Connecting Insurers with Customers through IoT

msg IoT Loyalty & Reward

Peter Umscheid, CEO
Who we are – msg group

- 6,100 employees
- 25 countries
- 812 m € revenue (2016)

11% Automotive
55% Insurance
21% Banking

812 m € revenue (2016)

1980 Founded in

6,100 employees
25 countries
812 m € revenue (2016)
Competent service around the globe

Locations in German-speaking areas

Select project locations

International Locations

- Germany
- Austria
- Poland
- Brazil
- Portugal
- Bulgaria
- Romania
- Canada
- Russia
- China
- Serbia
- Czech Republic
- Singapore
- Denmark
- Slovakia
- India
- Slovenia
- Italy
- Spain
- Korea
- Switzerland
- The Netherlands
- United Kingdom
- The Philippines
- USA
We are committed to intelligent IT and industry solutions — from consulting and development to implementation. Our services enable companies to maximize the opportunities of digitalization and be more profitable over the long-term.
## Our Customers – SAP for Insurance (excerpt)

### FS-RI (Reinsurance)
- AIG
- Allianz Italia (R.A.S.)
- Allstate
- Asia Capital Re
- AXA Deutschland
- AXA Winterthur
- Basler Versicherungen
- Catlin US
- ERGO (Victoria)
- Euler Hermes
- Folksam
- Generali
- GenRe
- GIC Re
- Global Re
- Gothaer
- GPPF Re
- Hannover Re
- Helvetia
- IAG
- IRB Re
- Mannheimer
- Mitsui Sumitomo Re
- Montpelier Re
- Munich Re
- Pacific Life Re
- Peak Re
- Provinzial
- SCOR Global Life
- Signal Iduna Re
- SV Sparkassen-Versicherung
- Swiss Re
- Talanx Deutschland
- Thai Re
- Transamerica Re
- Vienna Insurance Group
- Zurich Financial Services

### SAP BI (Business Intelligence)
- Allianz
- AXA Deutschland
- AXA Winterthur
- Generali
- IKK
- Mitsui Sumitomo Re
- Montpelier Re
- Munich Re
- Öffentliche Versicherung Braunschweig
- SCOR Global Life
- SV Sparkassen-Versicherung
- Zurich Financial Services

### FS-JCM (Incentive & Commissions)
- Allianz PKV
- AXA Deutschland
- AXA Winterthur
- Barmenia
- BHW
- Die Bayerische
- Folksam
- HUK-COBURG
- SV Sparkassen-Versicherung
- VHV
- VPV
- Vienna Insurance Group

### FS-PM (Policy Management)
- Achmea
- Comminsure
- Credendo
- ING Nationale Nederlanden
- Medibank
- MSIG
- Medgulf
- Nan Shan Life
- Öffentliche Versicherung Braunschweig
- Samsung
- Talanx Deutschland
- Vienna Insurance Group

### msg.PM (Product Manager)
- Achmea
- Comminsure
- Grundigentümer
- Hannover Re
- Medgulf
- MSIG
- ING Nationale Nederlanden
- Medibank
- Montpelier Re
- Munich Re
- Nan Shan Life
- Öffentliche Versicherung Braunschweig
- Pacific Life Re
- Samsung
- Soka-Bau
- Talanx Deutschland
- Vienna Insurance Group

### FS-CD (Collections & Disbursements)
- Achmea
- AXA Deutschland
- AXA Winterthur
- Generali
- IAG
- ING Nationale Nederlanden
- Medibank
- Montpelier Re
- Munich Re
- Nan Shan Life
- Roland Rechtsschutz
- SV Sparkassen-Versicherung
- Swiss Life
- VHV
- ERGO (Victoria)
- WGV
- Zurich Financial Services

### FI (Financial Accounting)
- Allianz PKV
- Die Bayerische
- IAG
- ING Nationale Nederlanden
- Roland Rechtsschutz
- SCOR Global Life
- SOVAG
- Swiss Re

### SAP Insurance Analyzer
- Achmea
- Credendo
- New York Life
- Nan Shan Life
- Samsung
In a sea of data and statistics, it’s easy to lose track of people.
INSURANCE DILEMMA

PROBLEM

• Lack of interest of people in financial products
• Understanding and awareness is limited
• Few opportunities to interact with policy holders
• Calculation based on fixed attributes not behavior

SOLUTION: IOT & LOYALTY

• Connect insurance to daily used appliance
• Provide and collect information
• Reward the customer for using and sharing
• Create online environment and communities for users

CREATE A HOLISTIC BEHAVIOR-BASED EXPERIENCE

Get interaction on regular basis, learn more about your customers and include behavior information in your calculation models.
Operationalizing of Internet of Things

