

# Core Modernization General Insurance

Value Proposition

NTT DATA

FUTURE  
AT HEART

# Index

1. Our Market Vision and Global Vision

2. Key GI Industry Trends and Service Portfolio

3. Delivery Models

# Market Vision 2022/25 – Europe and Latin America

## Business Consulting & Technology and Digital Product & Service Innovation

- › Business leaders are looking for direction in an environment of high uncertainty, **the Technology decisions are made more and more outside traditional IT Dep.**
- › The uncertainty and digital disruptions are forcing companies to **review and change their strategies more frequently**. Strategy is evolving from a discrete activity to a **continual process that needs to be actively managed**, also using a portfolio of asset to provide rapid, cost-effective insights on a frequent basis.
- › Expect **grow on expenditure** from Companies (21-25) on **Business and Technology** consulting is **6,5%** and on **Digital product and service innovation of 14,1%**.

## Application Services and Automation

- › **Organizations needs legacy modernization**, configuration of SaaS applications and development of PaaS made solutions;
- › To improve business responsiveness, Companies are turning to the domain- driven design of composable application architectures. **Not a revolution but an evolution of the best practices:**
  1. API-centric, service-oriented design;
  2. collaborative business-IT projects;
  3. project-based to product-based delivery;
  4. AI and analytics services in their application designs;
- › Organizations have a tremendous amount of **“collective” debt** (technical, process, data, architecture, ...) that significantly affects their value proposition and brand. This is creating huge unmet demand for **speed, efficacy and democratization of process automation and data integration.**

# Market Vision 2022/25 – Summary



**Redouble** the effort in simplification, efficiency and adaptation to the digital context of structures, operations and systems



**Transform** the company towards the client by leveraging digital economy values: transparency, digital interaction and flexibility



**Take advantage** of regulatory changes as opportunities to improve operations by improving efficiency



**Agile incorporation** of emerging technologies by experimenting and adopting use cases in an incremental and effective way



**Search** new growth opportunities: through innovation (products, channels, agreements), expansion to other businesses, acquisition (portfolios, companies)



**Integrate** the InsurTech world and culture within the company (observe, collaborate, create, buy). Generating new value and business proposals

# NTT Data Core Modernization Global Vision



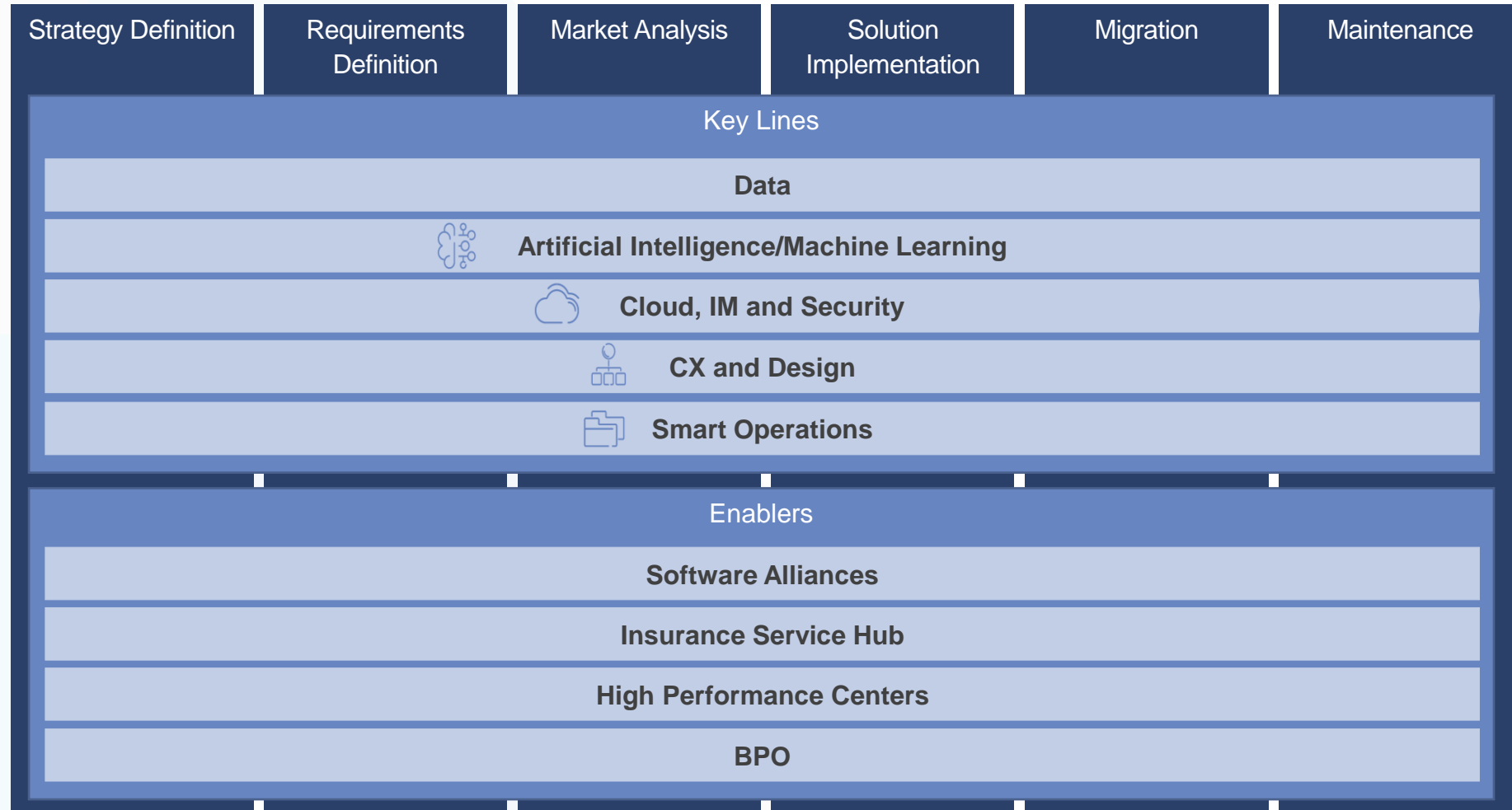
**Distributed Business & Senior Functional and Technical Capabilities**



**Cross functional internal capabilities allows NTT Data to offer a customized approach to every client**



**Factorization Mass Delivery (location driven)**



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# Key Industry Trends



## Core Transformation

*Balancing legacy modernization with digital system transformation*

- Cloud-Based As-a-Service Platforms
- Mainframe and Legacy Platform Optimization
- Optimizing Enterprise Applications
- Establishing a Flexible Digital Architecture



## Embracing Customer & Agent Centricity

*Carriers must meet the demand for new levels of personalized insurance products and services*

- Identify and Target Customer Segments, Buying Behaviours
- Omni-Channel User Experience Delivery
- INSight Segmentation and Analytics



## Elevating Performance through Data & Analytics

*Digital business requires looking beyond traditional data management and analytics*

- New Architectures to add More Diverse Types of Information from More Sources
- Real Time, Seamless Data Management
- Analysis to drive business insight and innovation
- Advanced, Predictive and Prescriptive Analytics



## Infusing the Business with Digital

*Focus on straight through processing for customers, producers, vendors and partners*

- Digital Distribution
- Insurance Value Chain Digitization
- Optimizing Business Operations and Processes
- Automation
- Cybersecurity

### Implications for Technology Industry

# Portfolio of Offerings Aligned with Industry Demand Drivers

## Services Lines




**Core Transformation**

- Make-or-Buy decision facilitation
- Core Modernization
- Data migration



**Customer & Sales Excellence**

- Smart Insurance products
- Digital customer experience



**Data Driven Insurance**

- Data & Analytics
- Data Platform



**Insurance Value Chain Digitalization**

- Sales Automation
- Claims Automation

## Global Services

ROI analysis & Planning  
Operation Model Definition

Process reengineering  
Efficiency levers discovery



## Core Transformation Offerings

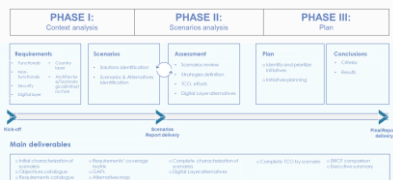
### Make-or-Buy decision facilitation

- Make-or-Buy decision facilitation
- Core Modernization
- Data migration

#### Objective

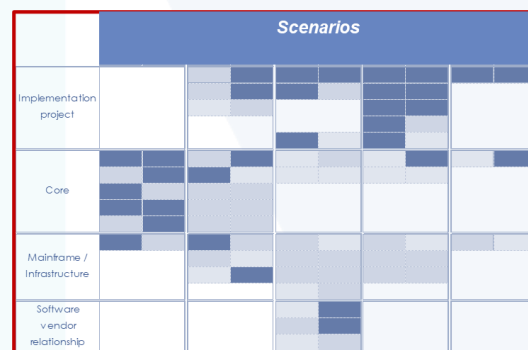
Requested by **Companies which are involved or pretend to start a Core Transformation**, the main objective of this service is to **create, evaluate and compare several scenarios** leveraging market trends and benchmarking, best practices and reference models (covering IT capabilities and operating model, IT architecture, technical and business capabilities) used to shape modern insurance operations.

#### Why NTT Data?



NTT Data has a tested & comprehensive methodology which guarantee the Best possible decision in order to confirm or cancel large Master Plans.

Our analysis integrates business capabilities and technological ones, taking in account the most relevant Vendor Solutions, in order to verify the full picture which allows reach the business goals saving costs and time with the lowest possible risks.



