

Investor meeting

intellect
SEEC[™]

Xponential is the new normal[®]

www.intellectseec.com



**Ten years from now,
when we look back at how
this era of Big Data evolved...**

**We will be stunned at how uninformed
we used to be when we made decisions**

- Billy Bosworth, DataStax CEO (2015)

Disruption Happens

Aim 10x (Exponential) not 10% (Linear)

Linear



S Class 1980



S Class 2016



Tesla 2016

- Electric & partially autonomous
- No engine, no maintenance, no downtime, no emissions, no noise,
- Minimal depreciation
- Always updated automatically

Exponential

“Cars with Computers”

- Looks contemporary
- Built on new technology
- BUT gets outdated every 7 years
- Expensive to run and maintain

Fully autonomous vehicles



“Computers with Wheels?”

- Electric + mostly autonomous
- Low cost to no cost vehicles
- Vehicles interacting with each other
- Planning and Logistics networks redefined

Insurance is being disrupted!

1

Smart
Machines

- IoT
- Drones
- Big Data & AI
- Biometrics
- Genetics

2

New
Paradigms

- Blockchain/Smart Contracts
- New Risks appear/killing others
- Switch on/Switch off coverage
- Consumer channels
- BOTs

3

Non
Traditional
Competition

- Social Insurance (Crowd sourced)
- Non-Insurance entrants
- Re-Insurers

4

Non
Traditional
People

- Data Science instead of Actuaries
- Behavioral Scientist instead of Underwriters
- Lawyers, lawyers! !
- UX
- Big Data Engineers

AI and Big Data are profoundly changing End User Technology



We Saw Some Big Systematic Industry Problems

70%

ON LOW-VALUE
TASKS



STRUCTURED DATA
NOT ENOUGH TO ANALYZE
AND ASSESS RISKS



INSURERS KNOW
VERY LITTLE ABOUT
THEIR INSURED

30-40%

COST TO ONLY TOUCH
A CUSTOMER
1-2 TIMES

INSURANCE TODAY

Reactive . Impersonal . Intermediated

10x CHANGE

INSURANCE TOMORROW

Proactive . Personal . Disintermediated

**‘Modern’ Insurance Technology
Its already outdated !**

Insurance is still stuck in the past paradigms



Insurance

Digitize a “Paper” process –
policy centric, get enough
to rate, quote and issues

Enough to know someone like
you “homogenous large
pools”

Mercy of the
intermediary and
the dreaded forms

Rating models are based
on
backward, predominantl
y internal and structured
sources

Tech fueled industries

Do whatever it takes to
know the customer
continuously and
relentlessly

Know you intimately
“pool of one”

Disintermediated,
digital and ask less,
know more and
“converse”

Externally focused using
unstructured data

Exponential Insurance: The Way It Should Be

Customer

Solutions for what I need,
customized and priced for
me



1) AI Based Robo Advise : holistic needs
assessment based recommendation, compliant

2) UX : Immediacy & simple experience no
matter how complex the product

Intermediary

10X productivity, acting
as a true advisor, with
zero paperwork

Insurer

Expense ratio of no more than 5%

Loss Ratios improve by 10%



**3) Underwrite for future risk propensity for
each risk :**

Automated with 10X risk insight in 1/10th of
the time and effort

**4) Automated Self Service, simple technology
stack**

We rebuilt all our products in the last 3 years because Enterprise Technology has changed fundamentally



**AI Based Decisioning
Vs. Deterministic Rules based**



**Big Unstructured Data
Over Little Internal Data**



Agility over Fitment



**Algorithms
over Transaction**



Cloud over In-premise



Mobile over Web



**Multi-Tenant
over Single Tenant**



Configure over Build

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Xponential is
the new normal[®]

=

(Digital)

