

THE  
**INSIGHTS TO SOLUTIONS**  
SERIES



**DATA + AI =  
TRANSFORMATION**



OCTOBER 20<sup>TH</sup> 2021



**Join us**

for a virtual tour of  
rapid discovery with



**CLOUDERA**

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DATA + AI = TRANSFORMATION



# Welcome



**Hugh Terry**

Founder, The Digital Insurer



**Mark Breeding**







Partner, Strategy Meets Action,  
a ReSource Pro Company



DATA + AI = TRANSFORMATION



# Today's Agenda

WELCOME	10 minutes				
Data + AI = Transformation Panel Insights	25 minutes				
VIRTUAL TOURS	2 x 15 minutes				
<table><tr><td>expert.ai</td><td> expert.ai</td></tr><tr><td>Cloudera</td><td></td></tr></table>		expert.ai	 expert.ai	Cloudera	
expert.ai	 expert.ai				
Cloudera					
INSURER CALL TO ACTION	5 minutes				
CLOSING REMARKS	5 minutes				

# Housekeeping

## How to participate:

If you have a **question** please type into the **Q&A** area

If you have a **comment** please type into the **chat** area

## Polls:

Please respond to the poll questions throughout the webinar

## Your experience:

You can select slides only, slides + speaker, speaker only

We will post links to both and other info in the chat area

## Post-event:

We will send in a few days a link with recordings of the event including links to slides and booths and contact details



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# **SMA Strategic Insights**

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**Opening remarks on Data + AI = Transformation**

