

A man with short brown hair, wearing a dark suit jacket over a light-colored shirt, is looking directly at the camera with a slight smile. The background is dark and out of focus.

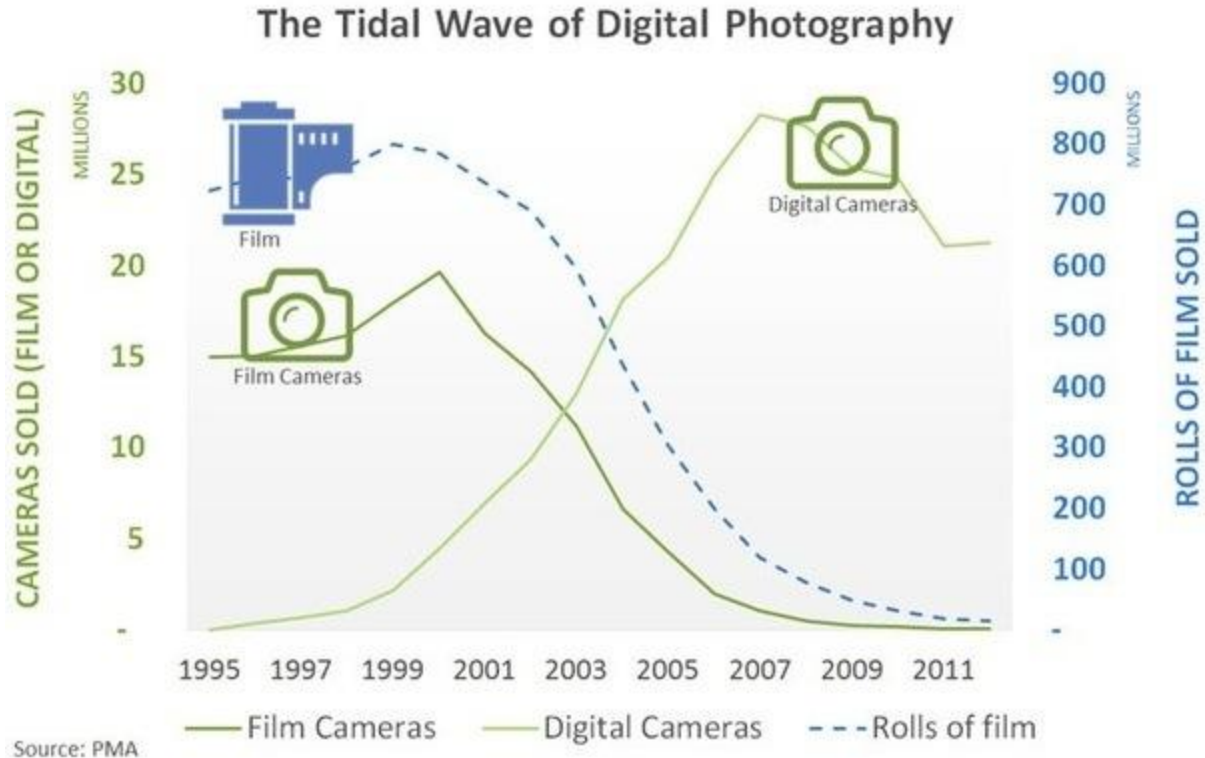
**intellect  
SEEC**

Xponential is  
the new normal<sup>®</sup>

**Pioneering Deployment of  
Artificial Intelligence, Big Data and IoT  
to transform Insurance**

**Investor Day 2018**

# Paradigm Shift Happens...



# Paradigm Shift Happens...



Combustion engine engineering  
Supply Chain Management



AI – computer Vision  
AI - Machine Learning  
Radars  
Telematics  
GPU computing