Addictive engagement

x

(Big Data)^{ML}

Intelligent Decisions

=

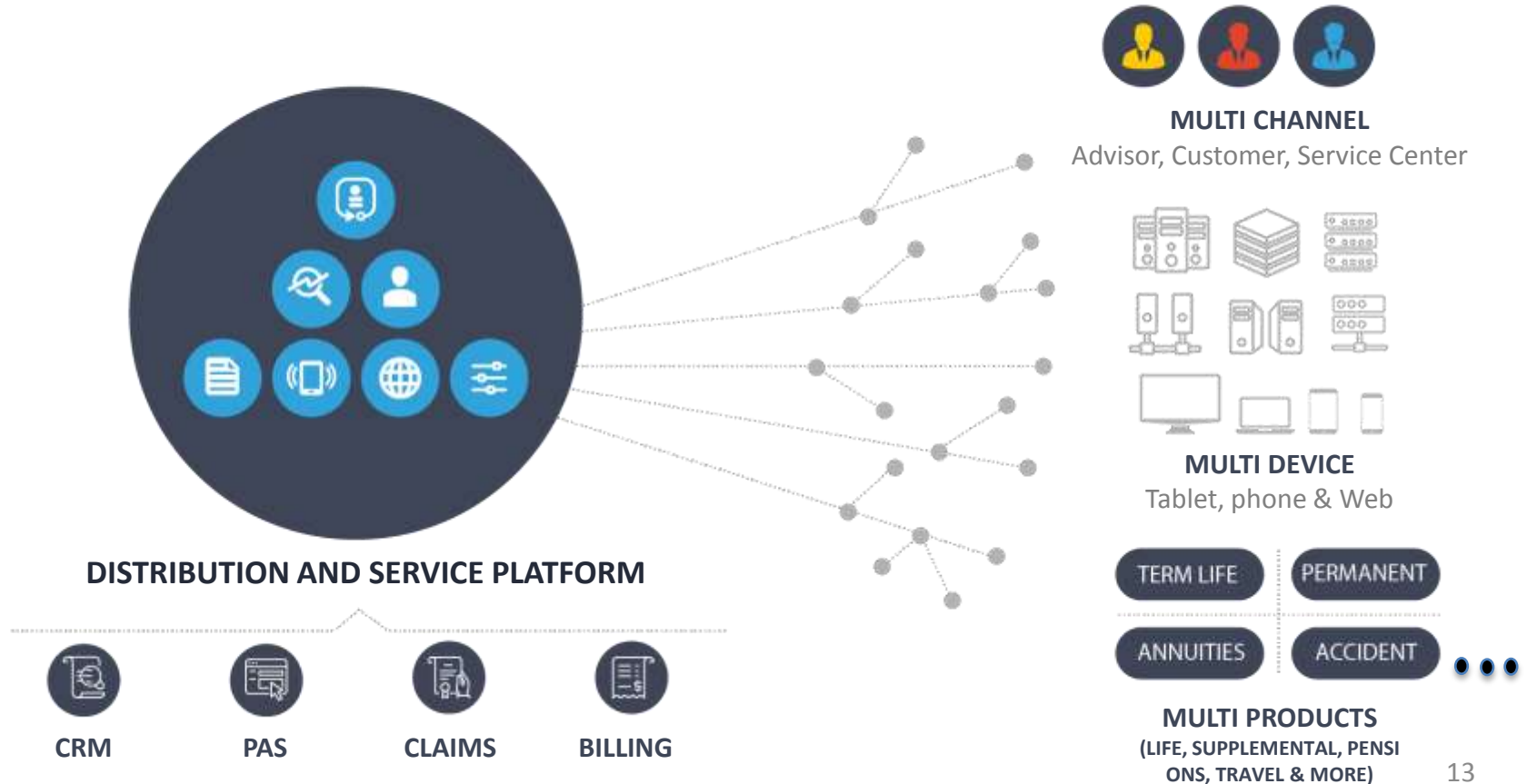
Xponential Results

The Digital Transformation Imperative !!!

Challenges

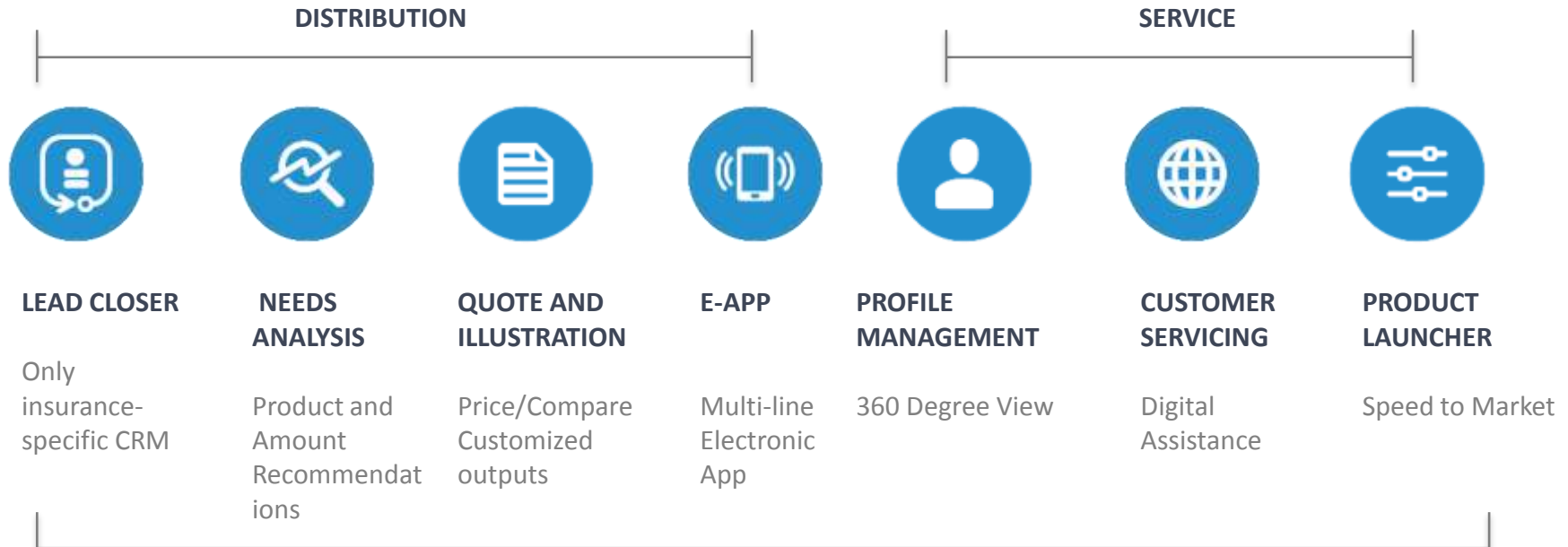
- Limited penetration of D2C
- Low Agent Productivity
- Regulatory Pressure
- Fast Pace end user technology evolution
- User Experience expectations
- Need for frequent product changes
- Automated self service and anywhere – anytime experience