# The Data + AI Equation for Commercial Lines

**Data**

+

**AI**

=

**Transformation**

Data Types & Sources

Data State

Data Governance



Technologies

Models

Solutions



Specific Use Cases

Realized ROI

Business Value

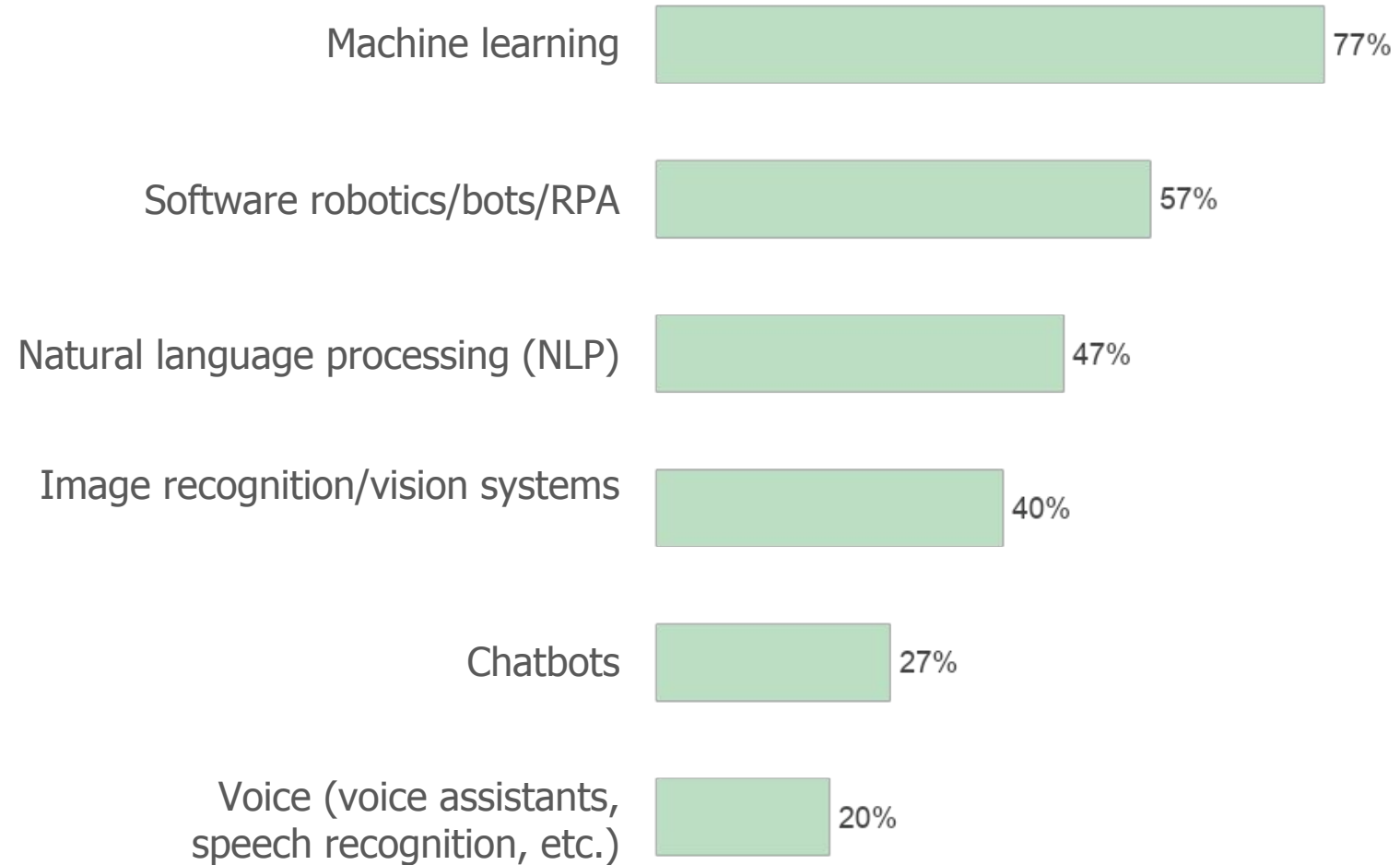
**Comprehensive Platforms**

+

**Industry Specific Solutions**

# AI Technologies With Most Transformational Potential

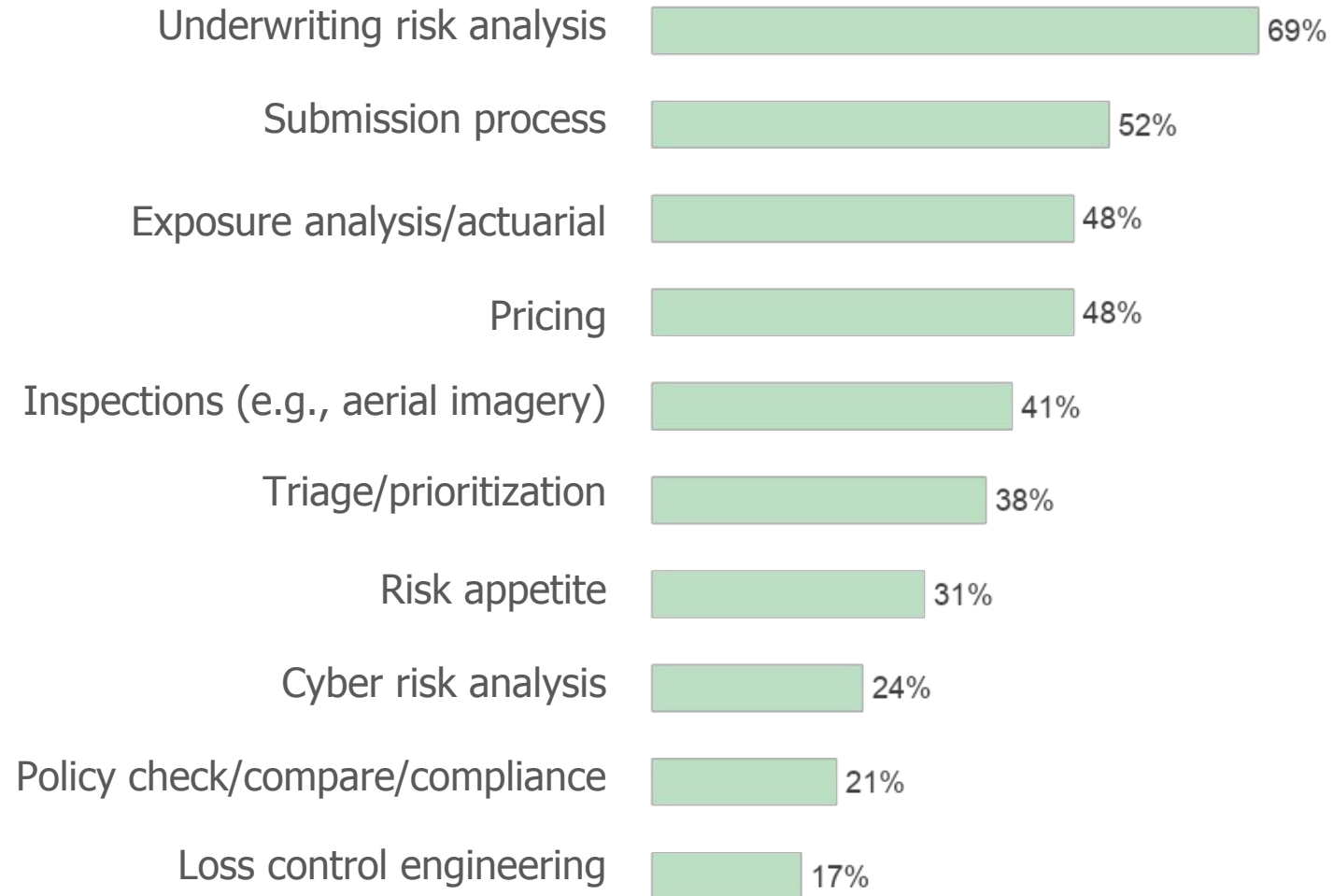
(Percent of Commercial Lines Insurers Citing)





