Creating the Digital Business Case
09:00 - 09:35
KEYNOTES: DIGITAL STRATEGIES TO STREAMLINE INTERNAL PROCESSES

Here we look at the how to create a business case to steer internal investments for digital transformation measuring short term and long term ROI.

- Consider investments into core business functions such as fraud detection compared to digital endeavours into mobility & autonomous car. How do you start to compare ROI?
- Outline the prospects of digital services/products from customer engagement to retention and additional revenue streams to win the support of investment committees and the board
- Develop the necessary processes to ensure adequate funding of new digital ventures. Balance investments into risk and pricing departments vs. medium to long term digital strategies

Participants
Alain-Marc Chesnier - Mobility Director - Strategy and Transformation Division, Covéa Insurance
Edouard de Lamarzelle - VP, CEO, PSA Assurance
Marijan Mundziev - CEO, Amodo
Stefan Sellschopp - Senior Consultant - Connected Car, Allianz Worldwide Partners
Moderator: Thomas Hallauer - Director, Research & Marketing, Ptolemus Consulting Group

Identify Value, Exercise Flexibility and Create Innovative Products
10:00 - 10:25
KEYNOTES: DIGITAL STRATEGIES TO STREAMLINE INTERNAL PROCESSES

How do we identify what has value to the customer, create the flexibility to explore it and create a minimum viable product?

- Overcome hurdles of building a minimum viable product where processing, documentation and regulatory standards must be met to illicit constructive consumer feedback
- Assess methods of creating flexibility within a large corporate on legacy systems, such as launching subsidiaries and innovation hubs to keep you in the game of developing new products
- Consider lessons learned through the 3 key stages of development from ‘organisational contract’, to ‘setting up’ through to ‘execution’ to make sure your digital strategy is on course

Participants
Kenny Leitch - Global Connected Insurance Director, RSA

NETWORKING BREAK & MORNING COFFEE
10:25 - 10:55
KEYNOTES: DIGITAL STRATEGIES TO STREAMLINE INTERNAL PROCESSES

Project Kairos - InsurTech Startups on Stage
10:55 - 11:55
KEYNOTES: DIGITAL STRATEGIES TO STREAMLINE INTERNAL PROCESSES

Investment in insurance technology (insurtech) has grown an astonishing near 3,000% in 2017. Hear elevator pitches from six innovative startups in the connected car, mobility, AI and claims space.

- Six startups go head to head! Identify where startups are filing gaps in connected services, reacting to autonomous and mobility trends utilising brought-in and on-board vehicle tech
- Three expert judges: See what carriers, accelerators and venture capitalists are identifying as winning ideas for connected car insurance services, then can pick your own winners!
- At the end of the elevator pitches meet the founders and CEOs of these startups - develop relationships to put you in the driving seat for connected insurance services

Participants
Startup Presenter:: German Castignani - Co-Founder, Motion-S
Startup Presenter:: Michael Flanagan - CEO, Xtract360
Startup Presenter:: Domenico Mariconda - CEO, Axon Telematics
Startup Presenter:: Moritz Funk - Own, autoid
Startup Presenter:: Gerrit Nollet - CEO, Mobly
Judge:: Alex Smout - Investment Manager, InMotion Ventures
Judge:: Tshidi Hagan - Program Director, Startupbootcamp InsurTech

The Big Data Picture Behind Digital Transformation
11:55 - 12:20
KEYNOTES: DIGITAL STRATEGIES TO STREAMLINE INTERNAL PROCESSES

A huge driver for digital transformation lies in the potential value of big data. Here we look at Markerstudy’s approach to marrying the two and the potential uncovered by doing so.

- Address the business drivers for a new approach to accessing and analysing data of all types, age and volume to create a big data analytics strategy for sustained growth and differentiation
- Expand the functionality of a big data platform from central data hubs to new IoT data sources to benefit operational areas from risk & underwriting, pricing, claims fraud and customer insight
- Combine telematics HD cameras, a cloud-based IoT hub, big data analytics and machine learning to offer real-time vehicle tracking, predict driving patterns and also potential safety issues

Participants
Dan Fiehn - Group IT Director, Markerstudy

The TSR, the insurer, the OEM, and their mutual interests
09:35 - 10:00
KEYNOTES: DIGITAL STRATEGIES TO STREAMLINE INTERNAL PROCESSES

Details to be announced soon!

Participants
Colin Smithers - CEO and Founder, Redtail Telematics

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Changing Nature of the Modern Vehicle
13:50 - 14:25
DELIVERY & EXECUTION OF DIGITAL SERVICES & PRODUCTS

New mobility models will have a profound effect on vehicle ownership, but also the customer relationship between automaker and the insurer as both move to a service based model.