Our Solution: One Platform to meet your digital objectives

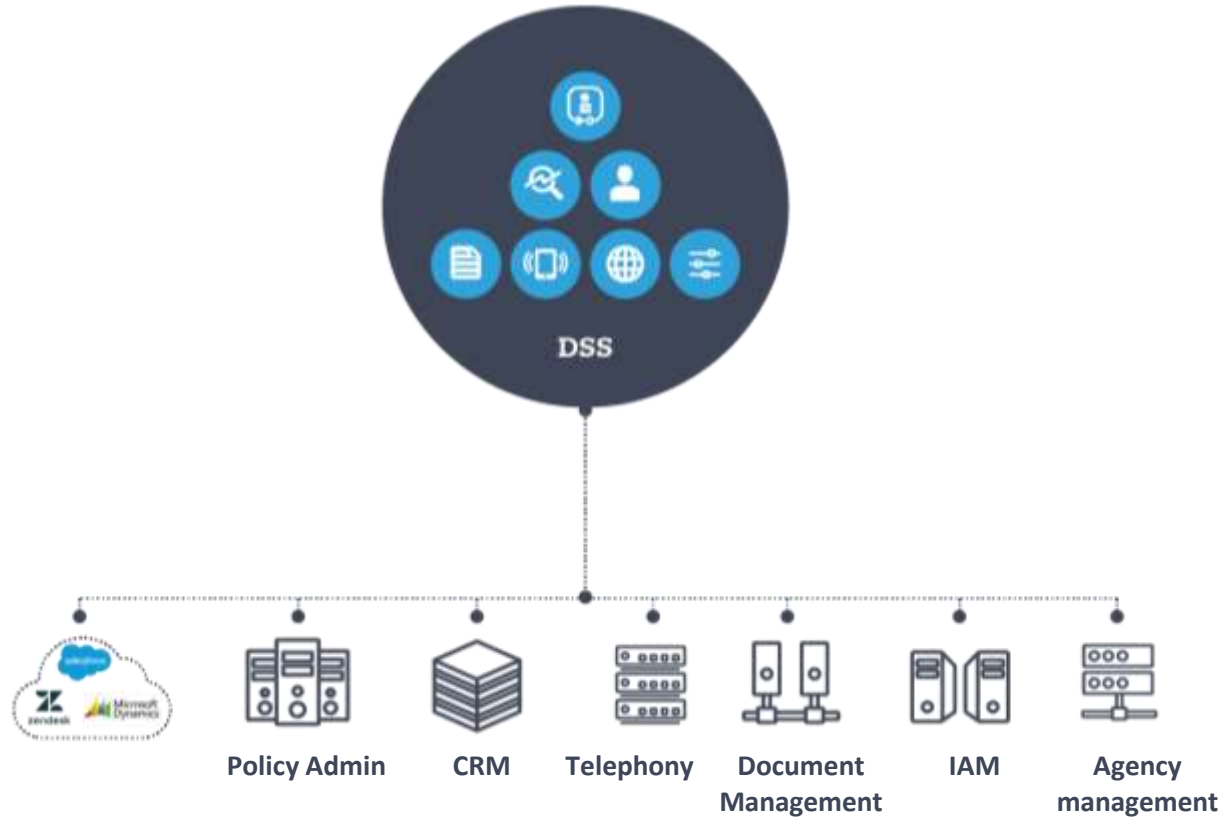


Intellect Distribution & Service Suite

7 Apps : Multi Channel, Multi Products, Multi Device



Seamless Integration to 40+ systems



Technology Designed for...



User Experience (UX)

- User Centric
- Responsive design
- Single code base: mobile and web
- Multi lingual
- Cross browser compatible



Configurability

- Theming
- Dynamic and reflexive forms
- Rules based business logic
- Customization via extension and overrides
- Extendible data model (structured & unstructured)
- Product Configuration



Architecture & Design

- Single page application architecture with hybrid web
- API based – 180+ pre built
- Microservices
- ACORD Industry model
- App based

Based on a granular set of APIs which make it very suitable to drive a cross enterprise digital framework

App	Example of APIs					
FNA	Personal Details	Family Details	Income Details	Asset Details	Expense Details	Liability Details
	Goal Details	Goal Mapping	Recommendation	Risk information	Delete Need Analysis	
eApp	Agent Applications	Application Details	Applications	Incomplete Application	Save EApp	Application Details
	eApp PDF Status	eApp Report				
PPC	Product Types	Product Search	Product inquiry	Investment Options	Base Rates	Cash value and Dividend Rates
CS	Personal Details	Family Details	Income Details	Asset Details	Expense Details	Liability Details
	Goal Details	Claim Search	Risk information	Policy details	Transfer funds	Beneficiary
PM	Personal Details	Account Details	Policy search	Address	Account Details	
Q&I	Quote Search	Generate Illustration	Generate Quote	Generate PDF		

Note: APIs shown are illustrative

Business Benefits for the insurance carrier



Reduce operating costs



**Speed of Product &
channel Introduction**



Competitiveness

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Xponential is
the new normal[®]

=

(Digital)

Addictive engagement

x

(Big Data)^{ML}

Intelligent Decisions

=

Xponential Results

Artificial Intelligence : 4 Vs

Volume

Velocity

Variety

Veracity

Quantity and Quality of Risk Data is Exploding!

Wearables



Bracelets



Glasses

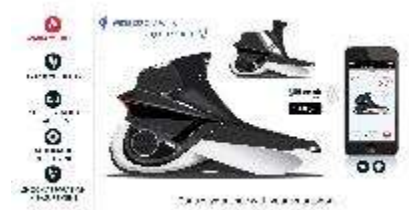


Smart watch



Smart
Clothes

- Wearables WILL transform health and medicine, fitness, aging, education, gaming , finance, home and work automation, and many more
- Wearable market predicted to exceed \$6 billion in 2016 and \$30 billion by 2020
- By 2020, Smart Clothing Shipments Will Surpass 10.2 Million Units Annually, While Body Sensor Shipments Will Reach 3.1 Million Units Annually



Smart
shoes



Contact
Lenses



Hearable

Gadgets will monitor your health and tell you more about person's lifestyle than any medical exam



Sensory Fitness Socks- sensors communicate with Bluetooth- powered anklet all feeding data to your Smartphone



Continuous Glucose Monitoring- monitors and retrospectively review patients glucose



Smart clothing monitors biometric data on muscle activity, breathing rate, heart activity zones



Sleep Sensor- tracks your sleep



Smart Shoe Monitor that analyse running style, distance covered, daily routes etc

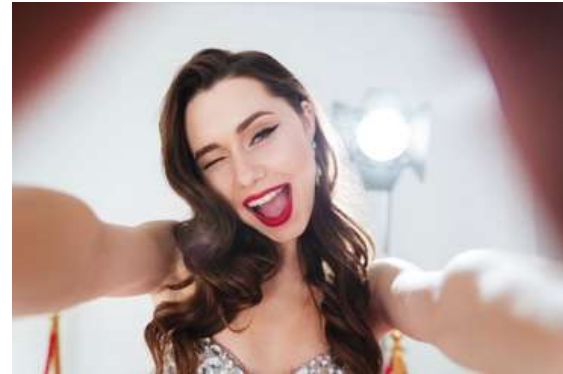
Big Data Examples : Building Services

- I would like to know if any if Gaffney's Commercial Roofers has been providing high risk services for Heritage roofing using <http://www.nfrc.co.uk/>
- I would like to know if Lawrence's Plumbing currently has insurance (amount and carrier) for Thermal Heating using <http://www.checkatrade.com/>