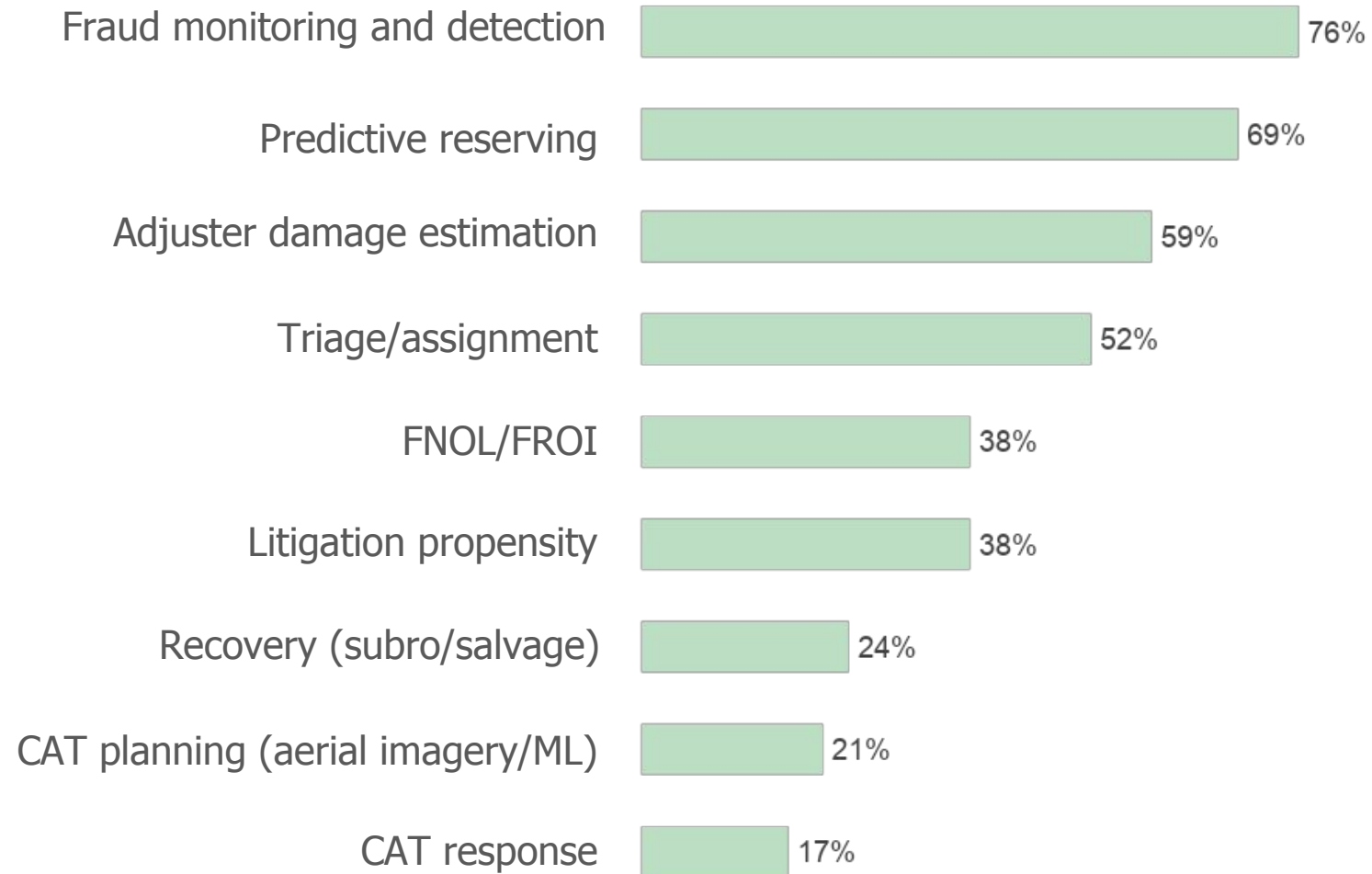
# Where AI provides the Most Value in Risk and UW