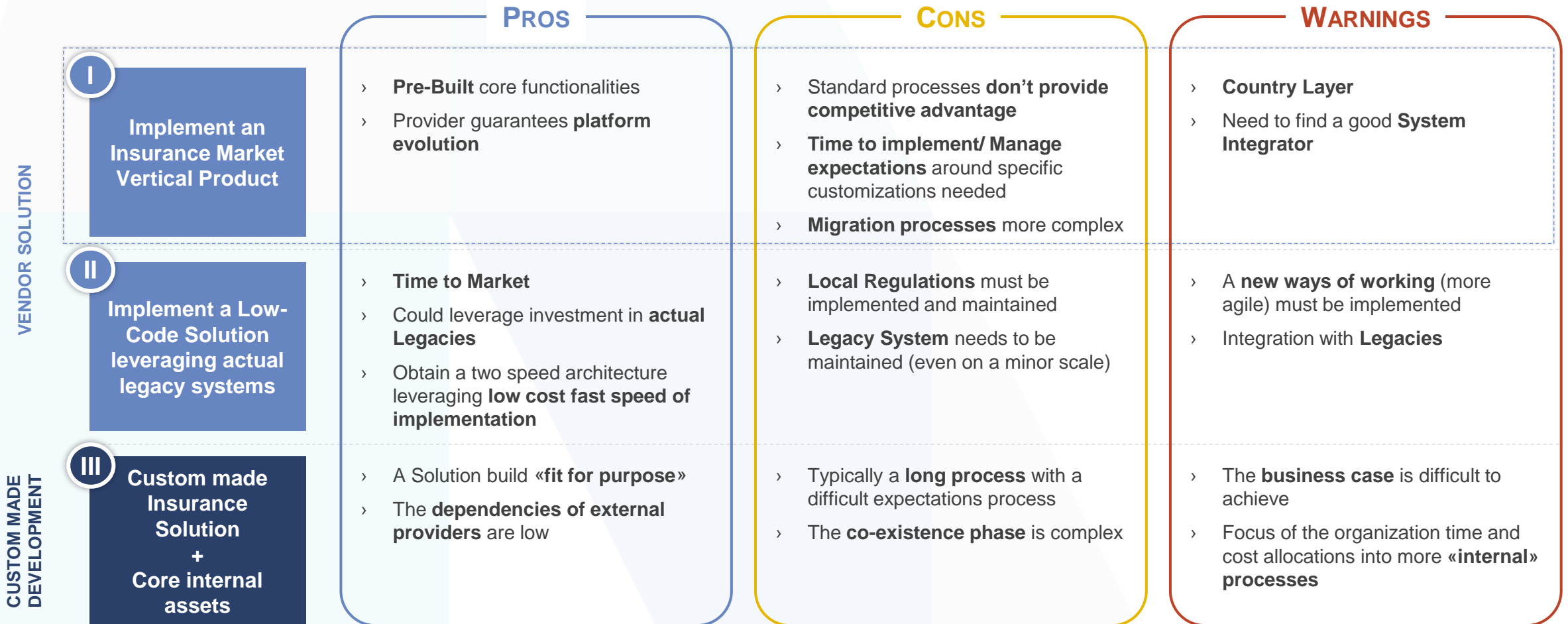
#### What do we do?

- Define the **Target Architecture Model**: Review Requirements: Functional, Infrastructure, Performance, Security, Integration, Modularity, Migration, Tech capabilities, Obsolescence degree
- Define and Specify the main **characteristics of each Scenario**.
- **Identify GAPS** between the Target Model and each Scenario.
- **Identify the initiatives** to achieve the target model to each Scenario, identifying **their Risks** with their probability and Impact.
- Analyze the **TCO by scenario**.
- Define the **criteria to evaluate** the scenarios and weight them based on Customer Strategic Plan Goals.
- **Evaluate the scenarios** giving a comprehensive quantity and quality understanding of each scenario.

# Core Transformation Offerings

When the **technical debt** is very high, there is a high **operational risk**, the **systems are not scalable** based on the **new business models** or **reduce the costs of maintenance** it is necessary to **reverse this situation** with two types of solutions, **custom made development** or **Vendor solution** implementation. However, both must be implemented to reach early and continuous results, and must be integrated with the current systems, reducing as much as possible impacts on users and customers.

- Make-or-Buy decision facilitation
- Core Modernization
- Data migration



# Core Transformation Offerings

## Core Modernization Strategies

- Make-or-Buy decision facilitation
- Core Modernization
- Data migration

### Why NTT Data?

Implement an Insurance Market Vertical Product

For clients searching existing vertical core insurance solutions (for Policy Administration and Claims) with pre-build functionalities, NTT DATA Core Modernization team is responsible to regularly evaluate the different existing software solutions in the market to be able to identify the best solution for the specific requirements of our clients.

We also have capabilities in the configuration/integration of best-of-breed core insurance solutions, working close with the vendors to reduce the risk of the projects

### Analysts



### NTT Data Main Alliances

Partners

# Core Transformation Offerings

## Core Modernization References and Use Cases

**NTT DATA**

- Make-or-Buy decision facilitation
- Core Modernization
- Data migration



A Spanish 20 year old company claiming to have flexible technology for the management of insurance companies



- Core Modernization
- Home Insurance
- Motor Insurance
- Agents & Brokers Portal
- Customer Portal
- Claims Management
- Experts and Audits
- Quotation Engines
- HealthCare and Clinics
- Reinsurance
- Legal Insurance

Partner

References

Use Cases

# Core Transformation Offerings

## Core Modernization References and Use Cases

NTT DATA

- Make-or-Buy decision facilitation
- Core Modernization
- Data migration

tia



SAPIENS



 Duck Creek Technologies

ageas  
seguros

- Core Modernization

- Core Modernization
- Reinsurance

- Data Migration

Partner

References

Use Cases

# Core Transformation Offerings

## Core Modernization Strategies

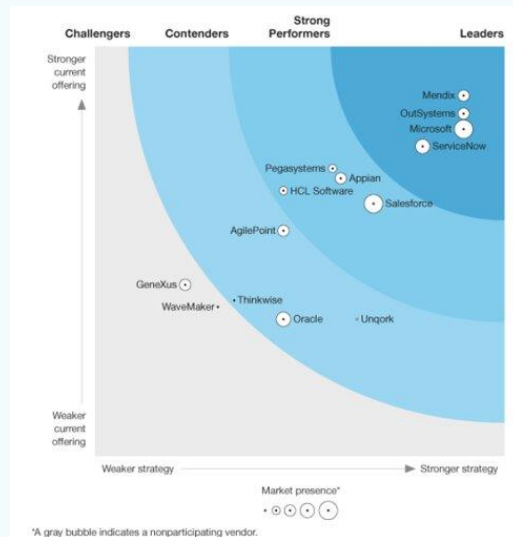
- Make-or-Buy decision facilitation
- Core Modernization
- Data migration

### Why NTT Data?

Implement a Low-Code Solution leveraging actual legacy systems

For clients who want to differentiate from competitors and to leverage the investment of the existing core systems but are also willing to improve their digital presence, to automate their operations and to have a best time to market, we suggest the implementation of purpose driven solutions using Low Code. We believe that, with a proper low code solution, with some insurance accelerators and the adoption of an Agile approach, the proposed objectives are quickly achieved.

### Analysts



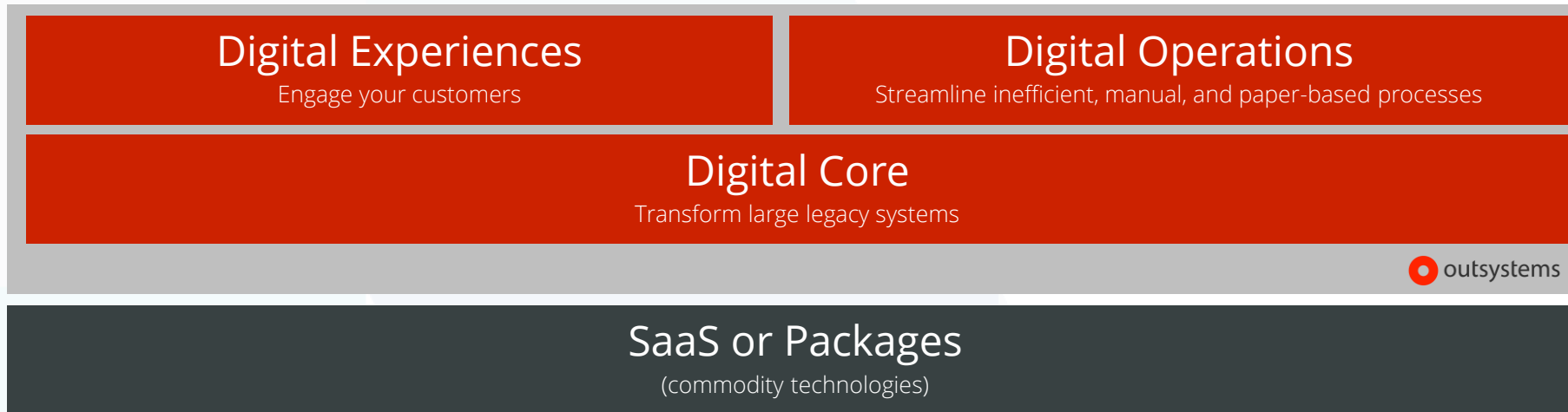
### NTT Data Main Alliances



# Use Cases for OutSystems Low Code

General-purpose low code technology that fit many different scenarios

- Make-or-Buy decision facilitation
- Core Modernization
- Data migration



- ✓ Build business apps and automated workflows
- ✓ Modernize legacy IT systems with new features
- ✓ Transition iteratively to a new digital and open architecture
  - ✓ Build your own ecosystem of digital assets
- ✓ Shorten the time-to-market of new functionalities and faster decommissioning of old auxiliary apps
  - ✓ Reduce the cost of developing new tools and solutions
- ✓ Complete your internal IT projects without the need of so many professional developers and architects

# Why OutSystems?

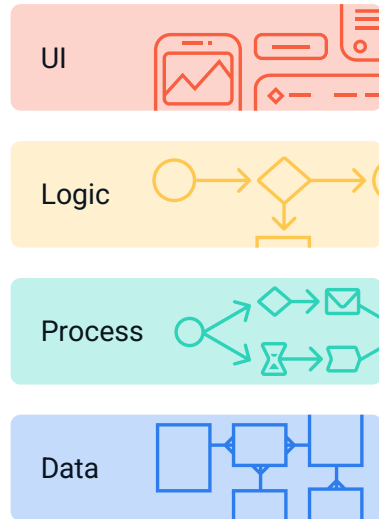
OutSystems provides several Key Features out of the box (from design and development to deployment)

