Digital evolution transforms the insurance

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The digital business model: Enhanced capabilities at the customer interface and along the entire value chain
Digital: rethinking the business model from the customer perspective

Traditional insurance
Push, paper, high complexity

- **Product development**
  - Complex products

- **Sales**
  - Push-sales via agent

- **Underwriting**
  - Manual assessment

- **Administration**
  - Via letter

- **Claims management**
  - FNOL call, paper forms
  - Long processing time

Digital insurance
Simple, convenient, personalized, connected

- **Information**
  - Personalized solutions
  - Online

- **Service**
  - Partner for life

- **Configuration**
  - Online & offline transactions

- **Internet of Things**

- **Cover**
  - Full modularity

- **Digital ecosystems**
Allianz operating framework to support digital customer journeys

**Smart Sensors**
- Accelerometer
- GPS
- Light sensor
- Movement sensor
- …

**Smart Devices**
- Personal data
- Car information
- Internet usage data
- …

**Value Added Services**
- Remote Assistance
- Emergency service
- Household service
- Transport service
- Onsite Assistance
- Digital Claims

**Big Data**
- Advanced Analytics
- Location Context
- Behavioral Patterns
- Service Events
- Risk Scoring

**Intermediary**
- Detecting customer needs and providing market places for products & services

**Allianz ambition:** use proven capabilities in analytics and as provider of market places to **play key role in digital ecosystems**

**Allianz’ home turf:** globally leading, performing, and successful **insurance and service provider** to connect to emerging digital ecosystems

Smart sensing devices and data as enabler of customer centric solutions, to develop capabilities in data analytics and shape the market for respective solutions

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