(Percent of Commercial Lines Insurers Citing)



# Where AI provides the Most Value in Claims

(Percent of Commercial Lines Insurers Citing)



Percent of P&C Insurers Citing

# Data + AI = Transformation

## Panel Insights



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# Today's Panelists



**Mark Breeding**  
Partner, Strategy Meets Action,  
a ReSource Pro Company



**Pamela Negosanti**  
NA Head of Sales and Sector  
Strategy, expert.ai



**Monique Hesseling**  
Managing Director,  
Insurance, Cloudera



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# Moving from Insights to Solutions

*Rethink & Reimagine!*

## expert.ai

Expert.ai is the premier artificial intelligence platform for language understanding. Leading insurance organizations such as AXA XL, Zurich Group, Swiss Re and Aegis have leveraged its unique hybrid approach to NL, which combines symbolic human-like comprehension and machine learning to transform language-intensive processes into practical knowledge, providing the insight required to improve decision making throughout enterprise organizations.

Value Chain Innovations / Process Automation USA / North America



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**AI to Support Risk Engineering**  
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# Virtual Tour

## Poll

Q. Are you interested in learning more about the solutions offered by expert.ai?

1. Yes
2. Not at the moment



## Cloudera

At Cloudera, we believe that data can make what is impossible today, possible tomorrow.

Value Chain Innovations / Data & Analytics USA / North America



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**The Journey to Understanding Your Insurance Customers**  
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**CLOUDERA**

## Insurance Data and AI

Monique Hesseling  
Managing Director Insurance  
[mhesseling@cloudera.com](mailto:mhesseling@cloudera.com)

