
Survive and thrive with Digital Business Transformation for Insurance



Trusted partner for your Digital Journey

Atos

Introduction

In order to not only survive but thrive you simply cannot ignore the large-scale disruption taking place within the insurance industry.

The rising power of the digital consumer and changing demographics are increasing the expectations and pressure being placed on traditional insurers. With new, digitally native players taking full advantage of this shift through their flexibility, the industry has to face up to the need for substantial business transformation. This means taking a more open, agile approach to your customers or risking failure.

The need for change, however, is not just coming from customer and competitors. Internally, the imperatives to reduce costs, build capital and re-invent both front- and back-end processes to enhance operational efficiency, are all driving significant transformation projects.

If you choose to embrace this disruption as an opportunity to transform and put your customers at the heart of your thinking, you will be afforded huge opportunities; but the complexity of doing this should not be underestimated. Having the right partner to support you on your digital journey is paramount.

Atos enables you to focus on what is important to your business by managing and delivering complicated change and transformation effectively and cost effectively. We can help you maintain relevance and optimise your customer experience, significantly reduce costs, build trust and grow your business in a sustainable, profitable way.

What is driving the need for change?

Customers' expectations are changing and so is their ability to express their satisfaction or discontent. They are expecting you to place them at the heart of your thinking and are looking for innovative, personalised products to purchase, in a way that suits them.

The risk is there are already competitors that can offer these solutions to customers in a much more dynamic way. Without the burden of legacy systems and ageing infrastructures, digitally native businesses are able to serve your customers with greater speed and agility, using innovation to create bespoke services based on data insights at a much lower cost. These companies are putting price pressure on premiums and driving them downwards.

In addition, regulation is getting stricter and even a single breach can invoke a huge fine. Regulation is also stipulating how much cash needs to be available in the business, thereby reducing the amount that you can use to fund growth initiatives.

In response to these changes and accepting that digital transformation is no longer an option, there is an urgent need to reinvent business models to:

- Build digitally-enabled products and services specifically geared to changing consumer expectation and behaviour
- Present these new products and services in a simple and transparent manner
- Reduce costs and find capital that funds growth
- Comply with regulation, including meeting key KPIs and reporting on them
- Create loyalty and stickiness in their products to combat the price pressure on premiums
- Compete and keep up with new entrants and new business models
- Find systems and processes that reduce operating cost as well as front- and back-end costs
- Be able to take valuable data and turn it into actionable business insights



Digital transformation the Atos way

We enable you to focus on what is important to you by managing and delivering complicated change and transformation effectively and cost-effectively.

We help you to optimise your customer experience

Our Customer Experience (CX) practice helps you adopt a customer-centric culture that delights customers, reduces churn and empowers your workforce, resulting in a greater share of customer wallet and higher revenue and profits.

We reduce your cost-to-serve

We drive down your cost-to-serve by managing core processes like fraud and claims management. Through automation, operational excellence and adding a digital layer to legacy systems, we deliver faster cycle times, accuracy, more accountability and auditability – all of which drive down cost-to-serve.

We bring about business growth through joint investment

We drive a growth and innovation agenda by working in partnership with you, creating joint investment pots and sharing risk.

We provide a clear path to business re-invention

We support your growth by creating a joint vision. We drive product innovation and market differentiation through digital business empowerment initiatives.

We help you become more relevant in the new digital world

We enable you to become a digital organisation, help create new business channels and new revenue streams.

Atos worked with National Savings & Investments (NS&I) to transform its front-line contact centre and back office processes to integrate the separate operations and improve customer experience. Conceived as a partnership from the outset, the relationship between NS&I and Atos is based on trust, mutual goodwill and shared confidence. Delivering long term value was the focus of the 'NS&I adding value' strategy which had four key objectives: simplify processes; modernise to provide a more customer-centric service; diversify technology and expertise. As a result, NS&I core business has grown rapidly too, from £102 billion in 2013 to £147 billion today.

We turn data into opportunity for you

We help you improve customer and operational excellence, and reduce your cost-to-serve by converting the data you collect into actionable business insights.

We deliver operational excellence for you

We help you achieve operational excellence by embedding a culture of lean operational efficiency, process automation and integration across systems.

We build trust and compliance for you

We drive improved risk assessment, underwriting insight and fraud detection through the intelligent use of analytics. We embed an end-to-end risk and compliance framework which supports FCA¹ compliance, reinsurance audits, financial crime, fraud, and enterprise risk and assurance.

1. Financial Conduct Authority

Why is Atos the right partner for you?