Unstructured Big Data Examples : Food and Entertainment

- I would like to see if my local restaurant Cornwell's Fish and Chip shop is also serving alcohol using Yelp Reviews when they are not licensed to do so
- I would like to know if Puddy's Pub also provides Adult Entertainment on the side using timeout.com



Unstructured Big Data Examples : Commercial Motor

- I would like to know if any of the truck models at McBurnie's Long Haul truck have safety recall incidents using TheTrucker.com



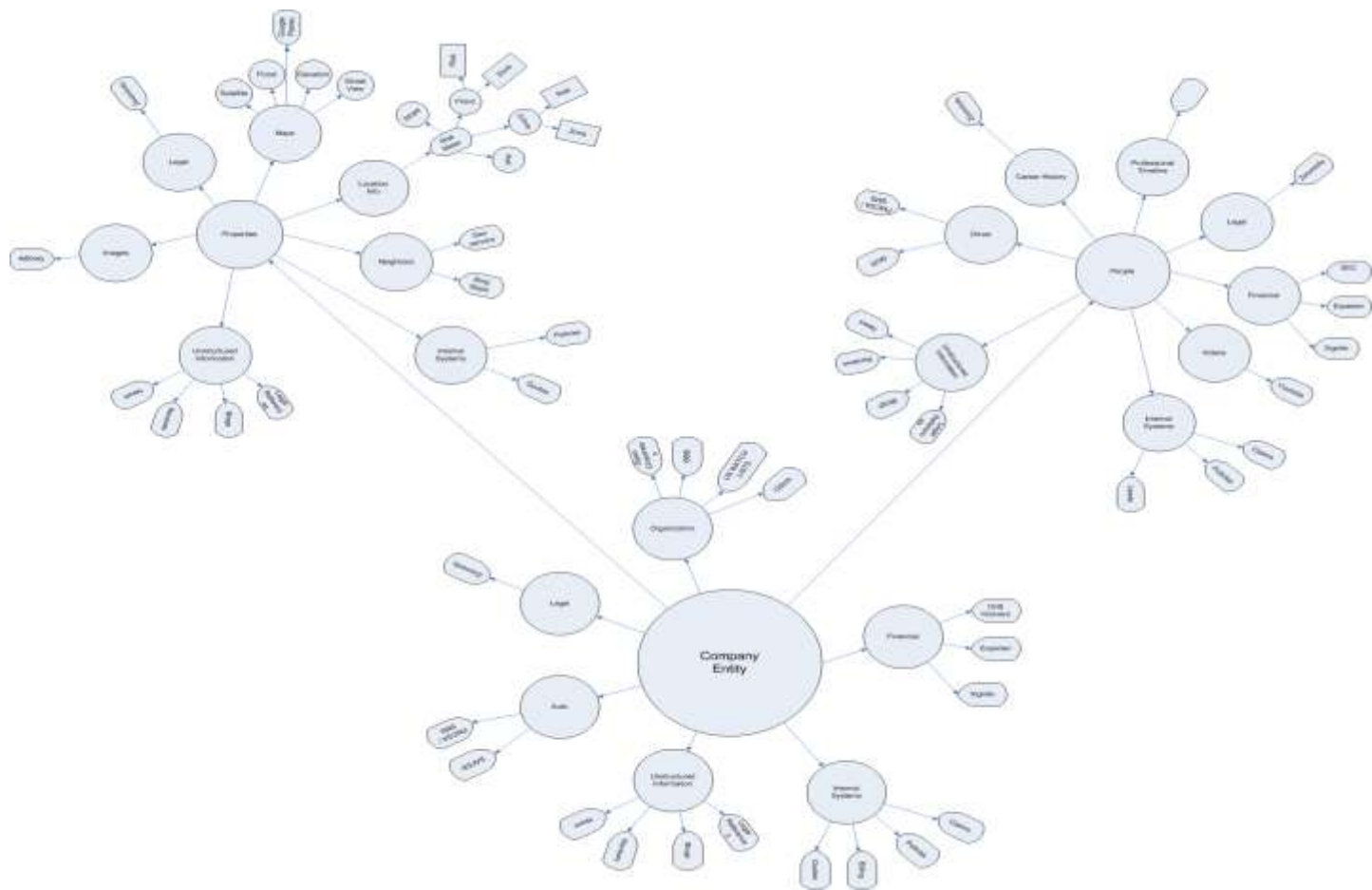
- I would like to see how many time Bristol Bus Drivers have let their drivers work more than 8hrs a day via municipal data on data.gov.uk