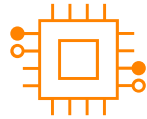


# COMMERCIAL INSURANCE

## The “uber” Industry



PAYMENTS/  
RETAIL



TECHNOLOGY



TELCO



HEALTHCARE



MANUFACTURING

USE  
CASES

- Fraud detection
- Next best offer
- Supply chain
- Spend analytics

- Customer analytics
- Threat detection
- Predictive support

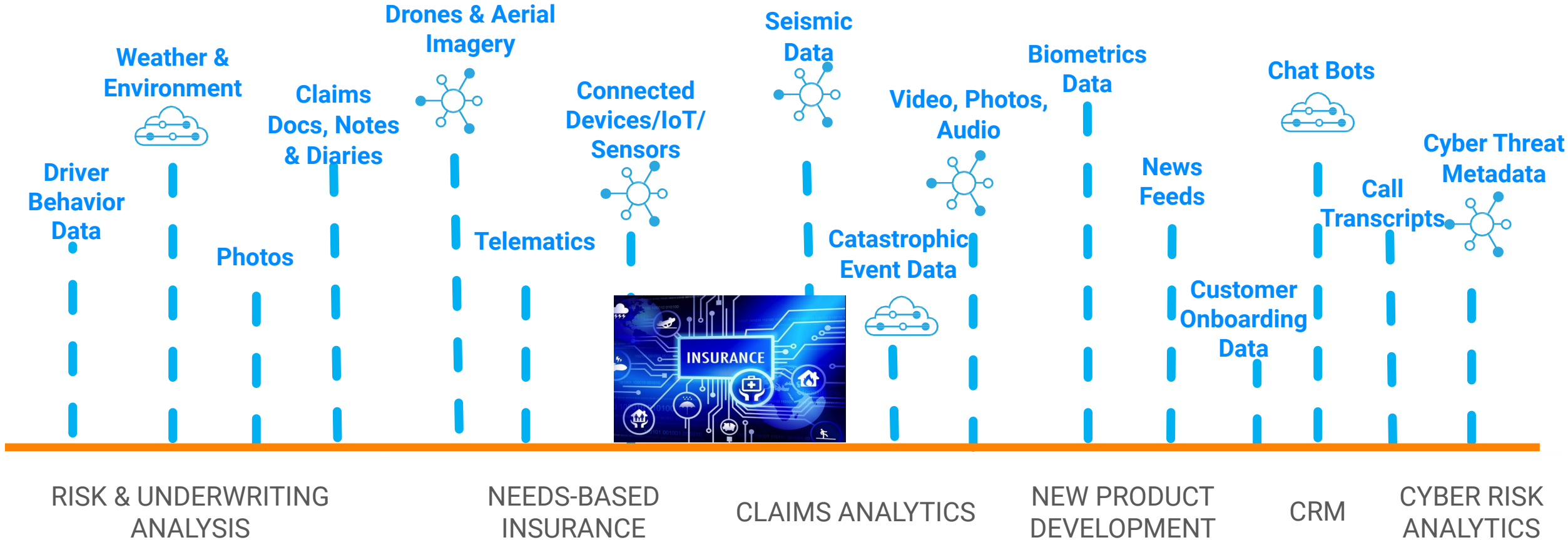
- Churn analysis
- Customer care
- Network optimization

- Patient care (IoT)
- Genomics research
- Regulatory compliance
- Workers Comp

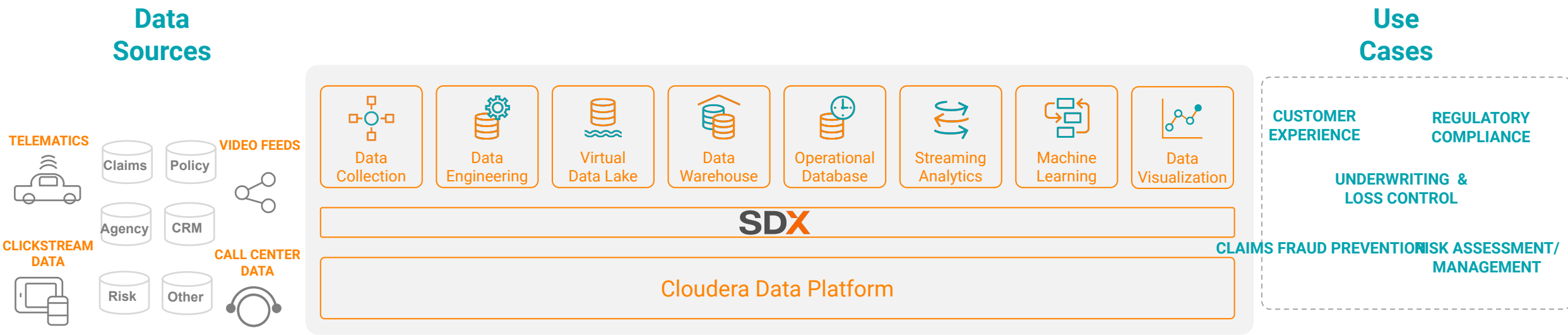
- Fleet management
- Supply chain
- Workers Comp