- Make-or-Buy decision facilitation
- Core Modernization
- Data migration

## OUTSYSTEMS PLATFORM OVERVIEW

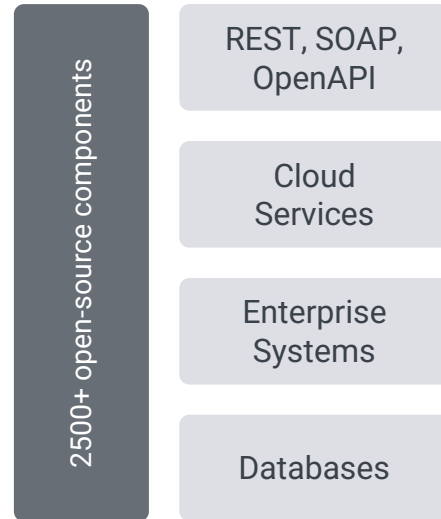
### Full-Stack

Empower Developers  
Extend reach outside IT



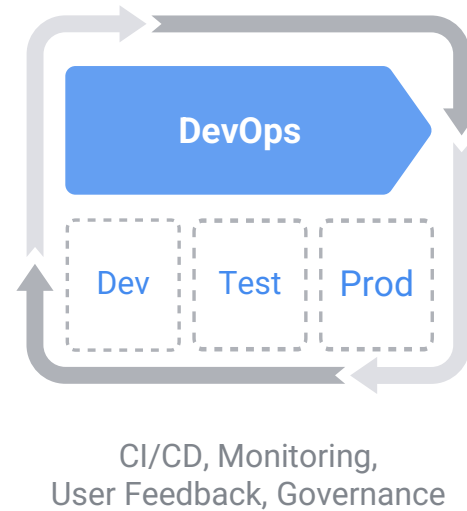
### Integrate & Extend

Never start from scratch  
Limitless and easy integration



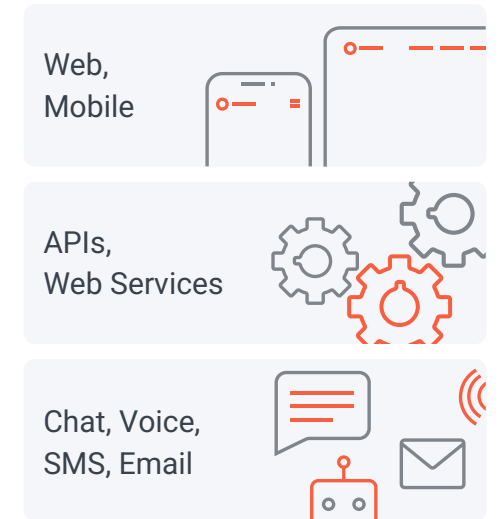
### Full-Lifecycle

Be agile and continuously change  
Automated software lifecycle



### Experiences

Reach all touchpoints  
Widest range of digital experiences



Scalability

Security

Performance

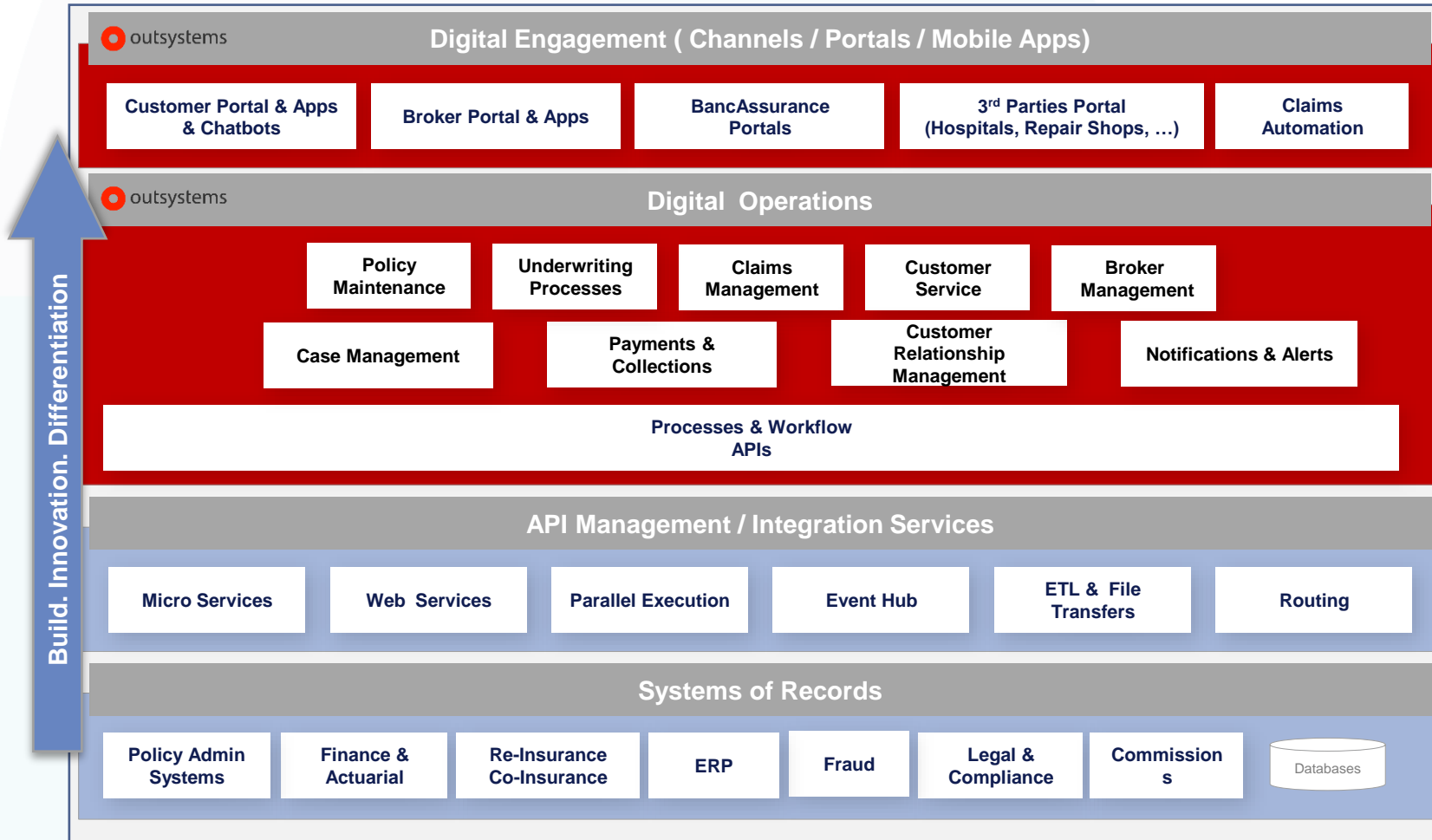
Flexible Deployment



# Core Transformation Offerings

Most common scenarios in Insurance with Low Code

- Make-or-Buy decision facilitation
- Core Modernization
- Data migration



## Main benefits for customers:

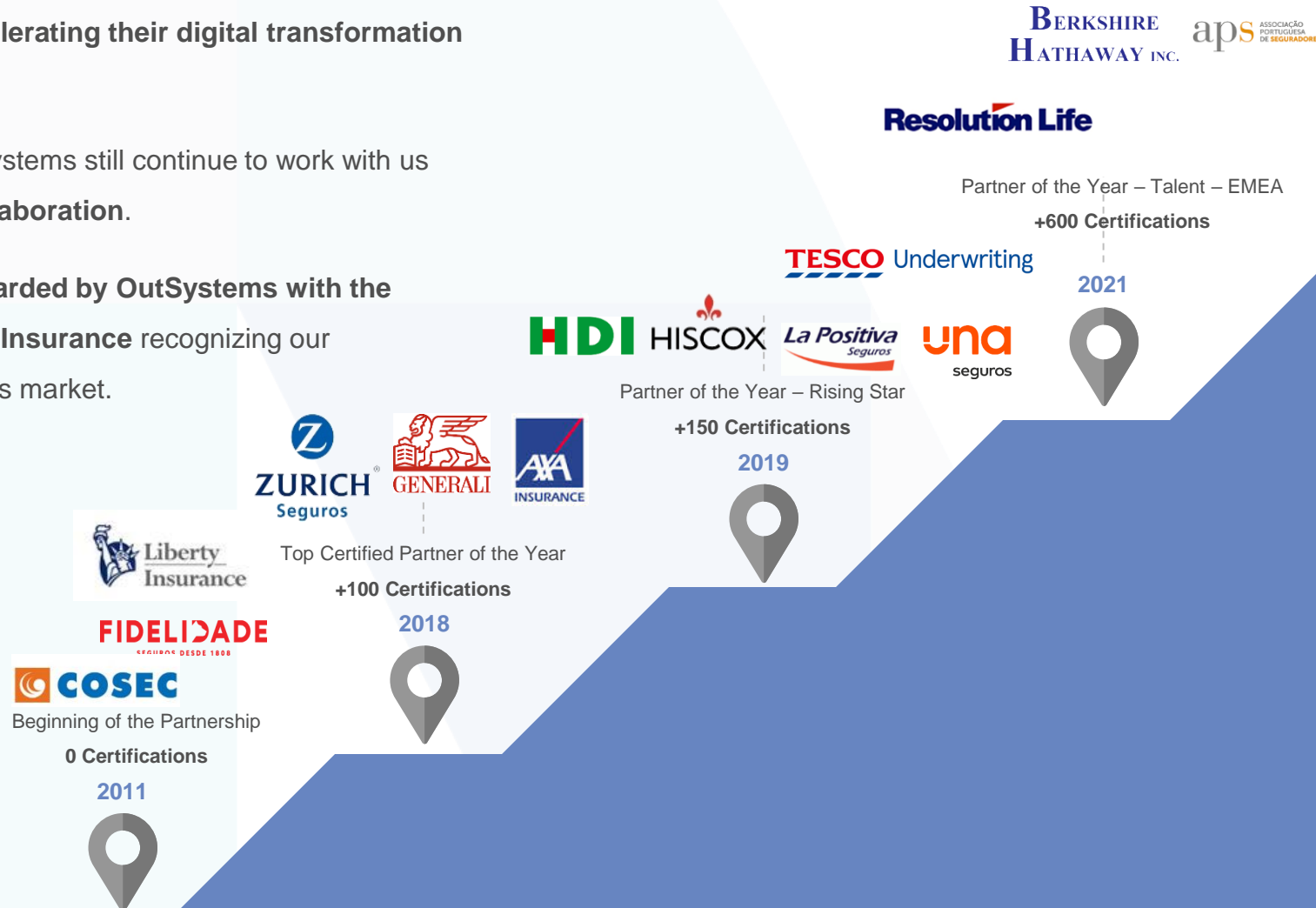
- › End-to-End data driven digital journeys
- › One-and-done interactions; First Call Resolution and Paperless Operations;
- › Most of the tasks Automated;
- › Reduction in # of Legacy Applications;
- › Significant Reduction in Inbound Calls;
- › Zero Human Touch for up to 65% of all Claims;
- › Real time claims tracking
- › Digital Self-Service (> 90% User Self Service Adoption);
- › Open Architecture (API enabled)
- › No Technical Obsolescence
- › World-Class Reusable Digital Assets;
- › Shorter Time to Value - Rapidly Build, Deploy and Transform

# NTT Data Insurance with OutSystems

NTT DATA has been strengthening the relationship with several customers in Insurance **accelerating their digital transformation with OutSystems.**

Our first customers on OutSystems still continue to work with us today, after **10 years of collaboration.**

Recently, NTT Data was awarded by OutSystems with the **Industry vertical badge for Insurance** recognizing our outstanding capabilities in this market.