+

Millions of hours of  
supervised driving

There is a paradigm shift happening right now in  
Enterprise Technology

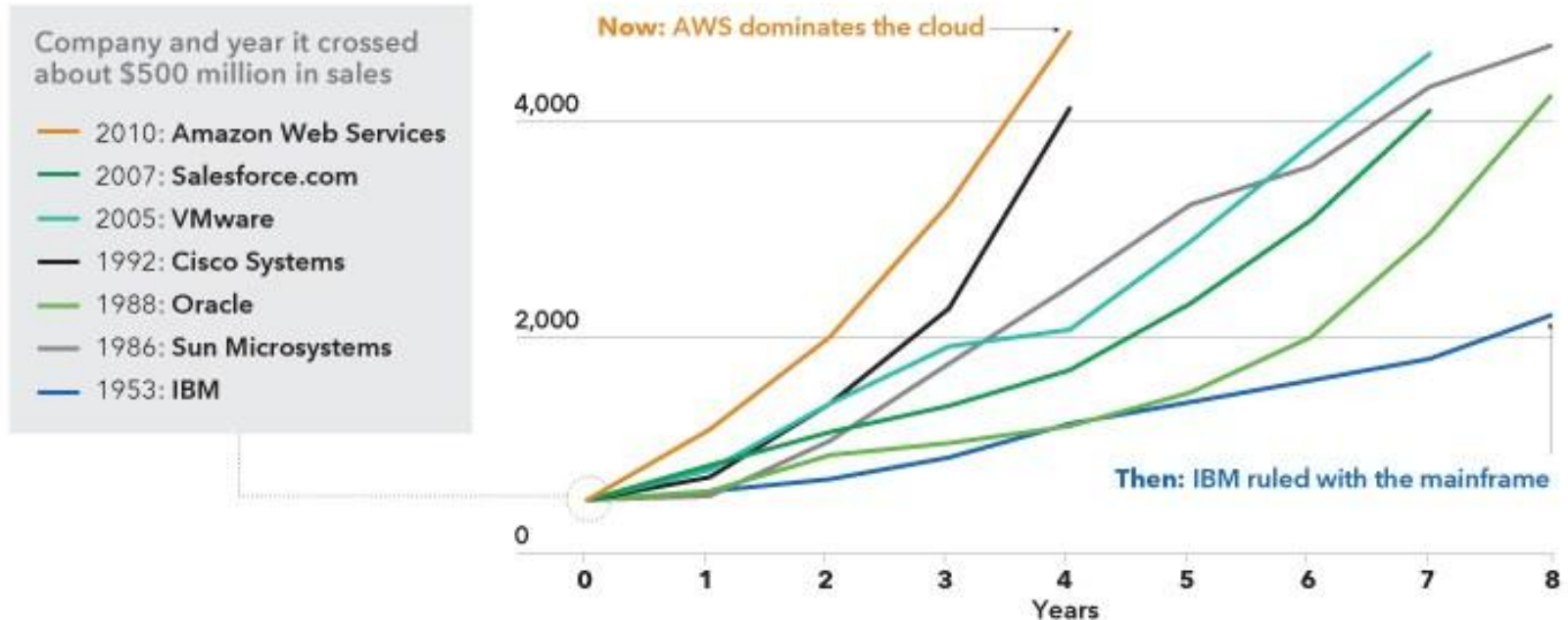


vs

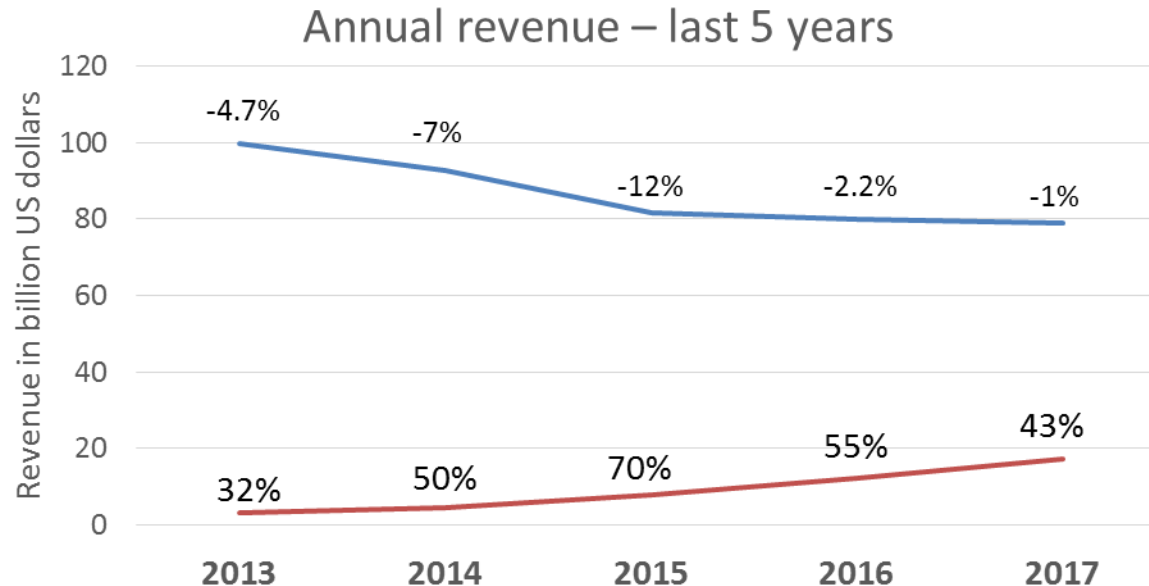


# AWS growth set a new global record of technology adoption

\$6,000 Revenues of fastest-growing historical enterprise IT businesses (millions)