1. We are a full-service supplier that provides a single contract, SLA and point of contact. This reduces your risk and saves you time managing contracts and billing. We are vendor-agnostic and work hand-in-hand with world-class organisations as well as SMEs. Also, working with a well-established, growing and financially stable organisation like Atos gives you peace of mind that we are the right partner for the long term.

2. We offer a holistic CX approach as part of the solution rather than an add-on you have to pay for. Our unique approach, incorporating all six critical practices, is something our competitors cannot offer.

3. We are leaders in digital innovation and innovation continues to be one of our core values. We drive innovation through our scientific community, which has 135 members from different geographies, backgrounds

and skills. Our Business Technology and Innovation Centre (BTIC) showcases live examples of over 90 solutions. Our BTIC also has our legal and commercial teams available on hand to explore new business models.

4. We bring sector expertise with most of our team coming from industry as well as being leaders in IT transformation. And we are leaders in IT transformation. We also bring you the rigour of our public sector work, global Atos expertise and experience from across different industries as well as different customers such as Metropolitan Police, McDonalds and the Olympic Games. We continuously look at the most innovative companies in the world to see how their methods can be applied to your business.

5. We believe in doing the right thing: we don't just say the right thing, but instead we put your mission, your vision,

your values and your employees at the heart of everything that we do. Trust, service, transparency and accountability are among our core values. We always take ownership for delivering what we say we will, without passing the responsibility onto others.

6. We build long-lasting partnerships and go on the growth journey with our customers. We are willing to be accountable for the delivery of any programme we sign up to. We take on the risk ourselves, with little or no investment from you.

We run more than

700

innovation sessions
every year

We have over

120,000

technologists to manage complex IT
operations for customers

30 years'

experience in managing
transformations

Our solutions

1. Fraud and claims management

Our industry-specific fraud and claims management solutions provide you with best-in-class detection performance, but are agile enough to be able to frequently adapt to changing fraud schemes. The solutions require low to zero capital investment, are easy to integrate into business workflows and give the flexibility of being available on a SaaS or on premise model.

Our solutions offer the following benefits:

- Deliver up to 5% savings on claims after 12 months
- Give an average reduction of settlement time of 10 minutes on 400,000 transactions a year

2. Connected Living²

Connected Car and Connected Fleet

solution: Our solution is fully scalable and modular (components and business models) and encompasses the full value chain of connected car – from device installation to payment. Our solution is industrialised, scalable and fully secure.

Connected Health: We provide technology solutions so that customers who were unable to previously get insurance, are now a less risky proposition for the insurer and able to secure health insurance.

Connected Home: Our solutions provide a number of insurance opportunities. For example, home alarm and security systems with differentiated products and deals for customers who regularly lock their doors and windows. Or additional revenue opportunities using Internet of Things (IoT) – for example, automatically insuring new devices brought into the home.

Combining Fleet Management and UBI to reduce fleet TCO and increase customer stickiness

A renowned European insurance company using the Connected Fleet solution of Worldline, was able to reduce the amount of claims of a pilot B2B customer by 14%. The reduction of claims was achieved by an

increased driver transparency and improved driving behaviour. Based on a European-wide survey, 40% of the drivers who share their telematics data with insurers become safer drivers.

3. Customer experience

Our Customer Experience (CX) practice delivers high quality, innovative and cost-effective CX transformation solutions. It provides simple, engaging and captivating customer journeys. Our CX solution consists of six critical practices and brings a holistic approach that focuses the people, operations, processes, technology and culture around the needs of our clients and our clients' customers. We can also provide you with the chance to experience the journey that your end-users take, at our laboratory facility, the Atos CX Lab.

Customer experience changes at Aegon

Atos realised that getting the customer experience right was key to effective transformation. So, Atos put CX 'literally' at the heart of Aegon UK by building a state of the art CX Lab on site. The CX Lab is located in a prime site within the Aegon building in Lytham and operates an open-door policy.

All new service enhancements and developments pass through the CX Lab so it is a vital component for all transformation activity. To introduce the extensive capability of the CX Lab, Atos held 25 CX 'mindset' sessions for all transferred employees including 30 employees from within Aegon itself.

4. Business Transformation Services (BTS)

Our range of BTS solutions includes customer excellence, robotics process automation (RPA), operational excellence, legacy systems transformation, data analytics through Codex and innovative digital technology like the Digital Workplace and cloud solutions (Canopy). Our BTS solution also covers employee engagement and inspiration.

Our legacy systems transformation solution has an implementation time of 18 months and the ROI is only 18 months. Our solution improves the speed of legacy applications by 50%.

5. Data analytics - Codex

Codex, our market-leading analytics platform provides the ability to transform data into actionable business information and competitive advantage. We have 4,000+ analytics, cognitive and IoT experts who deployed 100+ Atos Codex engagements in 2016.