## NTT DATA

- Make-or-Buy decision facilitation
- Core Modernization
- Data migration

- 312 Associate Reactive Developer
- 70 Associate Tech Lead
- 9 Professional Platform Ops Engineer
- 113 Associate Traditional Web Developer
- 55 Professional Traditional Web Developer
- 25 Expert Traditional Web Developer
- 7 Delivery Specialist
- 1 Front-end Developer Specialist
- 39 Architecture Specialist
- 179 Mobile Developer Specialist

# Core Transformation Offerings

## Core Modernization References and Use Cases

- Make-or-Buy decision facilitation
- Core Modernization
- Data migration



The number one low-code platform for rapid application development.



- Core Modernization
- Home Insurance
- Agents & Brokers Portal
- Customer Portal
- Customer Service Workbench
- Mobile APPs
- Digital FNOL
- Claims Management Automation
- Experts and Audits
- Quotation Engines
- HealthCare and Clinics
- Credit Control
- Credit Insurance

Partner

References

Use Cases

# Liberty Insurance

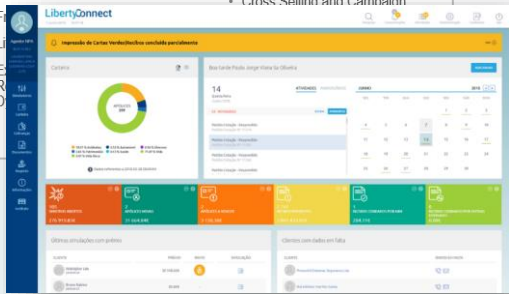

## End to End Transformation

NTT DATA was selected to define and implement this digital transformation program due to its insurance knowledge, strong experience in IT modernization, and its OutSystems capabilities. Additionally, being the main OutSystems partner for large projects in Insurance, made NTT DATA the right company to answer each one of these challenges.

- Make-or-Buy decision facilitation
- Core Modernization
- Data migration

- Customers Mobile and Web Channels
- Web and Mobile Agent Channels
- Claims Management
- Policy Administration
- Billing, Payments and Collections
- Call Center
- F...
- L...
- E...
- R...
- D...

- Clinics and Repair Shops Portal
- CRM
- Contract Management
- Underwriters Workbench
- Agents and Customers Notifications
- Unified Customer View
- Cross Selling and Campaign

**Countries:** Portugal, Spain & Ireland

### Business Challenge

- A hard to manage and costly IT landscape, **3 aging PAS due to acquisitions**
- **The business model was to push through agents and brokers, but many branches were closing down**
- Liberty was **7 - 8 years behind the competitors in digital presence**
- **They were unable to find a COTS Solution that would fit their needs or give them a competitive advantage, without significant customization nor could they connect to multiple source systems**

### Approach

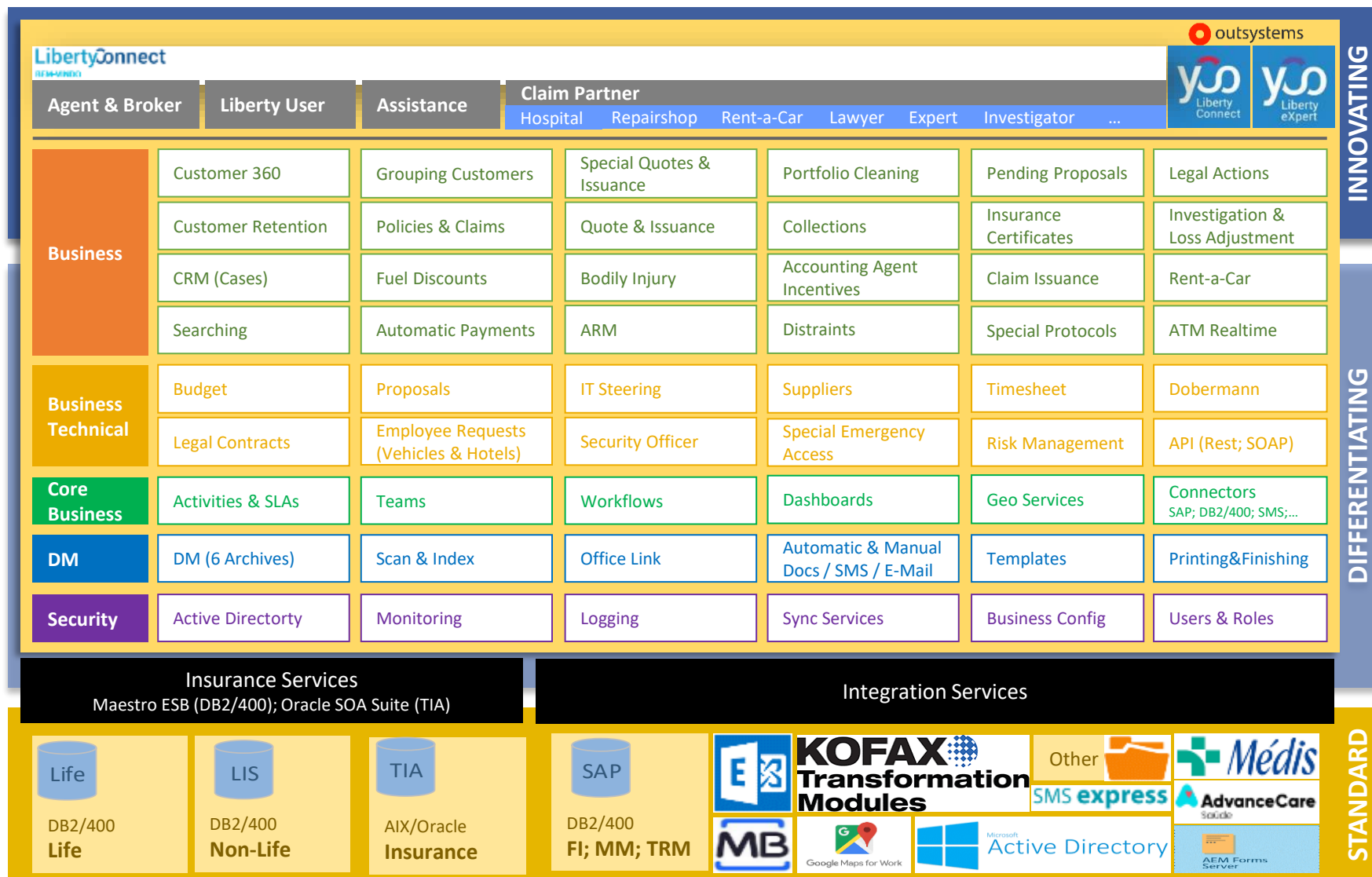
- **Defined the blueprint and roadmap** which identified that a **traditional development approach would take too long**
- Started delivering value using OutSystems across **Claims lifecycle** for all **Agent and Broker tasks, FNOL, Fraud, Repair Shops, then Quote and Buy, UI and Workflow** over the existing legacy
- **A new modern PAS was required and resulted in the implementation of TIA**, which enable Liberty to increase the exposition of data and create new products
- **Faster delivery of new Portals, and an orchestration/API layer was built to plug into the back ends**

### Benefits realisation

- End-to-End Transformation**
- Today 'Liberty Connect' is an integrated suite of **80+** applications that serves as their entire distribution network.
  - Policy growth increased by **274%**, growing the **business from 250k to 1M customers** through a **network of 1,550 independent brokers, 11 Lines of Business** and **+€400M in premiums**
  - **Distribution channels:** Agents, Roadside Assistance, AutoClub, Banks B2B2C
  - The **new PAS was extended using OutSystems** in areas where they needed **richer functionality or tailor-made needs such as CRM and Portals**

# Liberty Insurance

## End to End Transformation



# AXA UK: Claims Tracking for 3000+ Brokers

## Platform to drive legacy system modernization

- Make-or-Buy decision facilitation
- Core Modernization
- Data migration

NTT DATA was selected to define and implement this high priority initiative due to its insurance knowledge, strong experience in IT modernization, and track record on building Broker portals with OutSystems.

Claim Reported Created	Service Provider(s) Name(s)	Policyholder Claim In Progress	Other Party Claim Name(s)	Payment(s) Total Payment	Claim Settled Incurred Loss
16/09/2015	Nationwide Network Services		K Stuart	£1,845.99	£7,670.99

**Claim Reported**

Claim Date	16/05/2015	Claim Excess	£250
Date Claim Reported	16/09/2015	Circumstances	Our Insured hit the Third Party vehicle in the rear
Type of Claim	Impact		

**AXA**

Countries: UK

### Business Challenge

- Unhappy brokers and call center bottlenecks
- AXA needed a **new platform** to drive legacy system modernization and reduce IT costs
- Independent **brokers** with AXA Commercial Lines **expected easy online access to their customer's claim information from any device**
- IT spending most of its budget maintaining existing applications and aging legacy systems

### Approach

- A multidisciplinary team **identified high value use cases** and defined the **top user journeys**, the **new process flows**, and the **UX concept**. Shaped the foundations for a new **digital and open architecture** with **reusable integration** capabilities on top of legacy systems
- **New Portal and App for brokers** to provide simple and immediate **online access** to customer **claims data from any device**
- Next steps and timelines in the **claims workflow for each individual claim**. **Clear identification of suppliers allocated to claims** (repair shops, etc.)