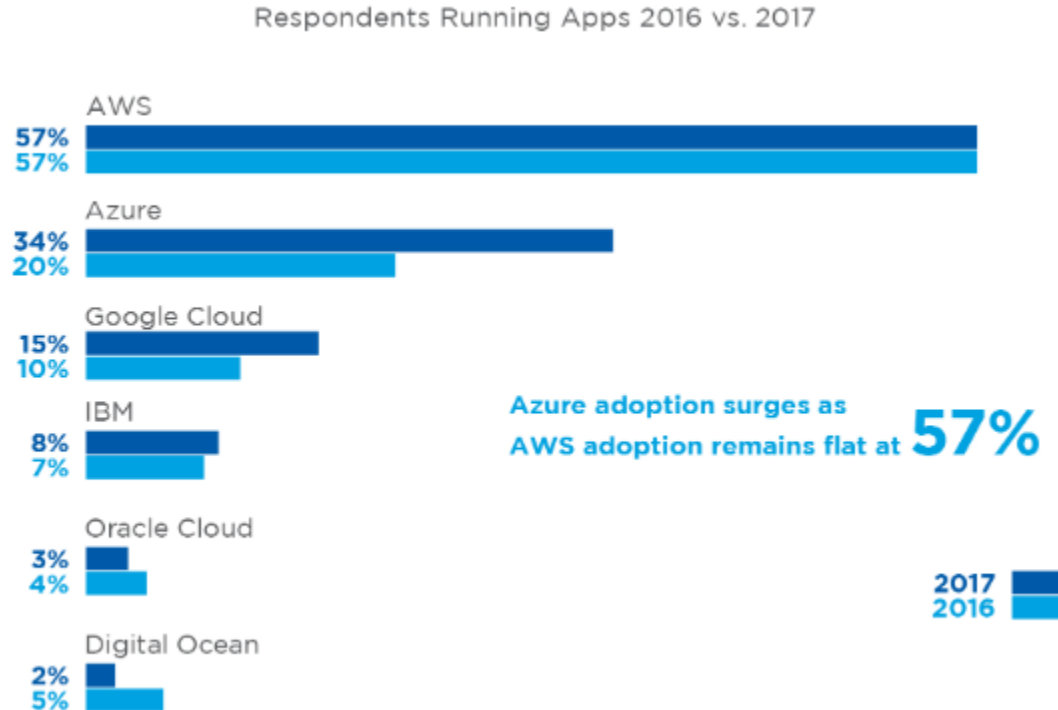
# Significant shift from traditional to Cloud computing



Source:

- 1) <https://www.statista.com/statistics/274823/ibms-global-revenue-by-segment/>
- 2) <https://www.statista.com/statistics/233725/development-of-amazon-web-services-revenue/>

# Cloud providers led by AWS and Azure have already captured significant market share in Enterprise technology



Source: RightScale 2017 State of the Cloud Report

# There are fundamental level problems in Insurance

**70%**

**ON LOW-  
VALUE TASKS**



**STRUCTURED DATA  
NOT ENOUGH TO  
ANALYSE  
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

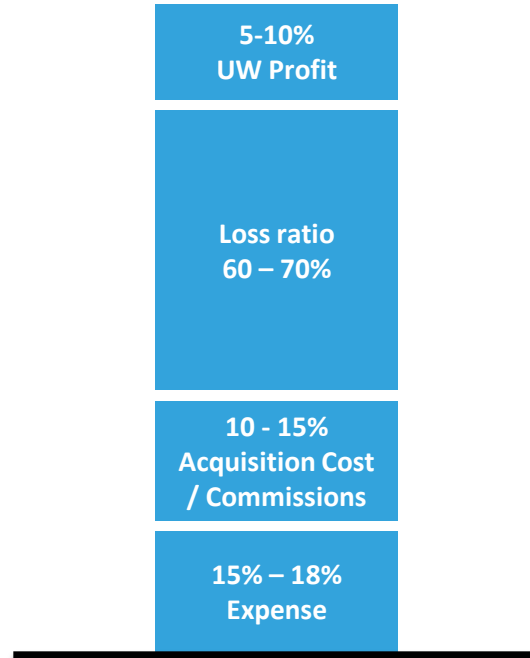
**10x CHANGE**

**INSURANCE TOMORROW**

Proactive . Personal .  
Disintermediated

# Insurance Today is highly Inefficient

## Industry NCOR Today



**This is Insurance!**

**(User Experience)** X

Conversational, Contextual, Augmented

X

**(Information)**

*Product, Price, Process*

(Big Data + Streaming Data)<sup>AI</sup>

**So where does Intellect Fit In ?**

# What Problems are we Solving ?

- **Precise underwriting** = (IoT + Big Data)<sup>AI</sup> + Cloud

**Contextual Distribution** = Ask less, know more, inform better, eliminate forms

**Robo Advise** = Financial conversations with tech as with a human,  
yet deliver better advise

## This is how Commercial Underwriting is done today



Very limited view of the risk : Traditional, Structured '*Little Data*'