# INSURANCE INDUSTRY DATA SOURCES

Enable preventative, predictive capabilities in a digital world



# Cloudera Data Platform – A Hybrid Data Cloud with integrated Data Services



**Data Lifecycle**  
integration for better user productivity and faster time to value



**Hybrid & Multi-Cloud**  
to leverage existing investments and reduce risk

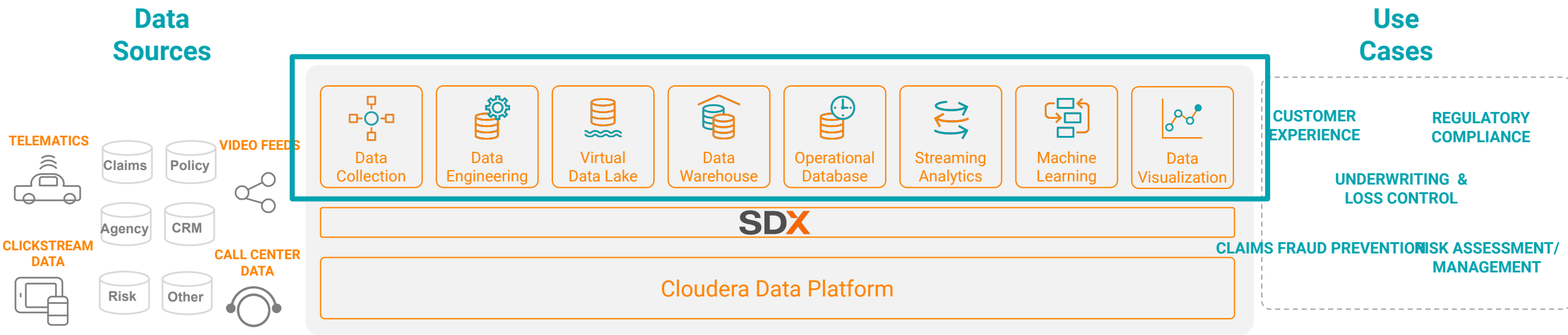


**Secure & Governed**  
to simplify data protection, sharing and compliance



**Open & Extensible**  
to support more use cases faster and at lower cost

# Cloudera Data Platform – A Hybrid Data Cloud with integrated Data Services



**Data Lifecycle**  
integration for better user productivity and faster time to value



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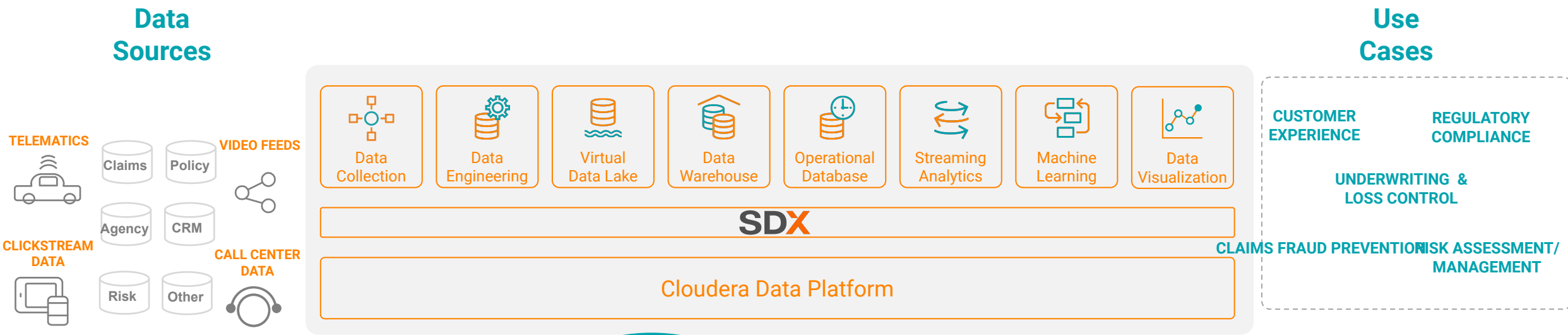