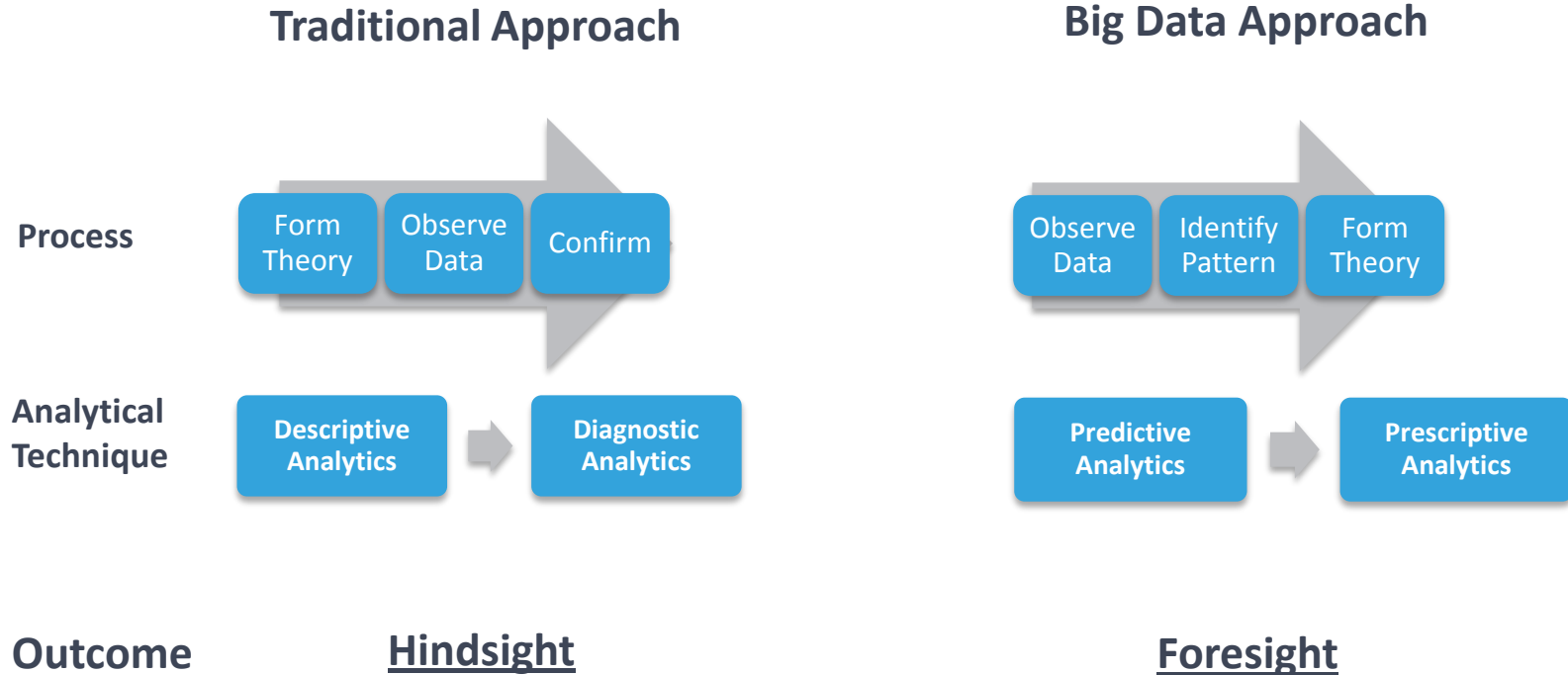
Unstructured Big Data Examples: Industrial and Property Safety

- I would like to know how many time the Nest Smoke and Carbon Monoxide Alarm has gone off for Mansell's Paper Factory by requesting access to Nest safety data hub for Mansell's Paper Factory
- I would like to connect with my OnDemand Assessor (<https://wegolook.com/>) and see if the new fire suppressant equipment has been installed in the right place via his Daqri Helmet (<http://daqri.com/home/product/daqri-smart-helmet/>)
- AND have the whole interaction stored with the information available as structured data







Big Data : Fundamental Change in Approach















Risk Analyst for Commercial Insurance

 **INTELLECT SEC**
RISK ANALYST

RISK ANALYST


 Build New Report



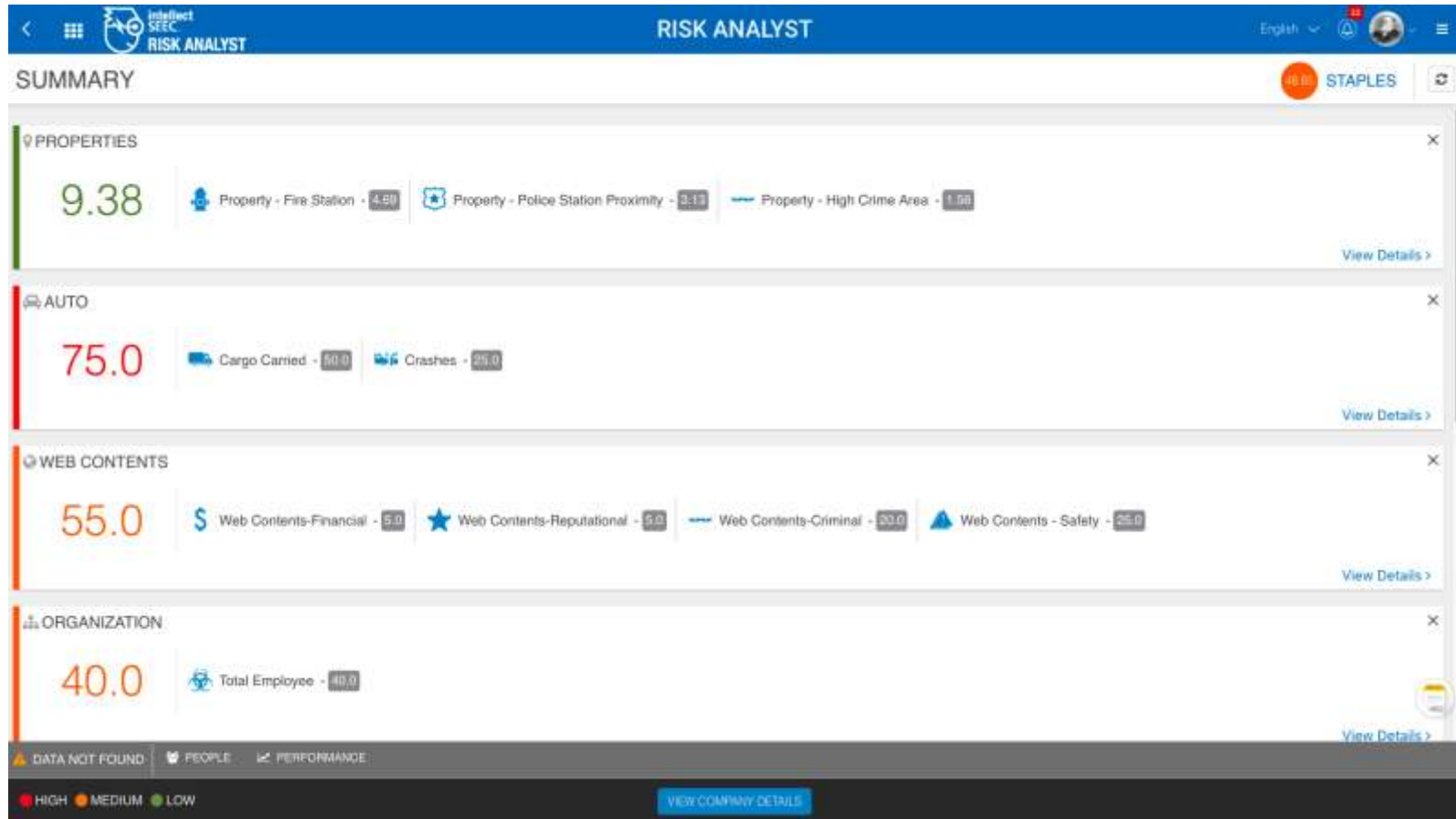
	28.8	Ashley Furniture Industries 1 Ashley Way, Arcadia, WI - 54612 Report ID: 44372798790720, Built Date: 04/15/2016	...
	26.7	Jamba Juice 8761 Christie Avenue, Emeryville, CA - 94608 Report ID: 44372798216240, Built Date: 04/15/2016	...
	13.3	Macy's 151 West 34th Street, New York, NY - 10001 Report ID: 44372795090704, Built Date: 04/15/2016	...
	8.3	Highbury Canco Corporation 148 Erie Street South, Leamington, ON - N8H 3B8 Report ID: 44372784054272, Built Date: 04/15/2016	...
	8.3	Highbury Canco Corporation 148 Erie Street South, Leamington, ON - N8H 3B8 Report ID: 44372792967188, Built Date: 04/15/2016	...
	4.2	Linecord Limited 88 Betham Road, Greenford, Middlesex, - UB6 8SA Report ID: 44372784054273, Built Date: 04/15/2016	...
	25	NEMF 1-71 North Avenue East, Elizabeth, NJ - 07201 Report ID: 44292363001856, Built Date: 04/13/2016	...
	8.3	Texas Roadhouse 6040 Dutchmans Lane, Louisville, KY - 40205 Report ID: 44292313718754, Built Date: 04/13/2016	...
	28.8	Crete Carrier Corporation 400 Northwest 56th Street, Lincoln, NE - 68508 Report ID: 44292346748028, Built Date: 04/13/2016	...