Build New Report



## DASHBOARD

05/02/2018 - 05/03/2018



Reports Submitted Between: 05/02/2018 - 05/03/2018

11

Paydex Risk Score

3

Net Income Growth

0

OSHA Inspections

4

BBB Rating

0

BYOB Master

0

Property - Earthquake

0

Property - Flood

0

General - Accident

0

CLAIMS

0

Property - Polluting Industry Proximity

11

BILLING-Premium Payment

0

BILLING - Premium\_Payment

0

Milestone-Reputational

0

Web Contents-Financial

7

tes-master

11

ECHO Violations

0

BILLING

0

Company - General

9

dfsdfsdf dfadsfsdf

0

test11

11

test-demo

0

Web Contents-Reputational

6

Property - Webcontents

4

Property - High Crime Area

3

Property - Fire Station Proximity

0

Property - Police Station Proximity

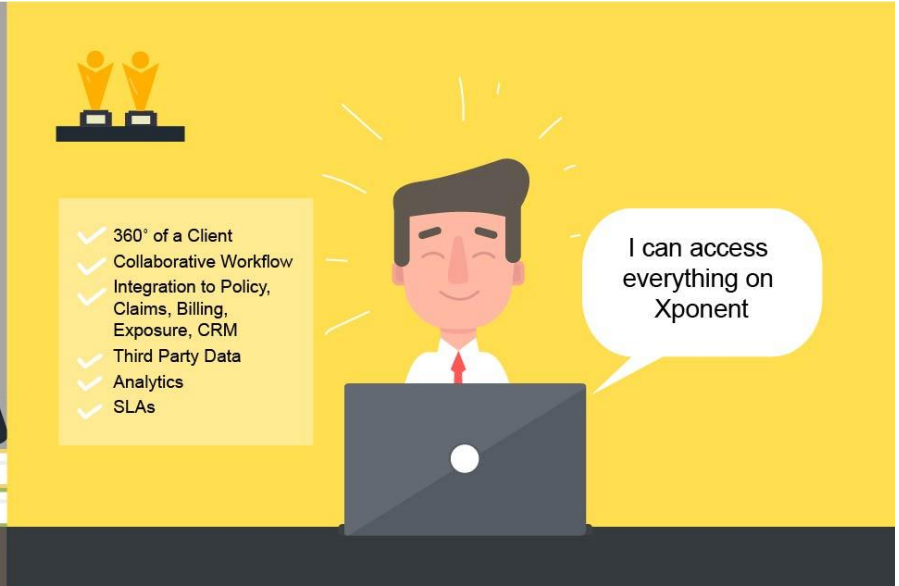
1

# The Target – “Intimate” Client Centric Underwriting

Today



With Intellect



# Today

## Inefficient

Multiple systems/spreadsheets, lack of integration, rekeying

## Poor Data

Narrow view of data - predominantly internal, structured and Property focused

## Policy Centric

PAS has driven what needs to be known for a Client

# With Intellect

## Efficient

“Key It Once, Ask it Never” - Seamless integration to CRM, PAS, Billing, Claims and all external data, with workflow and rules to guide you

## Client Centric

“Intimacy” with 360° View of Account (Policy, Claims, Billing & External data )

## Big Data + Machine Learning

Internal + External Data + Structured + Unstructured, with LOB Specific data sources (Motor, Cyber, D&O, Property etc.) and Country specific + Country agnostic

