

Elevate your customer experience.

Digital transformation for insurance



Deliver the personalization customers demand

Change is here. The transformation that will empower you to anticipate customer expectations can't come fast enough. To create experiences that drive loyalty and attract new customers, existing systems and siloed data can't hold back innovation. With a consistent approach to hybrid cloud and artificial intelligence (AI) that can modernize more applications and access data anywhere, insurance companies can develop new products and services more quickly, elevating the customer experience while helping lower operational costs.

Insights



Key objectives

Reimagine the client experience

Traditional customer support channels lack the agility and insights needed to respond to client needs quickly.

Innovate risk products and business models

Siloed systems, data and project ownership across divisions slow integration and development speed.

Reduce operational costs through AI automation

Many processes still require manual input across multiple systems, driving up labor costs and increasing the risk of errors.

Challenges

How IBM can help

Expertise

Marketplace disruptions that are virtually unprecedented in our lifetimes have amplified the need for digital transformation. IBM can help with strategic insight and experience when you need it.

Deep regulatory expertise informed by IBM® Promontory™, a global leader in regulatory compliance consulting

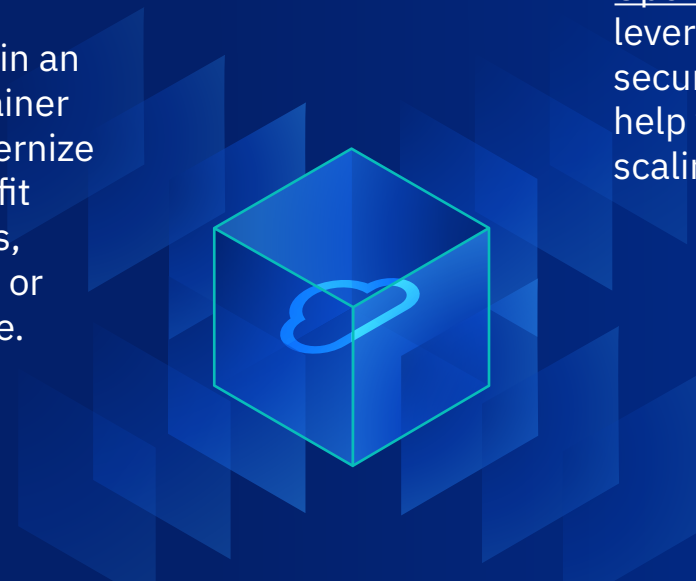
Industry-leading security services and assessments from IBM Security Services, which manages security for many of the world's largest financial services institutions

Game-changing data and AI models built by the IBM Data Science and AI Elite team to optimize client journeys and workflows

The IBM Garage™ cocreate model that helps you build new digital experiences in just eight weeks using design thinking and cloud-native development

Winning with open hybrid cloud

Build once, deploy anywhere with the Red Hat® OpenShift™ platform, designated a leader in an evaluation of multicloud container development platforms.² Modernize more applications in the right fit environment—on IBM Systems, IBM public cloud, or the cloud or IT infrastructure of your choice.



Our fully managed Red Hat OpenShift on IBM Cloud® service leverages the enterprise scale and security of IBM public cloud to help you automate updating, scaling and provisioning.

With **IBM Cloud Satellite™** technology, you gain a **single point of control** to deploy consistent cloud services virtually anywhere. Our marketplace-leading IBM Watson® AI and IoT, security, blockchain, and fully managed OpenShift service enable you to deploy and optimize workloads and move freely without lock-in.

Reimagine. Leverage. Elevate.

Reshape the client experience

IBM Cloud Pak® for Data with IBM Watson Assistant technology enables you to access and analyze data virtually anywhere—on premises and across clouds and IBM Business Partner ecosystems—to enrich the client experience with AI.

2X faster app development speed³

Innovate with cloud speed

IBM Cloud Pak for Integration allows teams to apply a comprehensive mix of integration styles with AI to speed integration development.

90% reduction in deployment errors³

Optimize and protect operations

IBM Cloud Pak for Business Automation and *IBM Cloud Pak for Security* help automate and safeguard business processes and streamline workflows to enable new operational efficiencies with reduced risk.

92% reduction in cost per inquiry for cost versus digital⁴

80% reduction in the likelihood of a security breach³



Client spotlight

Allianz

With IBM Cloud and the IBM Watson Assistant service, Allianz created an AI-powered virtual assistant that can run on practically any cloud. To avoid security or regulatory issues, Allianz needed its customer data on premises. IBM Cloud with Humix helped keep that data on premises without limiting the capabilities of Allianz's AI solution.

In seven months, Allianz and IBM launched their first minimum viable product. Today, Allianz can automate and manage 80 percent of the company's most frequent customer call requests. Most common customer service requests are resolved in one to two minutes.

"IBM Cloud with Humix allowed us to avoid any security or regulatory issues by keeping customer data on premises. That was key for us."

Leo Frey
Head of Digital Platforms
Allianz Taiwan Life Insurance Co. Ltd.

Your customers are expecting greatness.

With support from IBM, your digital transformation can meet customers' needs today and tomorrow.

No matter where you are on your journey, IBM Garage experts can help you accelerate your transformation.

Take a tour of IBM Garage tools today or get started with a complimentary virtual Garage session.

[Learn more](#)

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¹ Deloitte Insights, "2021 insurance outlook," Gary Shaw and Neal Baumann, December 3, 2020.

² Forrester, *The Forrester Wave™: Multicloud Container Development Platforms, Q3 2020*, Dave Bartoletti and Charlie Dai, September 15, 2020.

³ Forrester Consulting (commissioned by IBM), *The Total Economic Impact™ Of IBM And Red Hat For Financial Services*, June 2020.

⁴ Forrester Consulting (commissioned by IBM), *The Total Economic Impact™ Of IBM Watson Assistant*, March 2020.