### Benefits realisation

- +3000** Brokers with immediate claims access on any device
- +260,000** Claims
- **Real-time insurance claim status tracking**
  - **Strengthen relationships** with independent brokers
  - **Reduced call center costs**
  - **260,000 claims per year**
  - **50% reduction in development and maintenance effort**

# Core Transformation Offerings

## Core Modernization Strategies

NTT DATA

- Make-or-Buy decision facilitation
- Core Modernization
- Data migration

### Why NTT Data?

Custom made Insurance Solution  
+  
Core Asset Implementation

NTT DATA within the various Project Plans of P&C Companies, executed custom made Development Projects for those companies which want to maintain a differential asset compared to their competitors.

Our experience has led us to implement platforms which support main P&C Business as Auto, Home, Commercial, TPL or Travel, throughout all the value chain, Product Definition, Policy Management, Claims, Administration.

NTT Data invested in some assets to accelerate some of the core processes

### What do we do?

Implementation

Core Asset Implementation

Maintenance and Support

- We establish the basis of the Architecture of Applications, Development, Operations, Execution, Front End, Middleware, Internal and external Integrations, Coexistence Models and in parallel to align the Architecture with the Business, we study the modules and processes to implement based on our reference models and create the specifications with an DDD methodology.
- Project Plan follows a strategy of agile methodology, focused on the critical capacities and taking advantage of the company's own assets and everis.
- The identification of the requirements of each process is based on two levers, the needs of the user and the current status of the software.
- In each process, its integrations and coexistence are studied based on the defined launching and migration plan.
- The implementation is progressive with review stages with the user facilitating change management and training.

### NTT Data Main Clients



# Core Transformation Offerings

## Core Modernization Strategies

NTT DATA

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### What do we do?

Implementation

Core Asset Implementation

Maintenance and Support

- We develop our own core assets that we are the responsible to evolve
- Delivery: we implement our asset in our client infra or even in our own cloud solution providing the corresponding use service to the client with the traditional implementation adaptations for the client needs respecting the core of the asset.
- Maintenance: after the implementation we can maintain the client instance to assure the quality and the respect of the future new releases of the asset.
- New Releases : we are the responsible to evolve our assets based on the market need and latest technologies trend.

### NTT Data Main Clients



### NTT Data Assets

Alondra



# Core Transformation Offerings

## Core Modernization Strategies

NTT DATA

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### What do we do?

Implementation

Core Asset Implementation

Maintenance and Support

- We establish the phases of the service life cycle
- Transition: we plan and execute the Knowledge Transfer, the Procedures and the Infrastructure, we monitor and certify the Transition.
- Stabilization and delivery: with an adaptation period for SLAs to be effective, the activities to be carried out are Demand Management and Quality of Service, which basically deals with Corrective Maintenance, Evolutive, Support, Projects, always following the established procedures: configuration management, test environment management, etc.
- Optimization: throughout the cycle life of the service we establish a continuous improvement process embedded in an annual improvement plan based on the early identification of improvements, the decision of the actions to be executed and their implementation.
- Return: at the end of the Contract, it is necessary a correct return of the service to guarantee an exit transition that minimizes the risks, with processes equivalent to the Transition phase.

### NTT Data Main Clients



## Core Transformation Offerings

### Data Migration

- Make-or-Buy decision facilitation
- Core Modernization
- Data migration

#### Objective

The current IT-landscape of main groups is already challenging. Acquisitions and Technology are pushing them to set technological migration programs. One of the key points to Get a successful technological migration is Data Migration. There are several basic factors to consider. Data Integrity, Data Protection, Data Assessment and Data Quality among others. However, in a challenging environment, where product portfolios are sold, and the customer expectation about quality services is so high, getting an industrialized migration process is a key factor to accelerate roadmaps, reusing knowledge and assets and assuring a high level of performance in terms of time & quality.

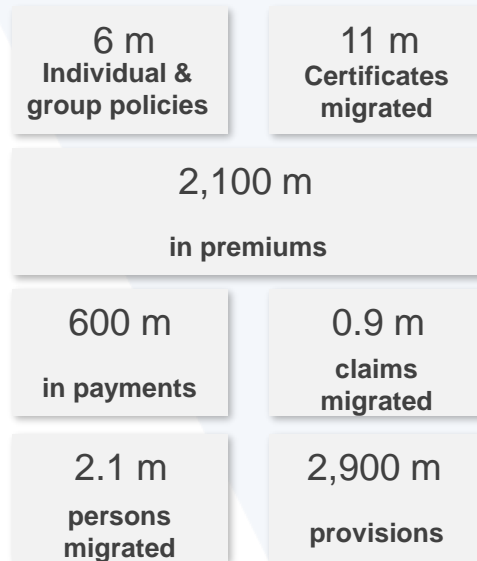
#### Why NTT Data?



Group and individual life insurance policies.  
Pension plans, savings and investment.



Liability, Property, Engineering, Accident, Marine, Smb, Home and Motor.



#### What do we do?

##### Origin/Target System

- Extensive knowledge of the products and processes associated
- Definition of the segmentation strategy and necessary requirements

##### Data Migration Experts

- Extensive experience: Definition, development of data mapping, data quality, transformation rules
- Use of the tools for the generation and evolution of the migration tool
- Defining QA reports

##### Software Factory

- Configuring the migration tool
- Construction and adaptation of the necessary software
- Execution of unit test cases
- Support certification tasks

##### Testing

- Independent team specialized in a testing methodology for migrations
- Define and execute the defined test cases
- Performs test reports according to defined standards
- Focus on automation for reuse

# Customer & Sales Excellence Offerings

## Smart Products


- Smart Insurance products
- Digital customer experience

### Objective

The environment changes at the speed of light: technological advances constantly appear that offer new opportunities; users not only adapt faster to changes than in other areas, but also demand them and, additionally, competition is much broader. Now is the time to take advantage of the all kinds of benefits that the Digital Transformation can help insurers to become more efficient and help them streamline their current business processes, in order to enable totally new business and operating model

### Why NTT Data?

- 1 We join forces with insurers in order to define a **Business Plan** and a make a definition of a **New Digital Product**. From scratch to implementation
- 2 We help **defining efficiently processes** based on our methodology and experiences focused on **best practices**
- 3 **Feeding insights** into Communications Models, B2C and B2B2C, Integrations, Legal Model and Management **in order to better profile the customer**
- 4 Help insurers be **prepared for and avoid risks** in order to **reduce processes costs**

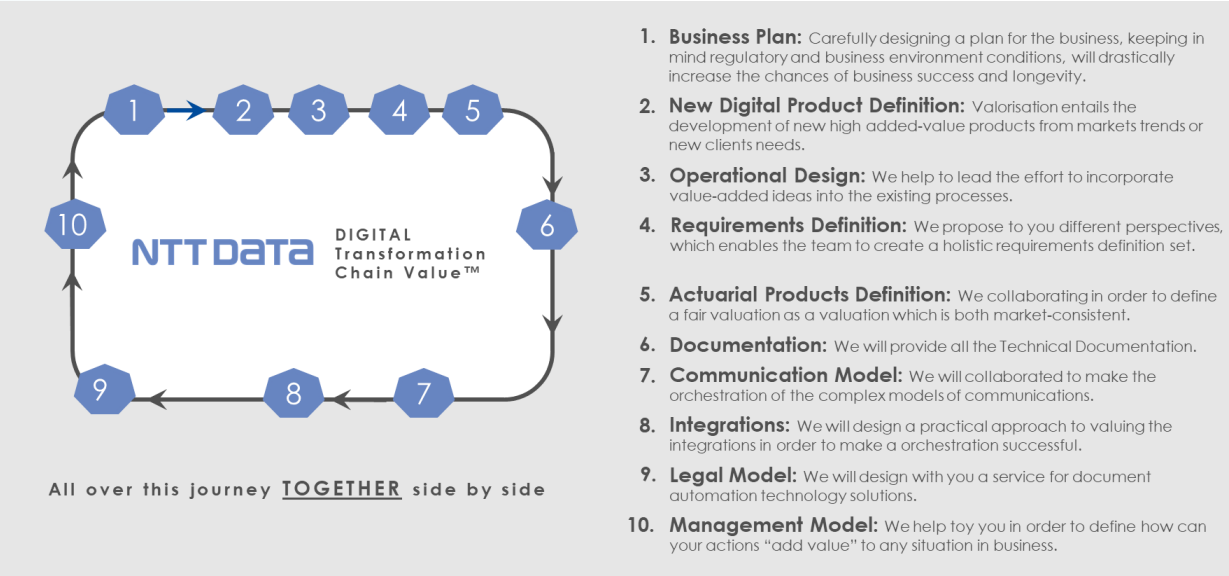


**Design for customer needs**  
**Fast & Simple**  
**On demand**  
**100% Digital**

**B2C**

**B2B2C**

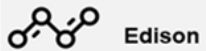
### What do we do?