- Address the change in automaker business model to service provision of mobility and its impact on the OEM insurers relationship within a connected services and mobility ecosystem
- Study the new models of transportation (e-hailing, car sharing fleets, P2P car rental) and the flexibility of insurance coverage needed (i.e. episodic, intermodal) to stay relevant
- Factor in how mobility models are increasing individual vehicle usage to assess the impact on underwriting. Consider distance covered, hours driven and the frequency of repairs required

Participants
Parul Green - Head of Innovation and M&A, AXA
Hutch Moragne - Corporate Partnerships Manager, Plug and Play Tech Center
Guido Von Scheffer - CEO, Motion-S
Moderator:: Simon Haynes - Co-Founder & Director, Mobiq

Digital Drivers and Deterrents of Motor Insurance Fraud
14:25 - 14:50
DELIVERY & EXECUTION OF DIGITAL SERVICES & PRODUCTS

As insurance carriers go digital they bring a new set of challenges to combat fraud. Here we explore the landscape of criminal activity and fraud today and how this might change with the advent of digital tech.

- Understand how big data is changing the nature of fraud investigations. How do you stitch together different data sets to give an accurate assessment of fraudulent behaviour?
- Identify the threats that come with a digital approach and open doors to organised crime. Build a robust response strategy and utilize new tech. such as blockchain to stay one step ahead
- Get to grips with the future of fraud investigation and associated tech. such as telematics and predictive analytics to machine learning and computer vision to develop new methods to detect fraud

Participants
Steve Jackson - Head of Financial Crime, Covea Insurance

Connected Car Data – Unlocking Value Today & Creating A Roadmap for the Future
14:50 - 15:15
DELIVERY & EXECUTION OF DIGITAL SERVICES & PRODUCTS

Learn how to disrupt with connected car data within a fragmented ecosystem of automakers, hardware and systems suppliers, insurers and service providers.

- Identify the most valuable data from the huge volumes of data generated by the vehicle, maximising monetary value versus the cost associated with transfer, storage and analytics
- Increase consumers’ willingness to share data by building trust, and meet increasingly complex security, privacy and data regulations
- Unlock new business models that improve brand loyalty and drive value from the outset whilst creating a roadmap for the future of connectivity

Participants
Steve Pimblett - COO, Wejo

Afternoon Coffee & Networking Break
15:15 - 15:45
DELIVERY & EXECUTION OF DIGITAL SERVICES & PRODUCTS

Investing in Digital Insurance
15:45 - 16:15
DELIVERY & EXECUTION OF DIGITAL SERVICES & PRODUCTS

Hear from investment experts as they discuss the landscape of new and innovative businesses in the motor insurance industry.

- Identify the areas from underwriting, data analytics, distribution and claims where disruption is in motion and new players are emerging, winning business and expanding the ecosystem of motor insurance
- Get a European perspective on investment patterns in connected car & telematics to mobility, on-demand insurance products – position yourself to move with the trends and keep pace with the industry
- Understand what it is to be an investment prospect in today’s motor insurance landscape. Strike the balance of innovation with disruption through effective use of cutting edge technology with business acumen to bring something new

Participants
Stephan Muecke - Investor, Swiss Re Principal Investments
Patrick Wirth - Investor Venture Capital, Baloise AG Switzerland
Moderator:: Holly Marshall - Consultant, Beep Consulting

Escape from Legacy - Startup Again
16:15 - 17:15
DELIVERY & EXECUTION OF DIGITAL SERVICES & PRODUCTS

Hear from experts, founders and CEOs in the InsurTech space in quick fire 15 min presentations with examples of delivery and execution of new digital insurance products and services.

- Hear first-hand from trail blazing startups on how they brought new insurance products to market that are in keeping with the needs of the digital customer
- Identify the hurdles with working with startups from how to invest, ownership & operating models to points of integration
- Meet the growing demand for on-demand insurance. How do you deconstruct actuarial, underwriting and distribution processes of standardised products to bring them on-demand?

Participants
Alexandre Rispal - CEO, Moonshot / Société Générale Switzerland
Janthana Kaenprakhamploy - Founder & CEO, Tapoly
Jean-Charles Velge - COO, Wejo
Luigi Telesca - CEO & Co-Founder, Trakti
Connected Car and UBI - A Convergence of Technologies
17:15 - 17:45
DELIVERY & EXECUTION OF DIGITAL SERVICES & PRODUCTS

This is a chance for vendors and insurer to think about the customer and how to deliver a product that will stimulate adoption of UBI and the growth of this industry.