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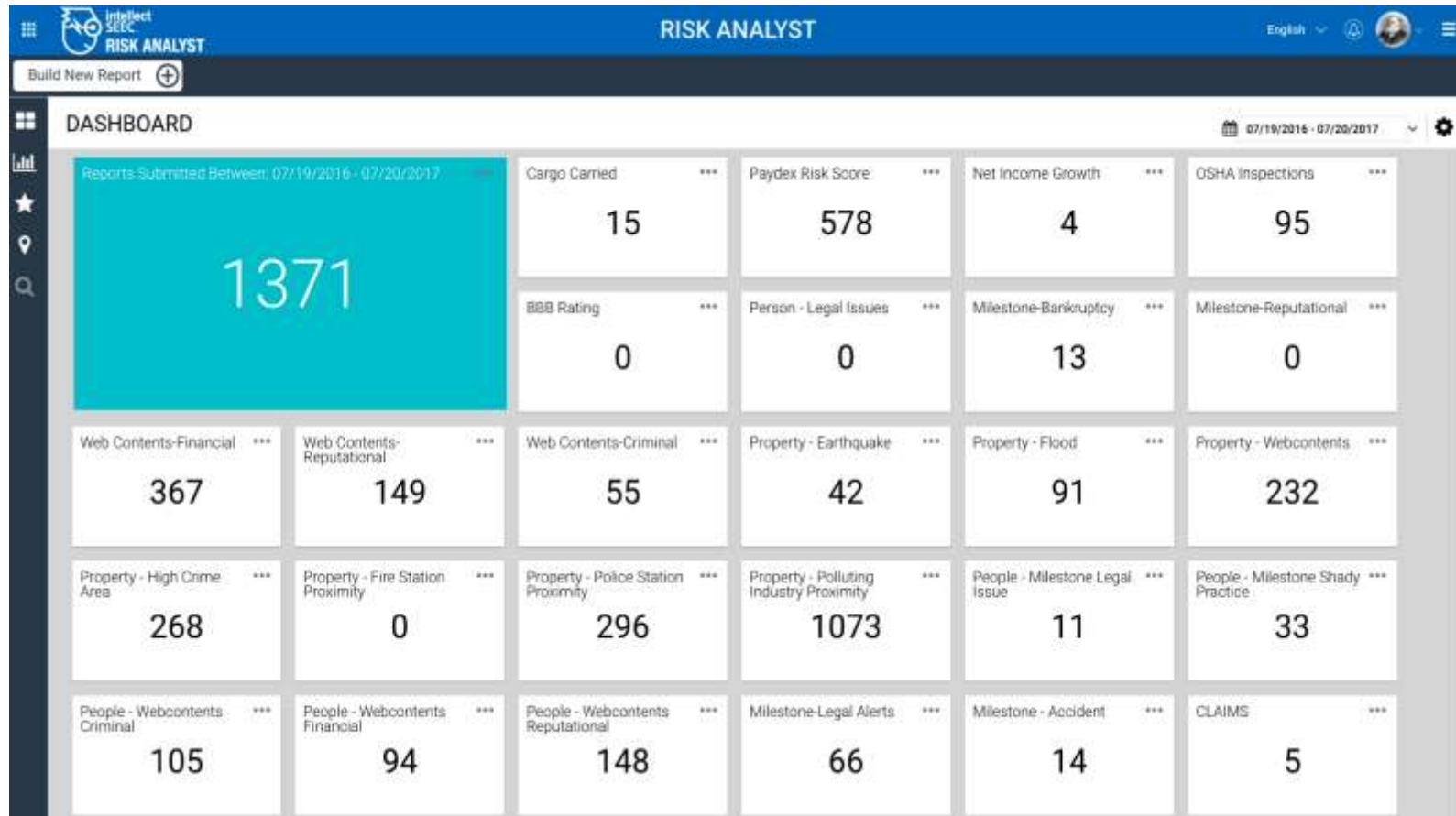
Display

 CHAT NOW

and provide all the relevant alerts to an Underwriter that they should consider before underwriting a risk...



... or to analyze a complete portfolio or set of renewals across hundreds of factors based on unstructured/external data sources



Our Vision : Commercial Insurance Underwriting

Manual



Assisted



Supervised



Automated



- *2x Underwriting Productivity*
- *2% Loss Ratio ↓*
- *0.5% Expense Ratio ↓*

- *5x Underwriting Productivity*
- *5% Loss Ratio ↓*
- *1 – 2% Expense Ratio ↓*

- *10x Productivity*
- *2x Growth*
- *10 – 15% NCOR ↓*

Major analyst recognitions

The logo for CELENT, featuring the word "CELENT" in a bold, blue, sans-serif font.