### Clients



### Assets



Corporation

# Customer & Sales Excellence Offerings

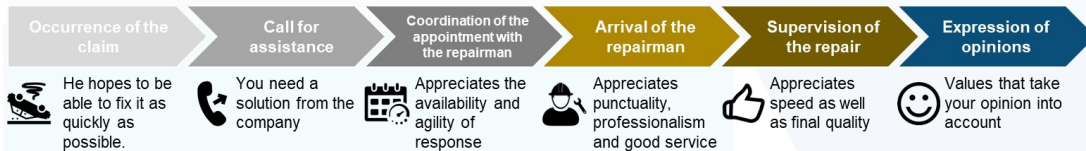
## Customer Experience

- Smart Insurance products
- Digital customer experience

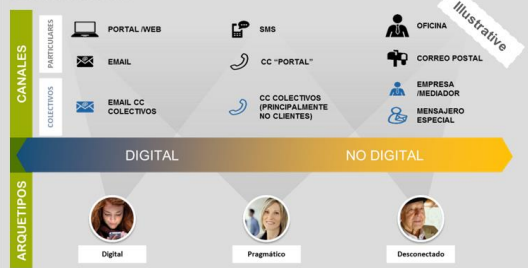
### Objective

Customer Experience is a key factor that allows us to attract customers thanks to an integral vision to improve their experience and thus increase their loyalty

### Why NTT Data?



The matrix of channels and customer archetypes, according to their digital condition, allows us to analyse the needs, characteristics and limitations of our target audience anticipating how they will behave in certain situations:



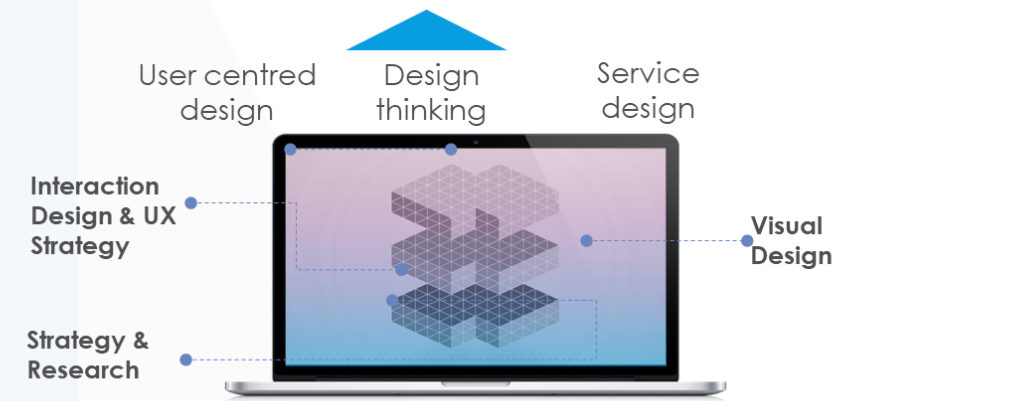
In the Customer Journey, the planned route is traced according to the customer's profile:



### What do we do?



**01 IMAGINE 02 DEFINE 03 DESIGN 04 TESTING 05 BUILT**



Insurance User Experience specialized Team reinforced with P&C and Assistance SME's.

- Data & Analytics
- Data Platform

# Data Driven Insurance Offerings

## Data & Analytics

### Objective

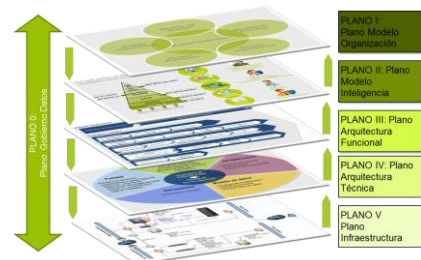
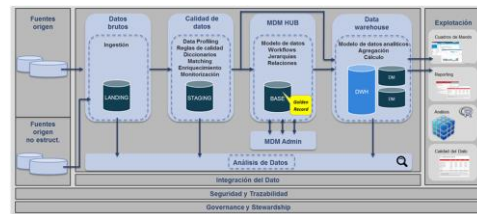
Data is increasingly important at times, both in the technological view and in the functional view. Usually, it's necessary to redefine the target model to make it scalable and allow it to adapt to changes in a simple way and without losing quality. This is generally due to high operating costs, redundant information or incoherent data. With the Objective Model it is necessary to define the exploitation axes to segment the information

### Why NTT Data?



NTT DATA within the world of P&C Insurance has carried out projects to redefine the complete BI model to be adapted to solvency controls, to define the specific DataMarts for the analysis of...

....Auto loss ratio, going through the analysis and improvement of data quality in systems with large volumes of tables and high complexity. everis has a reference model of...



...six layers that understands Data Government, Organization Model, Intelligence Model, Functional Architecture and the Technique and the Infrastructure.

### What do we do?

- **Organization Model:** We define relationship models, communication, etc. as well as the roles, responsibilities and processes necessary to operate.
- **Business Intelligence Model:** we identify the different uses of information for decision making based on segregation of functions. For each type of use, there is a type of function and / or repository since the objectives, needs and target audience are different.
- **Functional Architecture:** we structure the information requirements of the different user areas.
- **Technical Architecture:** the technical components necessary to support the data of the Functional Architecture are identified through the use defined in the Business Intelligence Model, including provisioning, extraction and cleaning, storage in the ODS, structuring in the DM or DW, the creation of dictionaries and the exploitation of data with Reporting, Analysis, DataMining, CdM, MIS etc ...
- **Infrastructure:** the environment of infrastructure needs that support the Technical Architecture will be identified
- **Data Governance:** the necessary technologies and processes are defined to guarantee the security, integrity, traceability, quality and the audit of the data.

# Data Driven Insurance Offerings

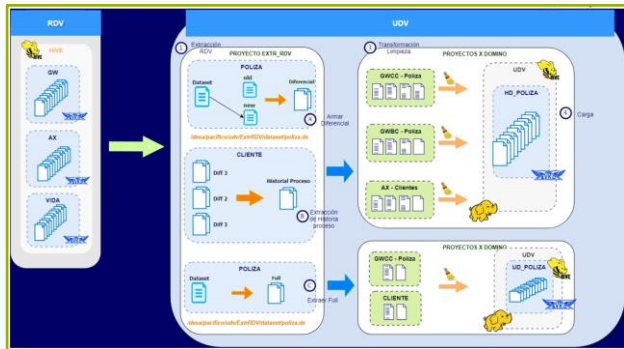
## Data Platform

- Data & Analytics
- Data Platform

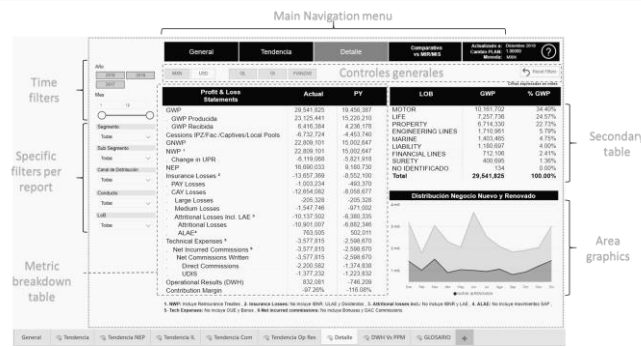
## Objective

Insurers has been experts on Data Analysis since their business creation, so they know that uses cases based on cutting-edge technologies need a maturation time; patterns should be tested before including them in the value chain. NTTDATA helps our insurance customers to define, create and maintenance these Digital Data Platforms; Define and Test new Uses Cases which enrich Business and engage end Customer, is an essential task in our collaboration with the customers, which is done hand-to-hand with them.

## Why NTT Data?



CLV concept involves a set of corporate analytical models and some insurance business lines as motor, Health and Life.



Increase Efficiency building **Analytical Models** to assign **right prices and scoring risk** to the customers.

## What do we do?



**Intelligent Steering workflow** to identify patterns in the behaviour of claims, Identifying groups or segments of claims and Identifying which resources are most effective.



### Leadership User Cases

- Low Dependency**
  - CLV - Customer Scoring.
  - Auto on-boarding.
  - Dynamic Pricing.
  - Intelligent Steering.
- Medium Dependency**
  - Customization and Go to Market.
  - Improve reserving.
  - Lack of Information.
- High Dependency**
  - Fraud Detection.
  - Proactive Recovery.
  - Claims Leakage.

- Sales Automation
- Claims Automation

# Insurance Digitalization Offerings

## Sales Automation

### Objective

Having a full commercial cycle available to the customer or agents significantly reduces costs due to increased automation and fewer calls, improves customer satisfaction at the moment of the truth.

### Why NTT Data?



Skill Alexa and Google Action in Spanish  
**The virtual assistant will have the following advantages:**

- Improvements in the interaction.
- Personalized experience.
- Response speed.
- Familiarity.
- Asynchronous.
- Cost reduction: Through operational efficiency by attending clients at level.



Market places/Portals/Social Networks use **Virtual Assistants to speed answering and reduce Call Center Costs.**



Low Code, RPA and A.I. to make a **smart and automated subscription** for Brokers.



A.I. solution to **adapt the commercial premium** to the offering context.

### What do we do?

<p>Car Identification</p>	<p>Policy Holder ident.</p>	<p>Policy Holder Authen.</p>
<p>Risk Verification</p>	<p>Payments</p>	<p>Signature</p>

- Sales Automation
- Claims Automation

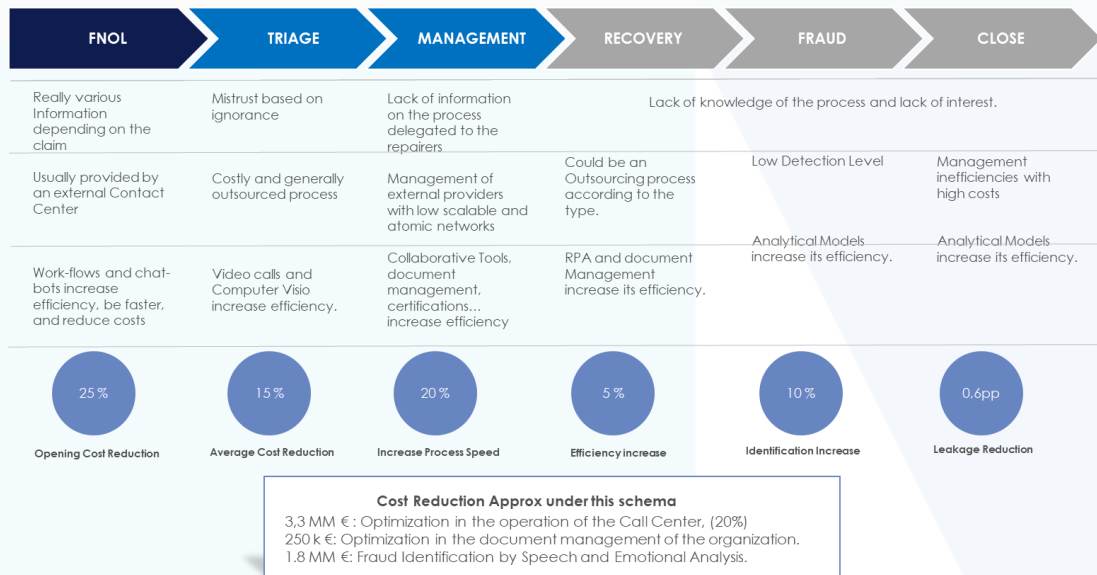
# Insurance Digitalization Offerings

## Claims Automation

### Objective

Claims are the **largest cost in an insurance company**, The **process are really complex**, and frequently the **value chain is very fragmented** with a lot of actor playing on it. This **complexity is moved to the systems**, therefore there´re **a lot of systems** which are few integrated, which complicates to give a value added to the customer and the organization. **Looking for an increase on efficiency** and trying to not be very intrusive in the current processes, we put on the table **several strategies and assets to achieve doble digits reductions**.