# Putting our clients on path to AI & ML Based Autonomous Underwriting

## Manual



**TODAY** : Current Rules Based Underwriting

- Highly manual and intermediated
- Coarse underwriting
- Coarse rating

## Assisted



**TODAY** : Using RA for Risk Analysis

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

## Supervised



**12 to 24 Months** : Fine tuned risk analysis supplemented with unstructured risk factors

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

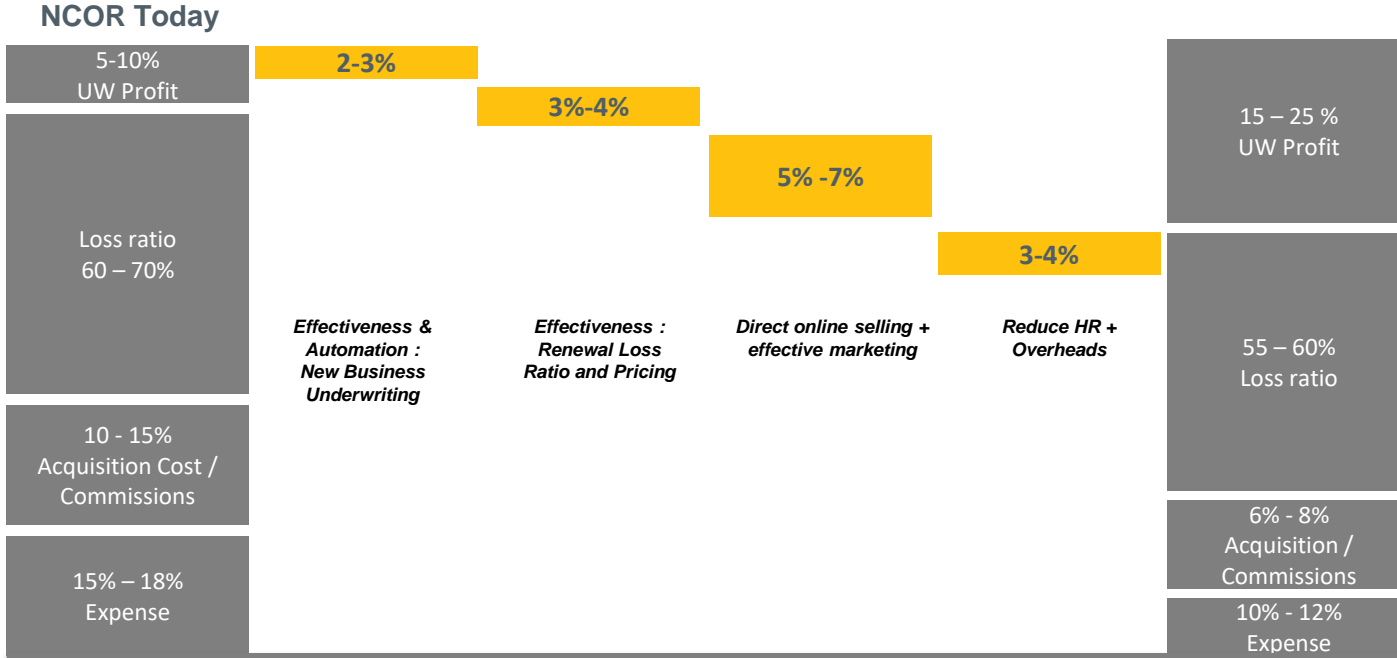
## Autonomous



**24 to 36 Months** : increasing proportion of predictive underwriting and rating

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

# And Deliver 10% - 15% Improvement in NCOR on current baselines



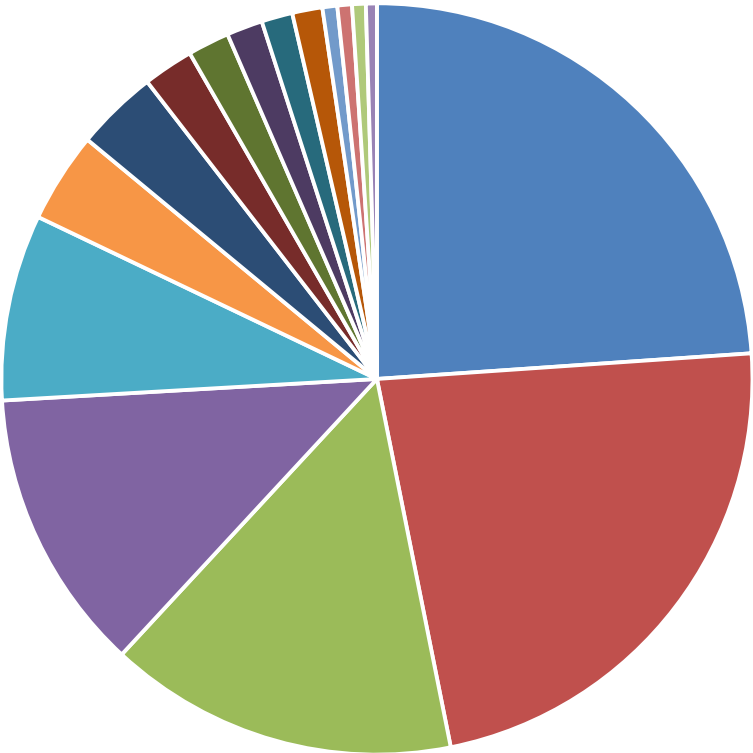


# The Market Opportunity for Disruption is Huge



## US Commercial Insurance Market

- Workers compensation
- Other liability
- Commercial multiple
- Commercial Auto
- Inland marine
- Crop
- Medical liability
- Surety
- Mortgage guaranty
- Farm
- Products liability
- Ocean marine
- Boiler and Machinery
- Financial guaranty



