

INNOVATION  
IN INSURANCE



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# Innovation in Insurance

Speeding up digital transformation  
Best strategies to support  
modernization of insurers' architecture



**Speeding up digital transformation  
Best strategies to support modernization  
of insurers' architecture**

# Existing legacy IT systems

# Existing legacy IT systems

- Can't support digital transformation
- Replacing requires big projects



Product



Technology

# Customer

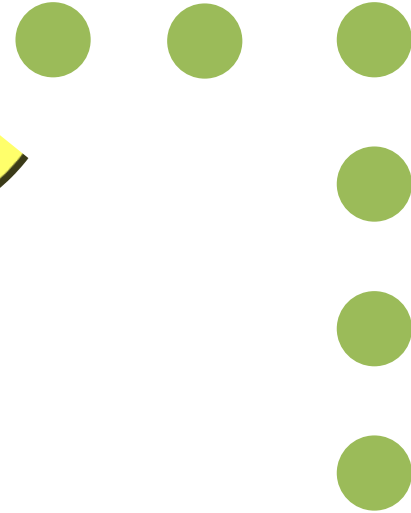


Product



Technology

# Customer



Product



Technology

# Customer-centric architecture

- 2-speed architecture
- reuse by design



## Product-centric



Customer data in product silos

Customer interactions not linked across channels

Customer lifecycle fragmented by departments

## Customer-centric



Single view of customer

Customer interactions remembered across channels

End-to-end customer journeys

Product-centric



Customer-centric



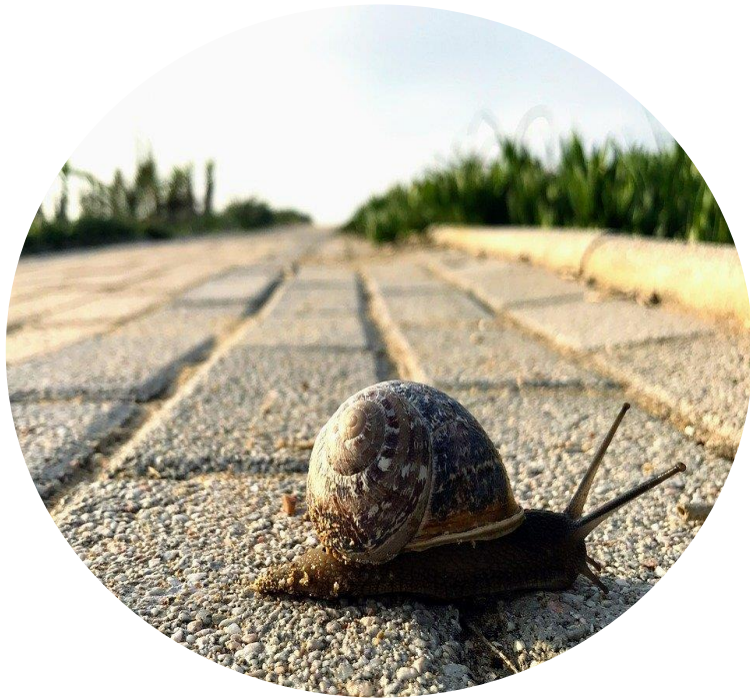
# 2-speed architecture

Product-centric



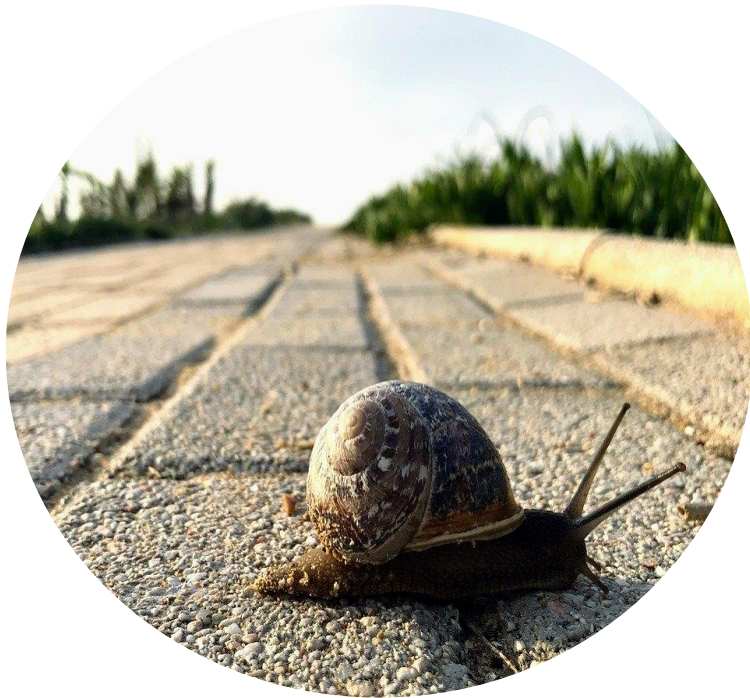
Customer-centric





Customer-centric





# Systems of record



# Systems of differentiation



# reuse by design







**“Simplicity - the art of maximizing  
the amount of work not done -  
is essential”**

2001, Manifesto for Agile Software Development

# Customer-centric architecture



**2-speed**

**+**

**reuse**