- To better assess the book of business written, and influence the selection and pricing of new risks, or design & market new UBI products, understanding driving behaviour is key. Influencing youthful driver (the future book) by curbing their bad driving early with fact-based coaching, one can also impact loss ratios of the future
- The role of the ‘vendor’: With limited data means limited loss experience. How can you best leverage vendor programs that pool data from insurance companies to develop credible rates?
- The future of UBI in the hands of the customer: Stolen vehicle recovery (SVR) needs embedded where gamification and engagement relies on smartphone applications - Identify the customer need and offer the suitable solution

Participants
Colin Smithers - CEO and Founder, Redtail Telematics
Martin Strigac - CEO, Sygic
Paul Middle - Global Telematics Partnering Director, RSA
Martynas Osauskas - Business Development Manager, Teltonika
Moderator: Frederic Bruneteau - Managing Director, Ptolemaus Consulting Group

NETWORKING DRINKS
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## SESSIONS
### DAY TWO - 19/04/2018

**Disrupt or be Disrupted**

09:15 - 09:40

**KEYNOTES: THE DIGITAL CUSTOMER IN A DIGITAL ENVIRONMENT**

Car safety tech. and shared mobility could bring non-traditional players to the £300 billion global auto insurance market. Could as much as 20% of the auto insurance market be up for grabs?

- Re-position as the likes of Tesla, Google, Amazon etc. bolster distribution and logistics departments as the foundations for an insurance offering via a “shared mobility” initiative
- Understand the impetus to re-platform, restructure and reduce overheads as the paucity of claims brings premiums to all-time lows and invites new and aggressive competition
- A mandatory tech, data and AI driven attitude. Identify core enablers to generate new products and services. Learn how to partner and take risks as technology and AI becomes commoditized

**Participants**

Matteo Carbone - Founder and Director, Connected Insurance Observatory

**Fireside Q&A - Preparing for the Mobility Revolution**

09:40 - 10:05

**KEYNOTES: THE DIGITAL CUSTOMER IN A DIGITAL ENVIRONMENT**

OEMs shift to service provision as the mobility wave gathers momentum. The time is now for insurance carriers to enter the service driven mobility ecosystem - what will be insured and reinsured as automakers become mobility providers?

- Build a picture of the changing dynamic in ‘motion’ insurance and the impact of the insurance business model. How can insurers shift from B2C to B2B or otherwise?
- The changing value chain. Explore key relationships between corporates and the largest primary and reinsurers to understand issues of data and customer ownership
- The future is coming quickly and driving itself! How can reinsurers protect OEMs in a world of L5 autonomous fleets? What are the new forces at play?

**Participants**

Raphael Troitzsch - Head Automotive Solutions & Smart Homes, Swiss Re

Interviewer: Lukas Neckermann - Managing Director, Neckermann Strategic Advisors

**Rethinking Customer Experience: Flicking the Switch to the Digital Customer Mind-set**

10:05 - 10:30

**KEYNOTES: THE DIGITAL CUSTOMER IN A DIGITAL ENVIRONMENT**

For insurance companies to be competitive in the digital market it becomes imperative that the customer experience is redefined. Here we explore the how to do that from the inside out.

- A user centered organisation: Develop new methods, structure, appropriate goal setting as consumer insights evolve as the “driving value engine” to the organization
- User experience is the key consumer value driver: simplicity to catalyse experience, transparency to deliver trust and emotional connection to deliver branding benefits
- A changing culture. Overcome a key organizational hurdle to develop an agile environment that allows you to learn by failing fast without significant loss of resources or direction

**Participants**

Evangelos Avramakis - Digital Catalyst Lead, Swiss Re

**Taking Pole Position in Digital Delivery**

10:30 - 10:55

**KEYNOTES: THE DIGITAL CUSTOMER IN A DIGITAL ENVIRONMENT**

Hear from a leader in digital transformation and the journey that Direct Line has undergone for the past 5 years. Discover how this has placed them in a strong position of digital delivery and execution.

- Glean an insight to the lessons learned from team development, project delivery and migrations of motor products through to new Agile processes that enables continuous improvement of work
- Revolutionising the insurance platform. Understand how to grow your digital capability and execute in the delivery of new products utilising connectivity and big data
- Building the future of digital. How do you enable a seamless customer experience that is intuitive, personalised and accurate in risk correlation using cloud based systems and open OEM APIs?