Total Market	\$270Bn.
Addressable Market	\$238 Bn.
Current Focus	\$196Bn

# Our Growth Strategy



## Land – Expand – Monetize – Capitalize IP

### 1) Land

Enter key accounts and prove value in 1 -2 LOBs

Discounted rate @ 0.1% of GWP

Market Value = \$100M

### 2) Expand

Expand new LOBs and Use Cases

Market Value = \$220M

### 3) Monetize

Established market leadership and value proven

Charge list price @0.3% of GWP

Market Value = \$800M

### 4) Capitalize IP

Market dependence on our Data & UW Models

Ability to Co-create offerings and charge share of revenue

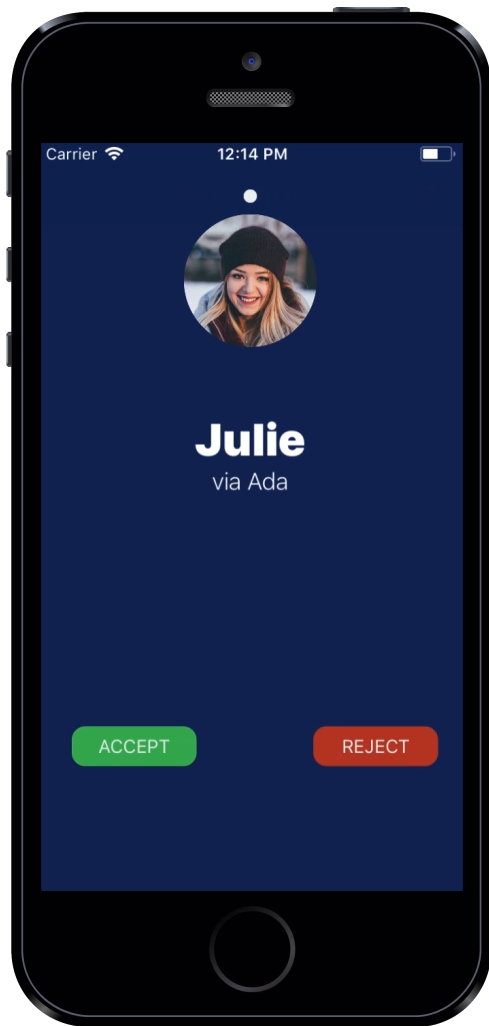
Market Value \$1 to \$10 BN.

# What Problems are we Solving ?

**Enhanced underwriting** = (IoT + Big Data)<sup>ML</sup> + Cloud Software

**Contextual Distribution** = Ask less, know more, inform better, eliminate forms

**Robo Advise** = Meaningful financial conversations with technology like a human, yet get better advise



**How Do We Do It?**

## **Our Objective :**

- One Platform - confluence of contemporary tech
- Multiple Use Cases
- Global Applicability
- Endless Learning !

**Driver of change in the Industry**

# So What Happened Here ?

## Be Contextual : Ask Less, Know More



*Chat bots  
No Fill UI  
Policy Comparison*

**Distribution**

*UW Risk Analytics*

**Underwriting**

*Predictive Rating*

**Operations**

*Claims Fraud Investigation  
Customer Feedback Assessment  
Intelligent Document Management  
Workflow Automation  
Call Centre Monitoring*