### Why NTT Data?



### What do we do?

We leverage our **business consulting** services to identify the assistance value-chain pain points, confirm them and get data with technologies as **Process Mining** and finally prepare specific business cases based on technologies as **AI, Low Code, RPA and Machine learning** which are ran with our assets and our partners solutions.



When it's required to create o transform current processes in order to take advantage from new technologies...



... our Architecture Teams define Integration Architectures **to get a simpler platform** which supports integrated processes in a **smooth way**, allowing to incorporate processes **progressively into the platform**.

And sometimes when the use case makes sense....

#### Clonika for Claims – Use Case

Opening	Validation	Review	Refund
The client opens a claim attached according to the case, invoices, expenses, or complaints (portal, email, mail ...).	The agent verifies the client, identity, validity and coverage.	The agent reviews the documents provided and rejects, on trial or requests, more information about the claim.	The claim is reimbursed to the client by bank transfer.

... we also fully automated increasing customer satisfaction at the top level or getting a full control from the agent point of view.

**Strong technological capabilities** supported by a **comprehensive processes business knowledge**, which are **tested** in several customers during the last years.



# Insurance Global Services Offerings

## ROI analysis & Planning

### Objective

How to decide whether to create a new channel for a customer segment. We either increase the policies of a specific channel or extend the information gathered to make a new acquisition. We analyze, design and define the processes and adapt them to the new situation.

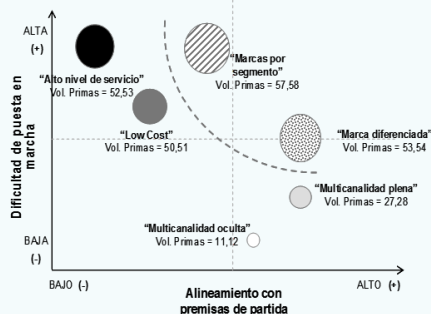


### Why NTT Data?



NTT Data has analyzed, designed and developed business projects with definitions of entire areas responsible for new channels in which contact conversion rates of 24% have been achieved.

We have worked on models that have achieved a reduction in queries of up to 20% and we have achieved an orientation to preferred suppliers that has



implied a technical benefit of € 11 million. All this with an end-to-end vision from the design of the launching to the implementation of the channel management dashboards.

### What do we do?

- We **analyze the business opportunity**, defining specific niches where the opportunity makes sense.
- We **design the processes** of pre-sale, sale and post-sales.
- We **identify existing gaps** between the current organization and technology and the minimum needs to make the opportunity viable.
- We define and evaluate the **different strategies** to achieve the goals.
- **We create a Master Plan** of the main initiatives to be launched for the implementation of the model, according to the option chosen by the insurer.
- We define the Management Model: **management Kpis** and **relationship model**.



# Insurance Global Services Offerings

## Operation Model Definition

### Objective

The service is focused on designing, based on the current situation of the company and its business strategy. Additionally, to define the best organizational and operational model to face current and future challenges of the company with guarantees of success.



### Why NTT Data?



NTT Data, in several Spanish and multinational insurers, has defined and implemented initiatives which has improved efficiency by reducing operating expenses, obtaining a ROI of more than 40% in most cases.

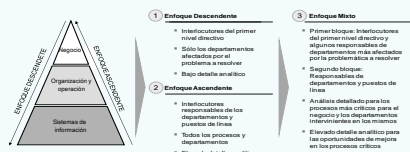
The main objectives are related to:

- **Increase efficiency**, improving operations and reducing costs.
- **Enable the growth** of the company.



Scope

- **In-depth analysis of the current organizational and operational model**, as well as a comparison with best practices.
- **Definition of a new organizational and operational model** aligned with the company's business strategy and its needs in the medium term.
- **Comparative analysis** between the current situation and the future objective model, identifying the necessary **initiatives for its implementation**.
- **Analysis of the HR needs** by area according to the new organizational and operational model.
- **Detailed action plan** for the implementation of the possible quick-wins, as well as the initiatives and projects in the short and medium term.



Methodology

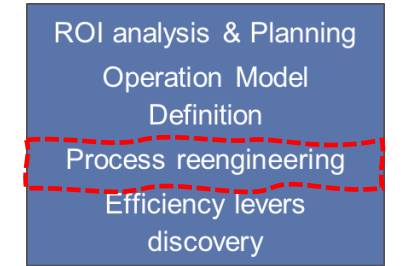
- **Improve the quality** of the service provided.
- **Increase control** over the business.

# Insurance Global Services Offerings

## Process Reengineering

### Objective

When time, costs or quality of processes are not adequate a detailed study is needed to determine bottlenecks, automation mechanisms, investments and returns, organization and operation impacts, identifying all initiatives to execute within a transformation plan assumable by the organization and strategic partners.

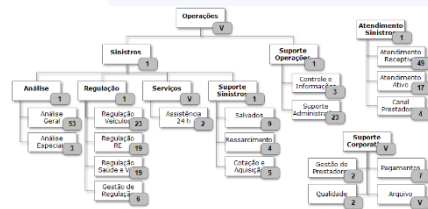


### Why NTT Data?



NTT Data has executed **transformation processes** in main of the Insurance companies, automating and optimizing them and defining organizational models with different objectives ....

.... from the leverage of omnichannel to the **improvement of profitability** through the reduction of claims cost, investments control ....



### What do we do?

- **Define the Strategic Framework** to determine the objectives to be met by the Organizational and Operational Models
- **Analyze the baseline of processes** to be renewed: Organizational Units, Resources, Processes, Control Measures ....
- **Define the Organizational and Operational Model** that best meets the strategic objectives: Reference Models, Best Practices ....
- **Establish the Benefits** of each of the Agents Involved.
- **Evaluate the Impacts** of the new models with current organization.
- **Identify the initiatives** to be launched for the implementation of the models.
- **Prioritize** and plan the initiatives defining the Action Plan.
- **Establish the savings plan.** Specific measures linked to the budget and plan.

... and the **unification of processes** to reduce the costs and ensure an alignment with trends of the future model.



# Insurance Global Services Offerings

## Efficiency levers discovery

### Objective

Identify opportunities to incorporate technology with the highest return and impact in OPEX that allow the company to build and "exploit" digital capabilities in the shortest time possible, improving its competitive position in the next tenders, is the aim of these type of initiatives.

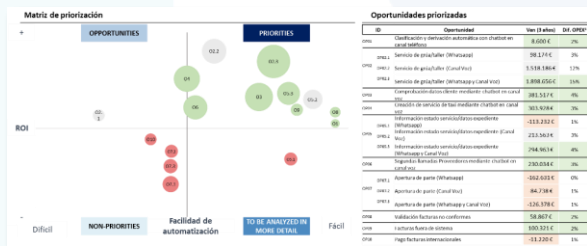


### Why NTT Data?



We've worked with our customers on having a **quantitative-economic approach** in which the **investment and the ROI** of the identified opportunities have been valued, as well as the time and effort necessary for its implementation.

- Automated solutions made possible to reduce the total OPEX of the operation by 27%.
- Support operations 100% flexible and scalable.
- Impact of > € 3.5M/3 years.
- Net saving of 23%
- Investment of € 549K



### What do we do?

- Analysis of the Current Situation:** Interviews with management team, area managers. Analysis of quantitative and qualitative information.
- Analyze the involved processes:** Organizational Units, Resources, Processes, Control Measures ....
- Identification of Operational Improvements:** Identify strategic lines and best processes to automate.
- Automation design:** Design in detail the initiatives which are necessary to automate the processes.
- Evaluate the Impacts** of the automation in the organization and **Establish the Benefits:** Agility, Transparency, Cost Reduction, Timings,...
- Prioritize** and plan the initiatives defining the Action Plan