- **Device agnostic**
- **Transparency**

**IoT Analyzer**

- Across multiple Lines of Business
- Multi-level analytics and scoring

**Policy Holder**

**COLLECT**

**ANALYZE**

**CALCULATE**

**ENGAGE**

- Medical
- Apps
- Home sensors
- Vehicles
- Drones
- Wearables

- **HEALTH**
- **MOBILITY**
- **COMPANY**
- **HOME**
- **SELF**

© msg global solutions | 2017
Example msg.MyMile

**TRIGGER**
- iBeacon
- Bluetooth Device
- Car

**MOBILE APP SOLUTION**

**PROFILES & IDENTIFICATION**

MyMile enables identification and analyzes of the vehicle and driver!
Key Features of msg IoT Analyzer

SENSOR & THIRD PARTY-DATA

IoT device agnostic end-to-end experience for insurers and customers supporting data enrichment with internal and 3rd party information

SCORING ENGINE

The Scoring Engine is the heart of the IoT Analyzer allowing insurers to create their own IoT analytics and risk models

DATA SERVICES

Data Services allow a full implementation of a comprehensive IoT ecosystem
### List of all Elements

<table>
<thead>
<tr>
<th>Element</th>
<th>Type</th>
<th>Return type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>aa_Test_701_Viktor</td>
<td>CATEGORICAL</td>
<td>LEVEL</td>
<td></td>
</tr>
<tr>
<td>ACCELERATE</td>
<td>RESOURCE</td>
<td>REAL</td>
<td></td>
</tr>
<tr>
<td>AUTOMOBILES_PERMITTED</td>
<td>RESOURCE</td>
<td>BOOLEAN</td>
<td></td>
</tr>
<tr>
<td>AUTOMOBILES_PERMITTED_LEVEL</td>
<td>CATEGORICAL</td>
<td>LEVEL</td>
<td></td>
</tr>
<tr>
<td>AVG_FLOW_SPEED</td>
<td>RESOURCE</td>
<td>REAL</td>
<td></td>
</tr>
<tr>
<td>BI_DIRECTIONAL</td>
<td>RESOURCE</td>
<td>BOOLEAN</td>
<td></td>
</tr>
<tr>
<td>BI_DIRECTIONAL_LEVEL</td>
<td>CATEGORICAL</td>
<td>LEVEL</td>
<td></td>
</tr>
<tr>
<td>BOAT_FERRY</td>
<td>RESOURCE</td>
<td>BOOLEAN</td>
<td></td>
</tr>
<tr>
<td>BOAT_FERRY_LEVEL</td>
<td>CATEGORICAL</td>
<td>LEVEL</td>
<td></td>
</tr>
<tr>
<td>BRAKE</td>
<td>RESOURCE</td>
<td>REAL</td>
<td></td>
</tr>
</tbody>
</table>
IoT & Customer Engagement

SAP Cloud Platform

IoT Analyzer

Loyalty & Reward
IOT-BASED CUSTOMER ENGAGEMENT PROCESS

Measure – Monitor – Learn - Stimulate

User Profile
- Age, Gender etc.
- Behavior, Interests etc.

Rules
- Score model
- Point collection rules

Track Behavior
- Fitbit, GPS trackers, Drones etc.
- Check where the scores are low

Learn
- Has interaction improved behavior?

Define Challenges
- Chose individual interaction method
- Define personal challenges

Monitor Progress
- Track individual improvements

Reward
- Visualize behavior and progress
- Reward good behavior

Input
- Direct Variables
  - Behavior
  - Health user
- Indirect Variables
  - Age/Gender
  - Location/Education

© msg global solutions | 2017
**LOYALTY & REWARD**

**Customer Journey**

1. **EARN POINTS**
   - **ACTIVITIES**
     - Earn points for daily activities showing good risk-behavior
   - **CHALLENGES**
     - Earn points by completing challenges tailored for insurance domain such as healthy living challenges and safe driving challenges.
   - **SOCIALIZING**
     - Earn points by sharing information and inviting friends on social media

2. **ACHIEVE A SPECIAL STATUS**
   - **TIERs**
     - **BASIC**
     - **SILVER**
     - **GOLD**
     - **PLATINUM**

3. **CLAIM YOUR REWARDS**
   - Use the collected points to claim rewards from partner companies.
   - Such as:
     - Free weekly movie ticket
     - Gift vouchers for gas stations
KEY COMPONENTS

Gamification
- Personalized challenges

Administration Workplace
- Configure loyalty programs
- Point collection rules

Loyalty Portal
- Customer-focused web-portal
- Responsive design
- Configurable dashboards

IoT Integration
- Integrated with msg.IoTA
- IoT data tracking/sharing

Social Media Integration
- Integrated with social media
- Invite friends and share events

PUBLIC CLOUD OFFERING

© msg global solutions | 2017
CUSTOMER ENGAGEMENT FEATURES

GAMIFICATION

COLLECT BADGES

DASHBOARDS

EARN POINTS

CHALLENGES

MEMBERSHIP MANAGEMENT

CLAIM REWARDS

SHOP TEMPLATE
Insurance Coverage
That Fits Your Life

Tailoring insurance coverage around your needs is easier than you think. Ready to take the next step?

Get A Quote