# So What Happened Here ?

## Real Time, Use Big Data, Apply ML, Commit Micro Transactions



COMMON APPS



PRE-POLICY APPS



POST-POLICY APPS



NEW APPS

### INTELLECT SEEC SERVICE PLATFORM

UI Engineering

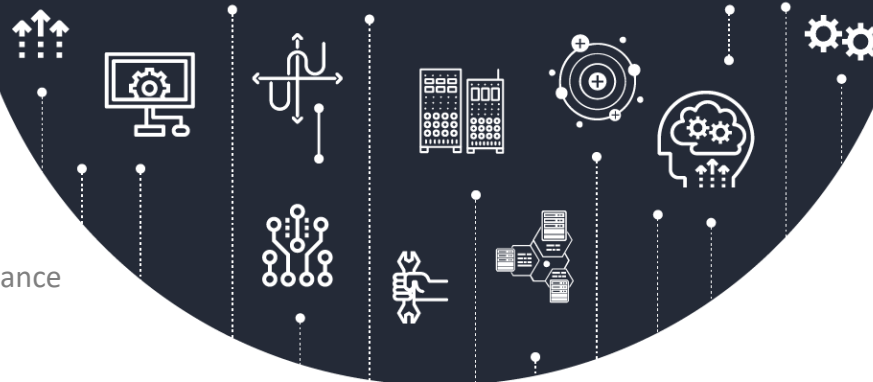
API Gateway

Big Data

Traditional Data

Infrastructure and Performance

Operators



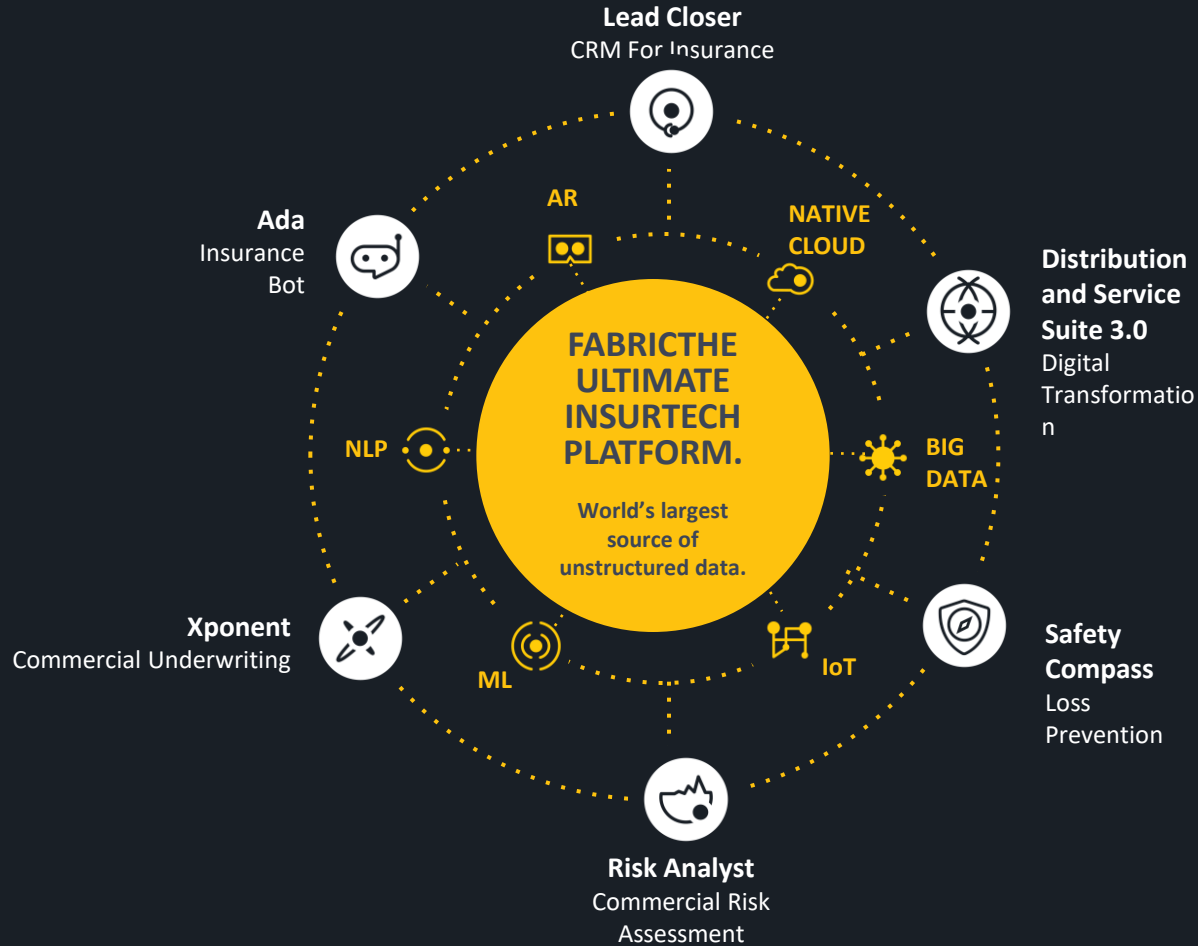
Utils

Rules

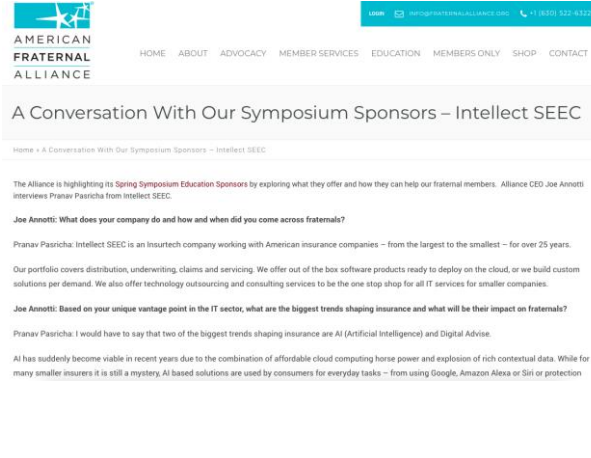
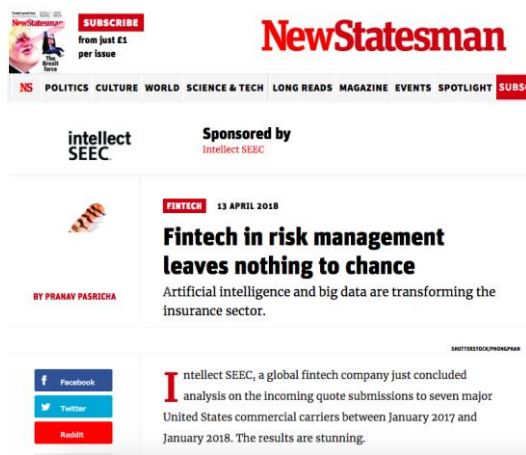
Workflow

Security

Integration



# Global Coverage As Industry Thought Leader & Disruptor



# Global Coverage As Industry Thought Leader & Disruptor



welcome to the conversation



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INNOVATOR'S EDGE INNOVATOR'S STUDIO BLOGS VIDEO

HOME::Search results for 'laila beane'

## Search Results

Your search for **laila beane** returned these results:

### Laila Beane



Laila Beane is chief marketing officer and head of consulting at Intellect SEEC. She is an insurtech evangelist and a highly accomplished leader with more than 20 years of experience.