Atos has been positioned as a Visionary in Gartner's Magic Quadrant for Business Analytics Services, Worldwide.

6. Innovative digital technology - cloud services

Atos Canopy is our comprehensive suite of orchestrated hybrid cloud services which ensures agility, scalability and security. Canopy is the cloud foundation for successful and sustainable digital transformation.

7. Digital Workplace

Atos' Digital Workplace provides a cloud-based platform for the workforce to connect, communicate and collaborate in an easy and efficient manner. Also cloud delivery means you only pay for what you need.

We offer a complete workspace transformation solution: from advisory to consulting and design thinking, through to business and vertical solutions, including applications to the digital workplace platform.

We provide end-to-end management of service desks for our clients.

Atos is positioned as a Leader in Gartner's Magic Quadrant for European Managed Workplace Services.

In Europe, Atos supports more than 1.2 million desktop devices⁴ and more than 400,000 mobile devices

2. "Connected Living describes a world in which our homes, work and city are all seamlessly connected through multiple intelligent devices that integrate video, voice and data services to provide access and ubiquitous connectivity anytime and anywhere." - Forbes

3. https://atos.net/en/2013/press-release/deals-contracts-press-releases_2013_07_26/pr-2013_07_26_01

4. Source: Atos insurance presentation

8. Cutting-edge security:

Our security solutions include cyber risk management, cyber security advisory, cyber operations, digital identity and access control and cyber intelligence.

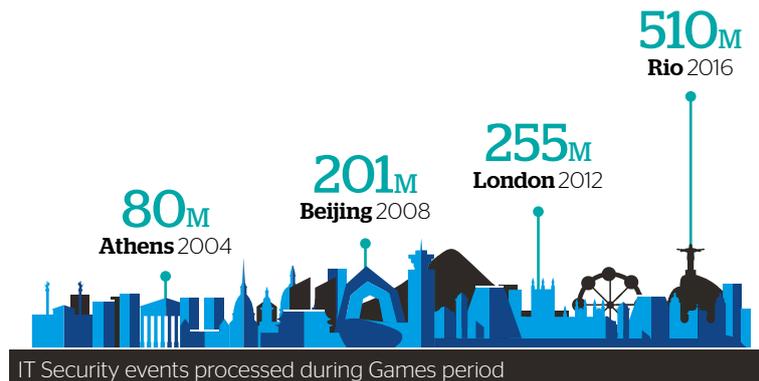
We have 4,500 security experts and eight 24x7 Security Operation Centres worldwide

to protect personal and financial customer data as well as business-critical systems from cyber-attacks or fraud.

We bring experience of managing cyber security from the Olympic Games and the infographic below shows our security performance at the Rio Olympics in numbers⁵.

A world-leading reinsurance company headquartered in Switzerland is one of the most trusted and successful insurers. For operations in 20 countries, it uses an Atos solution to ensure fool-proof identity management, with a single consistent method used in all corporate offices, remote locations and on the move. This leads not only to enhanced security performance but greater productivity and simplicity for the business.

Rio 2016 Cyber security trends in the current market



83%
of financial institutions suffer over 50 attacks per month

Ponomon Institute

44%
of retailers suffer over 50 attacks per month

Ponomon Institute

50%
of CEOs do not feel prepared for a cyber-attack

KPMG Study

80%
of CISOs feel unprepared to comply with new Data Protection Regulation

IT Governance

24%
recorded increase in security budgets in 2015

PWC Survey

\$445B
annual cost of cyber-crime

Intel Security Study

\$7.7M
average cost of a security breach

Ponomon Institute

718M
leaked data records in 2015

IT Governance UK

36%
increase in cyber-attacks targeting IoT devices

PWC Survey

205
days on average before a breach is detected

Mandiant Report

5. <https://atos.net/en/olympic-games/what-we-can-do-for-you/cyber-security>

About Atos

Atos is a global leader in digital transformation with 120,000 employees in 73 countries and annual revenue of € 13 billion. European number one in Cloud, Cybersecurity and High-Performance Computing, the Group provides end-to-end Orchestrated Hybrid Cloud, Big Data, Business Applications and Digital Workplace solutions through its Digital Transformation Factory, as well as transactional services through Worldline, the European leader in the payment industry. With its cutting-edge technologies and industry knowledge, Atos supports the digital transformation of its clients across all business sectors. The Group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and operates under the brands Atos, Atos Syntel, Unify and Worldline. Atos is listed on the CAC40 Paris stock index

Find out more about us
atos.net

Let's start a discussion together



To find out more and get in touch with us, go to
<https://atos.net/en/industries/insurance>

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