**Participants**

Shakeel Butt - Head of Digital Delivery, Direct Line Group

## NETWORKING BREAK & MORNING COFFEE

10:55 - 11:30

**KEYNOTES: THE DIGITAL CUSTOMER IN A DIGITAL ENVIRONMENT**

**Building the Business Around the Customer**

11:30 - 11:55

**KEYNOTES: THE DIGITAL CUSTOMER IN A DIGITAL ENVIRONMENT**

Hear first-hand through primary research conducted to consumers what products and services are of value in a digitally enabled era of mobility. Where can the insurer offer added value or services?

- Assess how behavioural science can improve understanding of consumer behaviour, shape services and deliver an exceptional customer experience
- Smartphone for smart mobility. How can insurers disrupt and change customer behaviour through the central device that Maas providers are using to manage mobility?
- How do you leverage digital social channels and steer this data to inform product offerings, increase customer engagement and influence purchasing decisions?

**Participants**

Rod Jones - Commercial Manager (Insurance), uSwitch

**Norwegian Case Study: A Small but Progressive Market for Innovation**

11:55 - 12:20

**KEYNOTES: THE DIGITAL CUSTOMER IN A DIGITAL ENVIRONMENT**

As technology becomes truly disruptive across Europe’s motor insurance industry, take stock of how small but important markets are embracing innovation and automotive technological advancement.

- Assess the Norwegian car parc of connected and luxury vehicles. Draw parallels and identify differences to understand what innovation is being called for by Norway’s consumers and the digital customer journey in place today
- Take a closer look at the largest market for Tesla outside the US and how electrification is affecting claims and repairs frequency as well as the cost of claims. Is this the EV future to come?
- Identify trends in usage-based insurance (UBI) adoption in a forward thinking market for data protection. What impact has data privacy had on adoption rates and the value proposition to the customer?

**Participants**

Svein Skovly - Head of Innovation, SpareBank1

**LUNCH & NETWORKING BREAK**

12:20 - 13:50

[kellya.grant@knect365.com](mailto:kellya.grant@knect365.com)

automotive.knect365.com/tu-automotive-digital-insurance/
The Cogs and Gears of Telematics & Claims

Investment in creating a claims department based on telematics data is a pivotal next step for carriers running UBI programs. Discuss the factors that you have to consider to ensure ROI.

- The right tool for the job. How do you achieve the required data sample rate of 100Hz to perform accident reconstruction with anything other than a fixed accelerometer?
- Factor in a direct purchase of OEM held crash pulse data into a cost benefit analysis to run a connected car claims department. Does the data hold value post incident?
- The blockchain bit. Take a look at real life use cases of blockchain to combat fraud and/or claims settlement with the inclusion of a 3rd party

Participants

Guillaume Le Goff - Business Manager – Automotive Development Tools, McLaren Applied Technologies
Stewart McCulloch - Head of Business Development, NuvaLaw
Sten Forseke - Founder, Greater Than

Moderator: Nick Walker - Mana, Nick Walker Consulting

Out of the Pit Lane: Blockchain for Motor Insurance

Assess blockchain and its potential applications in motor insurance in an era of connected, shared and on-demand mobility - create a blockchain product roadmap today

- Explore diverse use cases of blockchain in automotive, incl. supply chain (i.e. inbound logistics), manufacturer finance (i.e. supply chain) and brand experience (i.e. personal mobility profiles)
- Increase the transparency of information in your business network to reduce partner disputes, reduce cost in financial resourcing and reduce messaging complexity, critical to evolving mobility ecosystems
- Examine key areas for blockchain transformation from fraud detection and risk prevention, claims prevention and management, IoT and product development through to distribution

Participants

Andrew Darley - BlockChain Leader, Cloud Europe, IBM

Insuring the Autonomous Car

The Automated and Electric Vehicle Act will introduce new insurance requirements for autonomous vehicles but what are the real impacts to liability and what new products and services will insurance carriers need to develop going forward. What sort of ecosystem will this require and how might products be distributed?

- Liability of the Highly Automated Vehicle (HAV) collision. How close are we to the necessary framework that needs to be in place over the next 2-3 years and how will the parties work together to develop this?
- How will future claims resolution be dealt with when many parties including manufacturers and component, software and CPU suppliers may dispute liability in potentially slow & expensive legal proceedings
- How can an insurer create an ecosystem of partners (aggregators, OEMs, MaaS providers etc.) to intelligent mobility and autonomous vehicles to distribute new digital products & services?

Participants

Tim Marlow - Head of Autonomous and Connected Vehicle Research, Ageas
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