



The rise of digital Platforms and Ecosystems

‘Insurance in a Digital World’ Conference - FIAR 2018

Digital Platforms and Ecosystems

Source: Accenture - Technology Vision for Insurance

2



of insurers say adopting a platform-based business model and engaging in ecosystems with digital partners are critical to their success.



of insurers are aggressively taking steps to participate in digital ecosystems.



of insurance executives agree that digital ecosystems are having a noticeable or transformative effect on the insurance sector.

Beyond the buzzwords

Platform - is a business model that allows multiple participants (insurers, brokers, customers, distribution partners, service providers, logistic companies etc.) to:

- connect to it,
- interact with one another,
- create and exchange value.

Ecosystem - is a complex network of interconnected businesses that depend on and feed on each other to deliver value for their customers, to the end users, and their key stakeholders.



A better customer journey

Digital. Integrated. Better

4

A world of ecosystems will be a highly customer-centric model, where users can enjoy an end-to-end experience for a wide range of products and services through a single access gateway, **without leaving the ecosystem.**

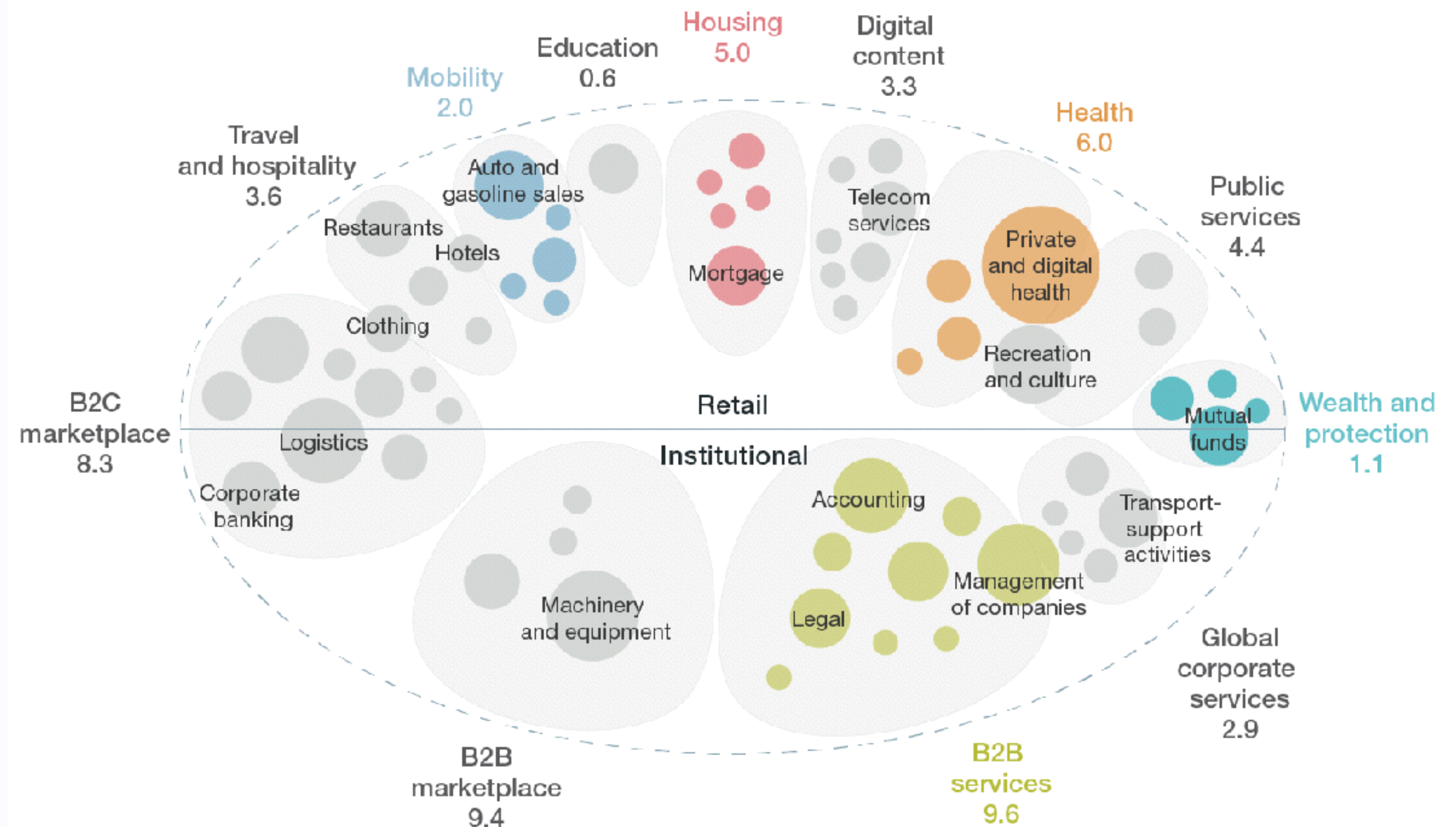
Ecosystems typically provide three types of value:

- 1 They act as gateways, reducing friction as customers switch across related services.
- 2 They harness network effects.
- 3 They integrate data across a series of services.

Ecosystems. A huge opportunity

New ecosystems are likely to emerge in place of many traditional industries by 2025.

Ecosystem illustration, estimated total sales in 2025,¹ \$ trillion



¹Circle sizes show approximate revenue pool sizes. Additional ecosystems are expected to emerge in addition to those depicted; not all industries or subcategories are shown.

Ecosystems will account
for 30% of global revenues
by 2025.
- Panorama by McKinsey

Partnerships will be critical

“ “ The competitive advantage of tomorrow won't be determined by one company alone, but by the strength of the ecosystems it chooses, and its plans to help the ecosystems grow.

> Accenture



TPA 2.0

Premium collection

Insurtech

Call centre

7

Claims settlement

Digital

Unique customer journey

Online claims engine

Data analytics

API

My Account

Underwriting performance

Ecosystem of partners

Expertise

Product digitalisation

Insurance as a service



TPA 2.0

We enable the future of specialty personal lines products!

Daniel Jinga - Founder
daniel.jinga@tpa20.com