### Why Move the Establishment?

The business of insurance has undergone drastic changes globally. In my recent article *The Vote Against The Establishment*, I noted that new entrant Lemonade paid a claim in three seconds. The growth of chatbots and claimbots is another attestation of

## Most Popular Articles

**Top 10 Claims Trends That Will Affect 2018**

**2018 Workers' Comp Issues to Watch**

**Collaborating for a Better Blockchain**

**How Will Blockchain Disrupt Insurance?**

**Distribution: About To Get Personal**

**Harvey: First Big Test for Insurtech**

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## De Silva: Why Workplace Safety Auditors Don't Work

By Lekshan De Silva

Options

Thursday, May 3, 2018 | 141 | 0 | min read

For decades, workplace safety has been about reactively auditing the work environment to pass a "tick box" exercise. This has not only led to high and sometimes fatal costs to businesses, but also higher expenses, more losses and a general inability to improve safety.

But we are seeing changes: Workplace safety puts loss prevention up front as a target, leading to lower loss ratios not just in regard to profits but, more importantly, for human life.

### First things first: Let's acknowledge that the auditor model does not work

Time and time again, studies have shown that workplace safety improves when you let business owners manage their own safety. The more involved owners, managers and the workers themselves are in monitoring safety measures, the higher the chances of success. In fact, empirical evidence shows that safety incidents are 1/7th as likely to happen with engaged worker-centric approaches.

Conversely, when third-party auditors are involved, more often than not companies just put up an appearance of compliance to get through the audit. The results are lose-lose, disengaged workers, expensive auditors and no inherent increase in safety.

**The smarter the device or building, the safer the worker**



Lekshan De Silva



# Why our Software appeals to our customers ?

## 1) Cloud Native

Significant Cost advantage  
Agility - Deploy & Change  
Continuous updates  
Security & Reliability

**Agile, Cost  
Effective,  
Easy**

## 2) InsurTech Platform

One Platform  
AI + ML, IoT, Big Data

**Expansive  
Use Cases**

## 3) AI, ML, Big Data Pioneer

Core analytics of the future  
10X Value  
We own the “IP”

**Future of  
Insurance**

# Customer Accolades



"At the OMA, we advocate for the wellbeing of our members throughout their lives from their first day at the medical school continuing past their retirement. By helping our advisors go paperless and by accurately assessing the coverage needs of our members, we will be able to service them better. We looked at many options in the market for different software, and decided to implement Intellect Distribution and Service platform because it covers the entire digital spectrum from new business to service."

- **Tom Magyarody**,  
CEO, the OMA.



"The Intellect Risk Analyst initiative very quickly improved our view of risk, risk selection and efficiency, leading to anticipated increases in underwriting profit. I would like to thank our team and Intellect SEEC for their dedication to this initiative. We are only just scratching the surface in terms of what this technology can do for our business in the future."

- **Norman Brown**,  
Chief Executive Officer,  
StarStone US



"Intellect SEEC was an easy choice for us because their suite allows KSKJ Life to bring forth the technology advancements we need to keep us competitive and enable business growth. We are giving our agents tools that not only help them sell, but also provide key insights for deeper engagement with our members."

- **Tony Mravle Jr.**,  
CEO of KSKJ Life



We chose Intellect's product to build our digital transformation platform, which signifies our commitment to redefine LIC's business needs. With this solution, LIC is able to provide highly personalized products suited to individual customer needs, through state-of-art web portals and mobile apps, which have gone live into the market. We received positive and encouraging responses from many of our customers; we are happy that LIC's product is not only delivering value in terms of speed of transactions and information, but is also swiftly acquiring customers.

- **D.P. Mohanty**,  
Former Executive Director, LIC

# Prestigious industry awards in 2017 for Software Innovation



**Best in Data Mastery  
and Analytics**  
- Celent honors StarStone



**This is Innovation in Action**  
- SMA



**Innovation in Technology,  
the Gold Winner**  
- Golden Bridge Awards



**Big Data Solution,  
Product of the Year,  
the Silver winner**  
- Stevie Award

**Enterprise Product of the Year,  
the Silver Winner**  
- Best in Biz

# Major analyst recognitions

**CELENT**

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

 **NOVARICA**

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

**Aite**

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

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

**Gartner**

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

**THANK YOU**