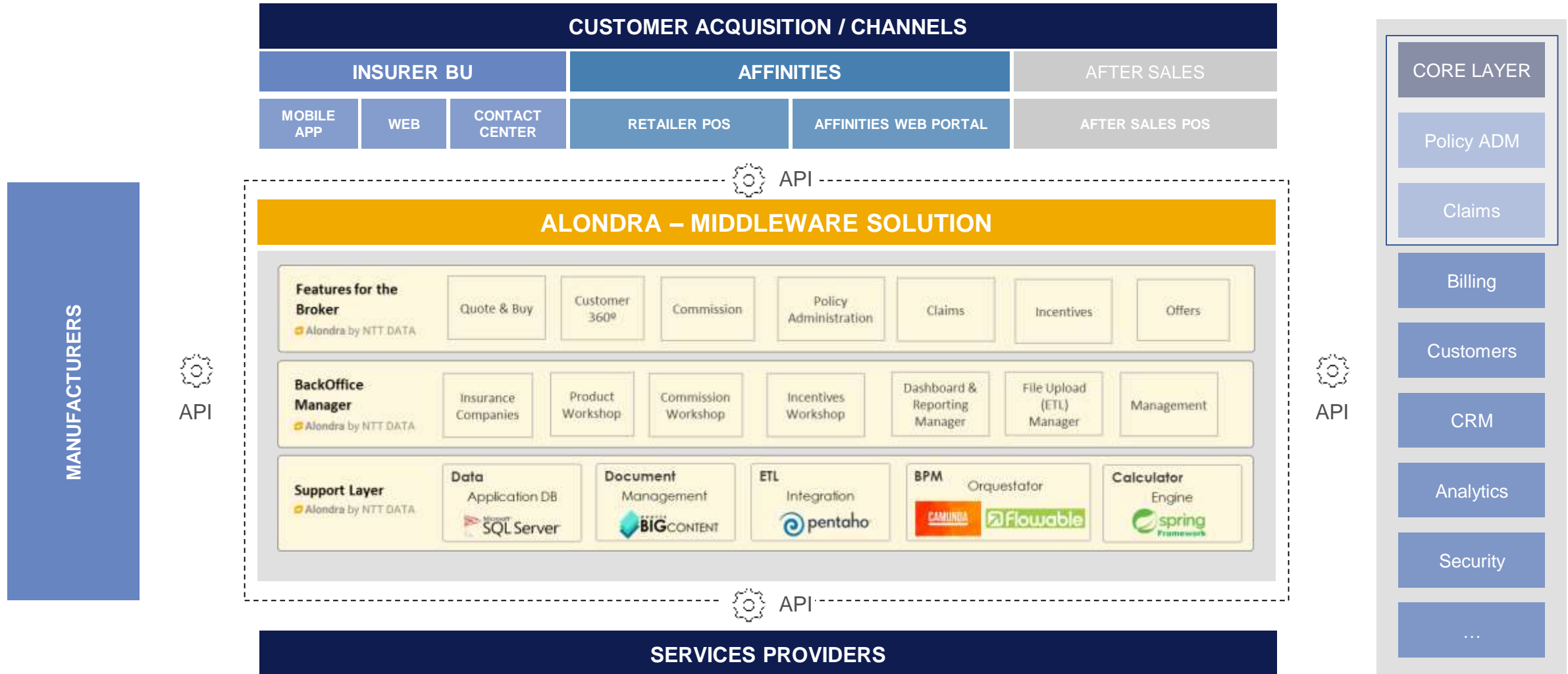by NTT DATA

MIDDLEWARE SOLUTION

spring
SQL Server
CAMUNDA
BIGCONTENT
Flowable
pentaho

API

Policy Management   Claims   API

EMMISION →

INSURANCE COMPANY CORE LAYER

SERVICES PROVIDER

Use Cases
Extended Warranty

INSURER

MANUFACTURERS

CUSTOMER ACQUISITION / CHANNELS

INSURER BU	AFFINITIES	AFTER SALES
MOBILE APP	WEB	CONTACT CENTER	RETAILER POS	AFFINITIES WEB PORTAL	AFTER SALES POS

API

ALONDRA – MIDDLEWARE SOLUTION

Features for the Broker
Alondra by NTT DATA

Quote & Buy	Customer 360º	Commission	Policy Administration	Claims	Incentives	Offers

BackOffice Manager
Alondra by NTT DATA

Insurance Companies	Product Workshop	Commission Workshop	Incentives Workshop	Dashboard & Reporting Manager	File Upload (ETL) Manager	Management

Support Layer
Alondra by NTT DATA

Data Application DB	Document Management	ETL Integration	BPM Orquestator	Calculator Engine
SQL Server	BIGCONTENT	pentaho	CAMUNDA Flowable	spring Framework

API

API

API

SERVICES PROVIDERS

CORE LAYER

- Policy ADM
- Claims
- Billing
- Customers
- CRM
- Analytics
- Security
- ...

Use Cases | Extended Warranty
Journeys Available for Extended Warranty

Alondra has already developed the journey for **3 user roles** to orchestrate the communication between them for all the Extended Warranty End to End processes.

PARTNERS / CUSTOMERS

PRIVATE ENVIRONMENT FOR An

INSURED

REPAIR MANAGEMENT FOR A

REPAIRER PARTNER

AFFINITY PARTNER

Use Cases
Ongoing & Potential Cases

Successful Use Cases

COMMISSION MANAGEMENT	ATM ROBBERY INSURANCE	MOTOR LOAN INSURANCE	CAR DEALER INSURANCE DISTRIBUTION
01	02	03	04

Some Potential Use Cases

EXTENDED WARRANTY	CREDIT CARD PAYMENT PROTECTION	CREDIT CARD LIFE INSURANCE UPGRADE	CREDIT CARD EXTENDED WARRANTY UPGRADE
01	02	03	04

Know more about Alondra by visiting

insurance.nttdata.com/