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# Cloudera Data Platform – A Hybrid Data Cloud with integrated Data Services



**Data Lifecycle**  
integration for better user productivity and faster time to value

aws Google Cloud  
Azure Red Hat

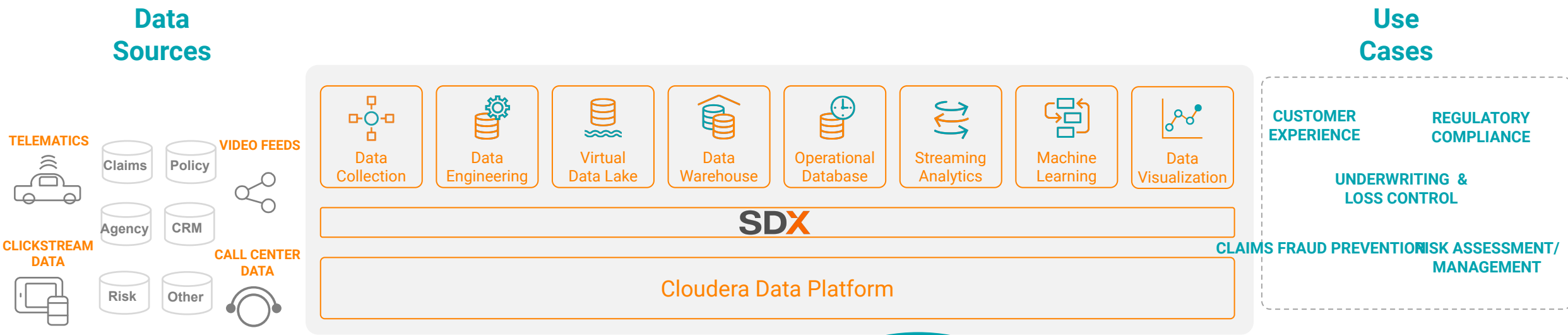
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# QUESTIONS

Monique Hesseling  
Managing Director, Insurance  
[mhesseling@cloudera.com](mailto:mhesseling@cloudera.com)



## Poll

Q. Are you interested in learning more about the solutions offered by Cloudera?

1. Yes

2. Not at the moment

# Insurer Call to Action



# SMA Call to Action

Lead with Business Strategy

*Identify the most valuable business use cases for tech solutions*

Seek Partners with Deep Insurance Expertise

*Look for the combination of strong solutions and industry knowledge*

Experiment, Innovate, Execute

*Be flexible and adaptable in testing and implementing new solutions*

## Poll

Q. Would you like to schedule a follow up call with Mark?

1. Yes
2. Not at the moment

## Strategy Meets Action

is a strategic advisory firm delivering advice, consulting services, and published research to insurers, solution providers, and InsurTechs.

Value Chain Innovations / Marketing & Client Engagement USA / North America

In association with



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SMA Advisory Offerings Overview

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**SMA RESEARCH REPORT**

DIGITAL TRANSFORMATION IN COMMERCIAL LINES: Project Priorities for 2021

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**SMA BLOG**

The Pulse Quickens for Commercial Lines Tech: A Post-Pandemic View

Read our blog

**SMA STRATEGY MEETS ACTION**

Strategy Meets Action

How SMA brings transformational insights to your organization

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**SMA ON-DEMAND WEBINAR**

Level Up with AI: Beyond Automation

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# Closing Remarks



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# Next Steps...



## Feedback on Today's Event, Three Ways...

- End of today's event using survey prompt
- When you receive the recording link email
- Directly to TDI, SMA & Solution Providers individually

# TDI Academy – L&D on Digital insurance



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& Membership*



*Virtual Mini-MBA*



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NOVEMBER 10<sup>TH</sup> 2021

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# Contact Details

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**Monique Hesseling**

[mhesseling@cloudera.com](mailto:mhesseling@cloudera.com)



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**Thanks for your time!**  
(feedback please)



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**Thanks for your time!**  
(feedback please)

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