# Index

1. Our Market Vision and Global Vision

2. Key GI Industry Trends and Service Portfolio

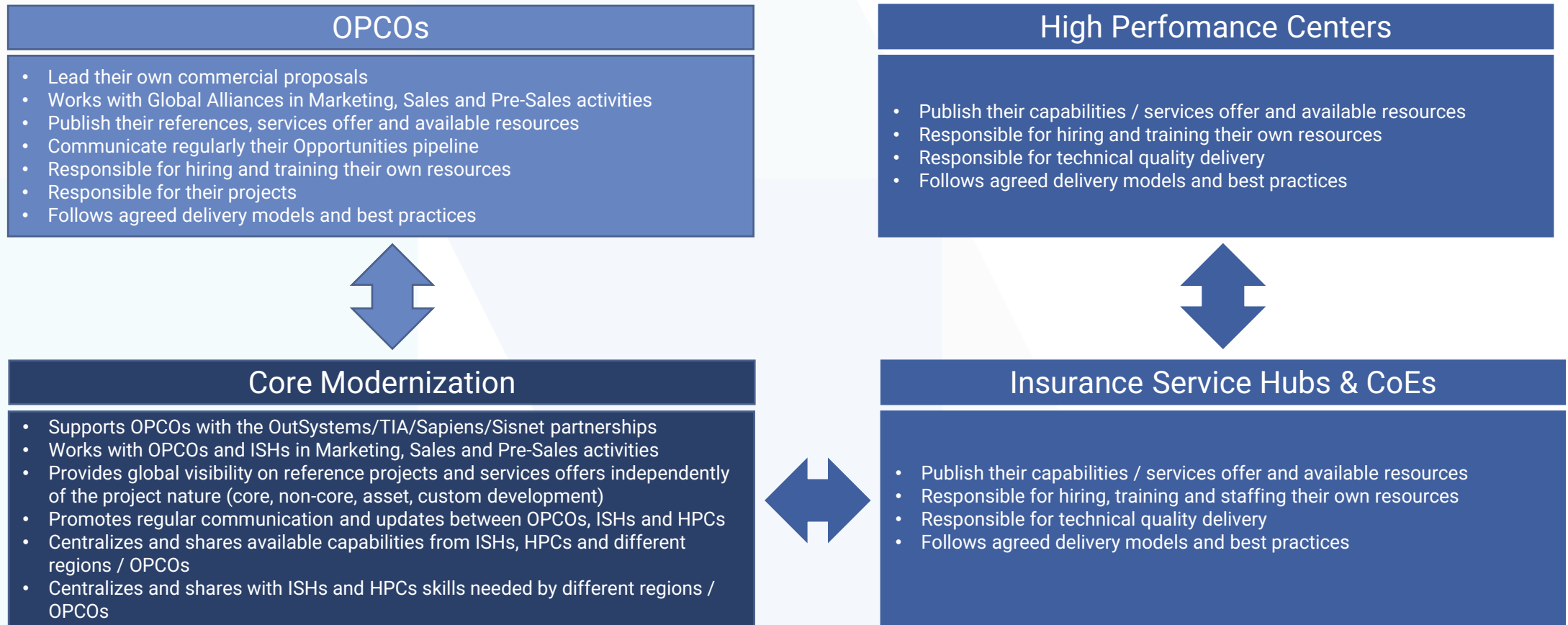
3. Delivery Models



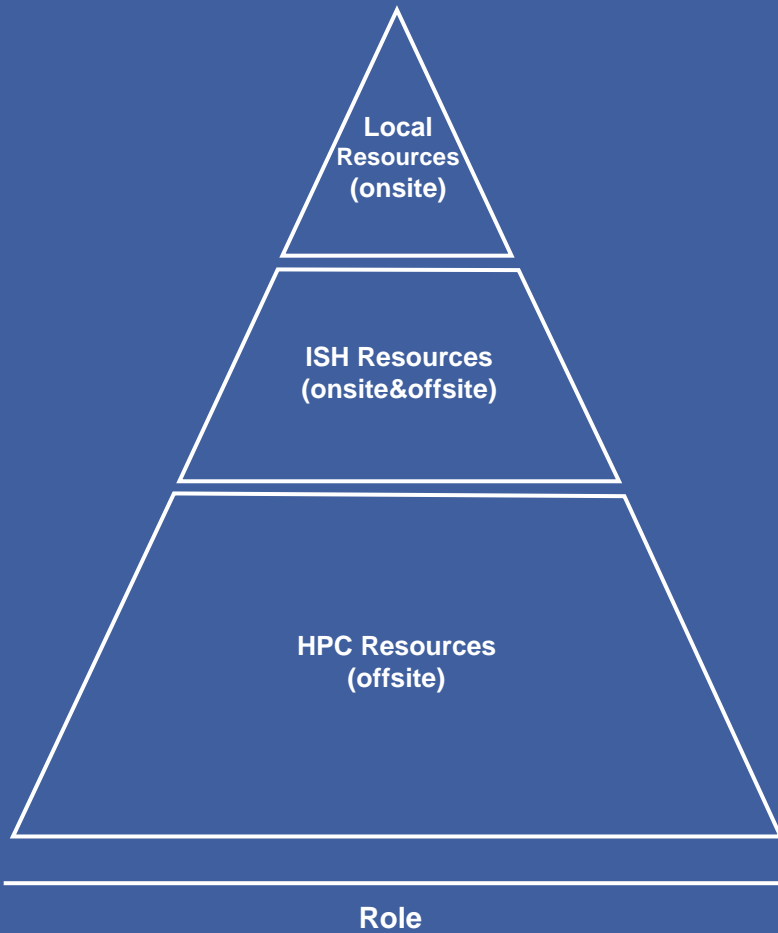
# Production Model for Global Partnerships in Insurance

OutSystems / Sisnet / TIA / Sapiens

NTT DATA can leverage its international offices to provide knowledge and technical capabilities globally. The global capacity organization to answer the Insurance market needs can be done as illustrated in the following diagram:

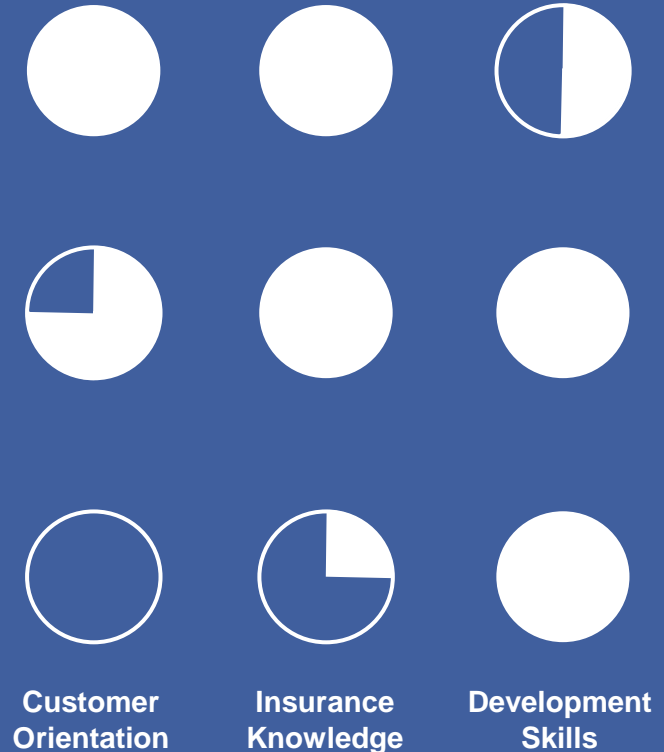


# Insurance Service Hub – Delivery Model



- Customer Facing and Management.
  - Project Management.
  - In case of unavailability by the NTT Data local office to accomplish this role, ISH Resources will assume on-site the responsibility.
  - Feedback from the delivery process to ISH for continuous improvement.
- 
- Retain expertise in core products and implementations. Technical and commercial support throughout the engagement.
  - Create assets on ongoing basis and build knowledge repository.
  - Conduct training to HPC team on need basis.
- 
- Focus on sudden demands and spikes in Customer requests to deliver specific SW components.
  - Resources specialized in a given technology (Java, .NET, PL/SQL).
  - HPC Resources working with ISH need to have insurance/specific platform knowledge.
  - Training on the core solution will be provided by ISH resources.
  - The most expert people would be part of the ISH organization achieving the agreed criteria

**Responsibilities**



**Skills**

# Production Models for Global Partnerships in Insurance

## Real Scenarios

Recent projects as practical examples :

HDI - Italy

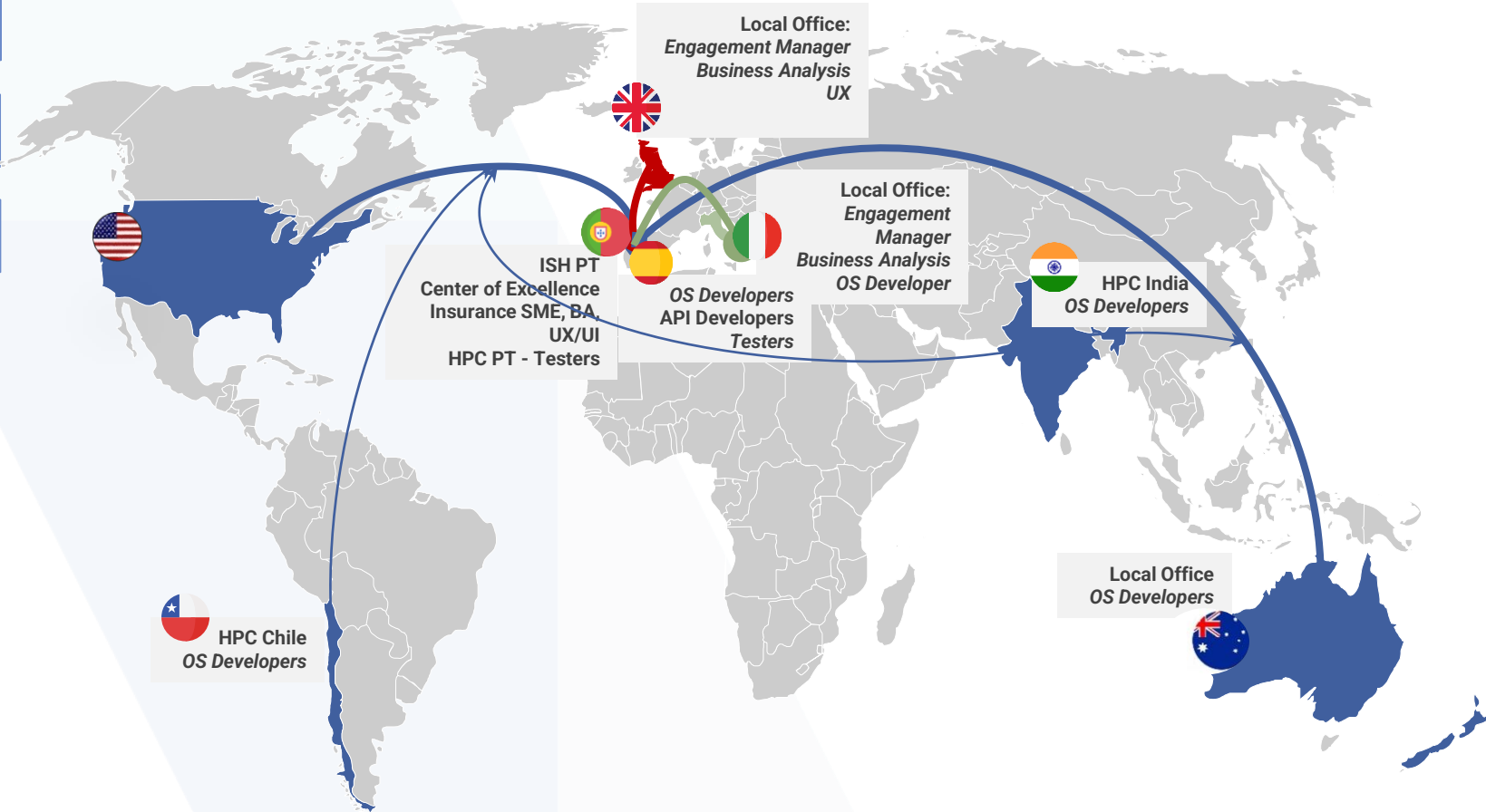
Small project  
Local Office + ISH PT

Tesco Und. - UK

Medium project  
Local Office + ISH PT +  
HPC PT

RL - US/ANZ

Large project  
ISH PT + OS CoE + HPC Spain +  
HPC India + HPC Chile





**THANKS**