Intellect SEEC's Underwriting Workstation among Early Adopters of AI in Insurance Underwriting features.

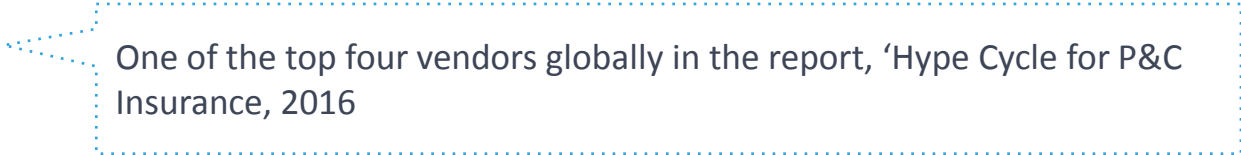
The logo for NOVARICA, featuring a stylized orange and yellow circular icon to the left of the word "NOVARICA" in a blue, sans-serif font.

Risk Analyst is one of the leading Predictive Analytics Solutions for US P/C Insurers.

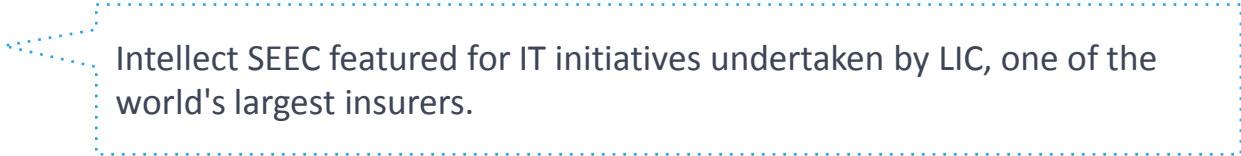
The logo for Aite, featuring the word "Aite" in a black, serif font, with a small red and white graphic element above the letter 'e'.

Risk Analyst rated the strongest in its ability to synthesize internal carrier data and present relevant customized data analysis.

Major analyst recognitions

The Gartner logo is displayed in blue text within a dotted rectangular border.A dotted rectangular callout box with a small arrow pointing left towards the Gartner logo.

One of the top four vendors globally in the report, 'Hype Cycle for P&C Insurance, 2016

A dotted rectangular callout box with a small arrow pointing left towards the Gartner logo.

Intellect SEEC featured for IT initiatives undertaken by LIC, one of the world's largest insurers.

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SEEC**

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(Digital) x **(Big Data)^{ML}**

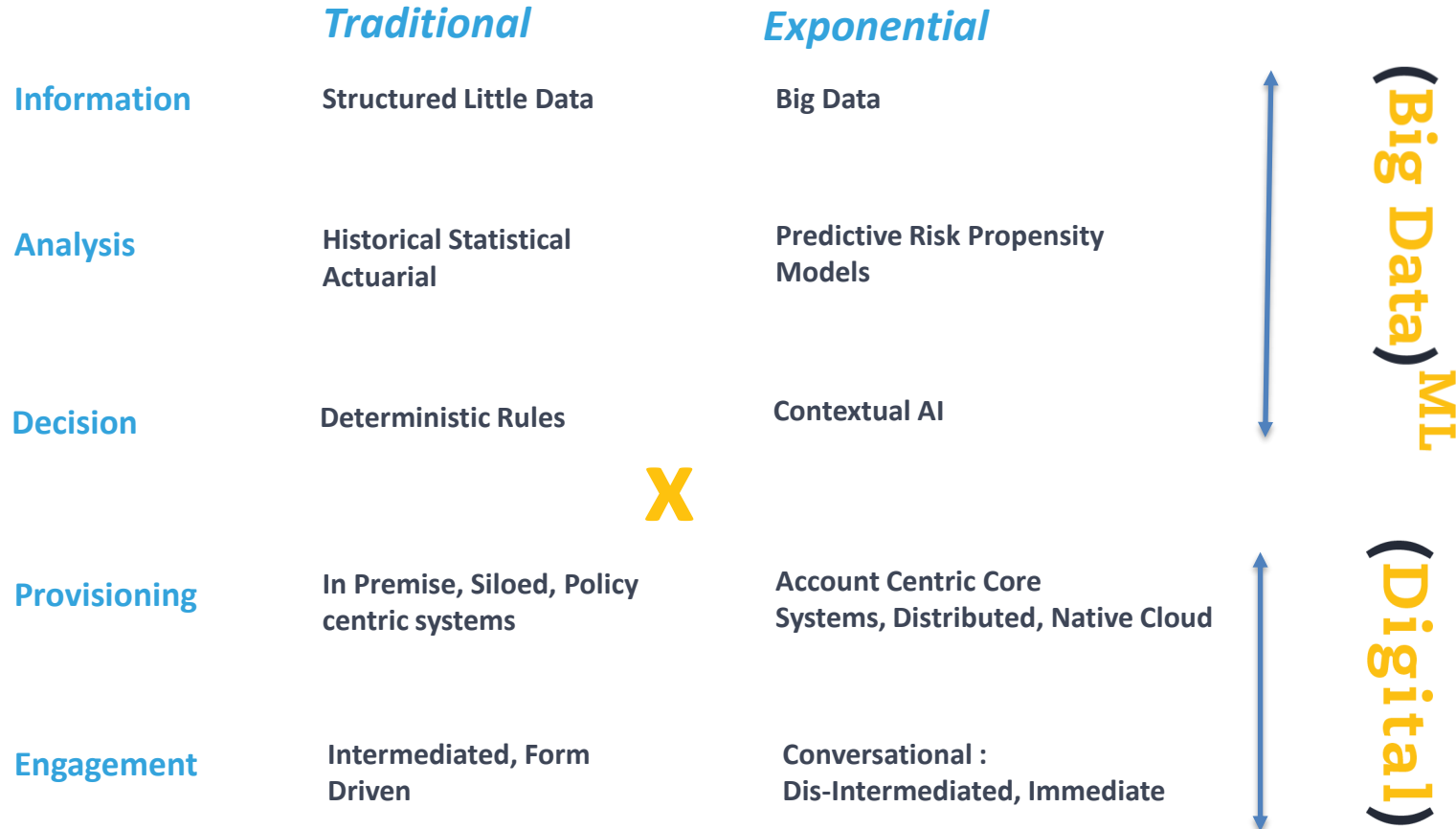
Addictive engagement

Intelligent Decisions

=

Xponential Results

Making Disruption happen : The Technology 'HOW'



Our applications are built on a Big Data/AI/Cloud Native platform and even allow you to quickly build your own apps leveraging these capabilities



COMMON APPS



PRE-POLICY APPS



POST-POLICY APPS



NEW APPS

INTELLECT SEEC SERVICE PLATFORM

UI Engineering

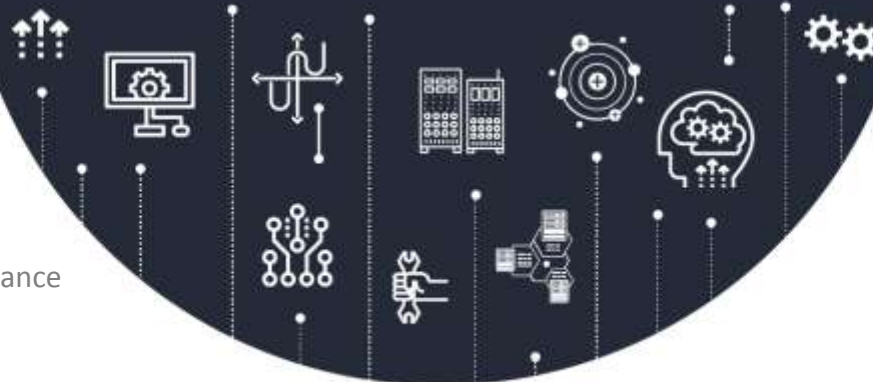
API Gateway

Big Data

Traditional Data

Infrastructure and Performance

Operators



Utils

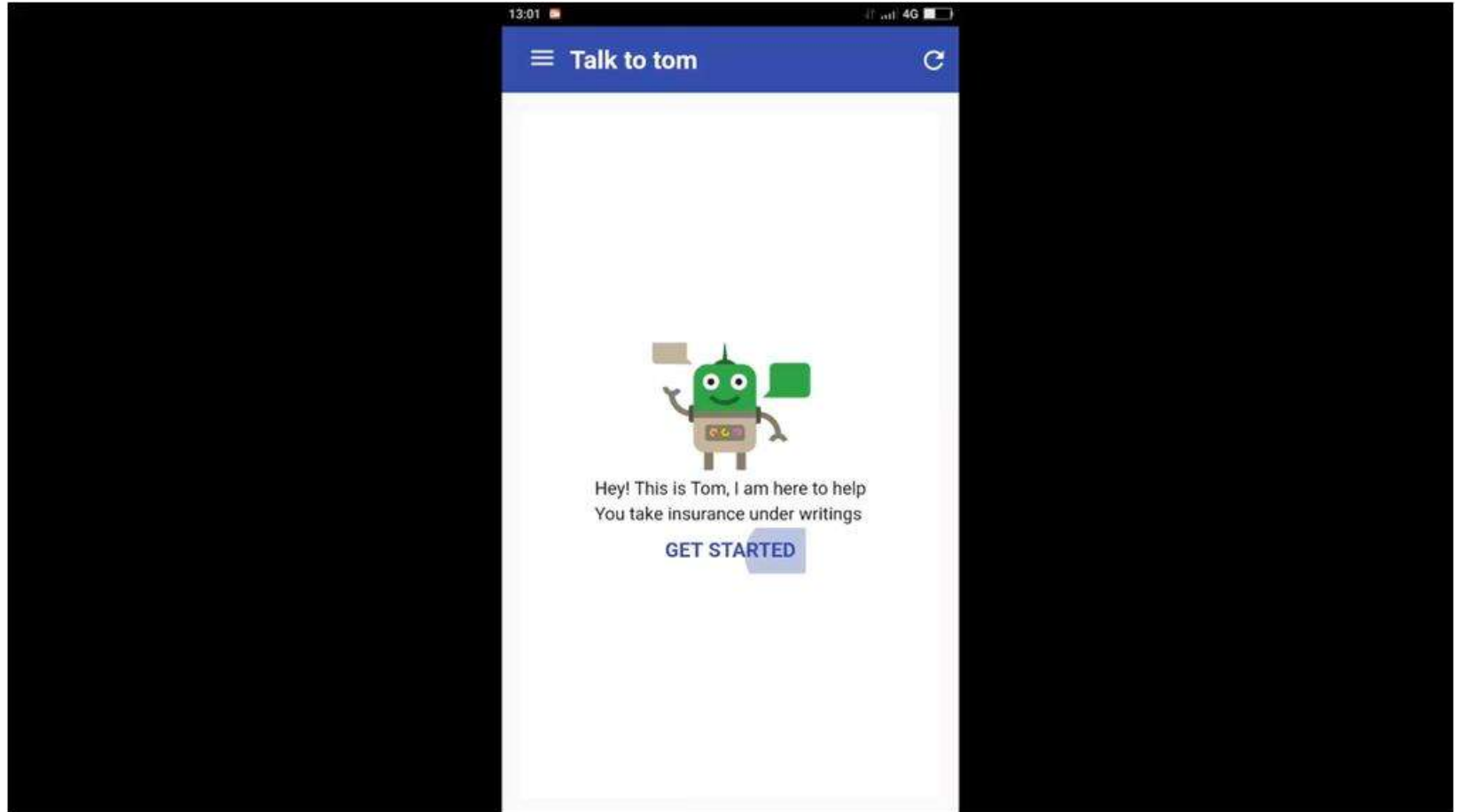
Rules

Workflow

Security

Integration

User Experience : Consumer



Conversational UI : AI, Big Data, Voice & Gesture Control, AR



Prestigious industry recognitions



CELENT

Winner of Celent's 2017 Model Insurer of The Year For its use of AI through Intellect Risk Analyst.



