Achmea/ZK - Inspiration deck

Proprietary + Confidential

How we think about Insurance

Connecting the business - two example themes

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Living in Silos

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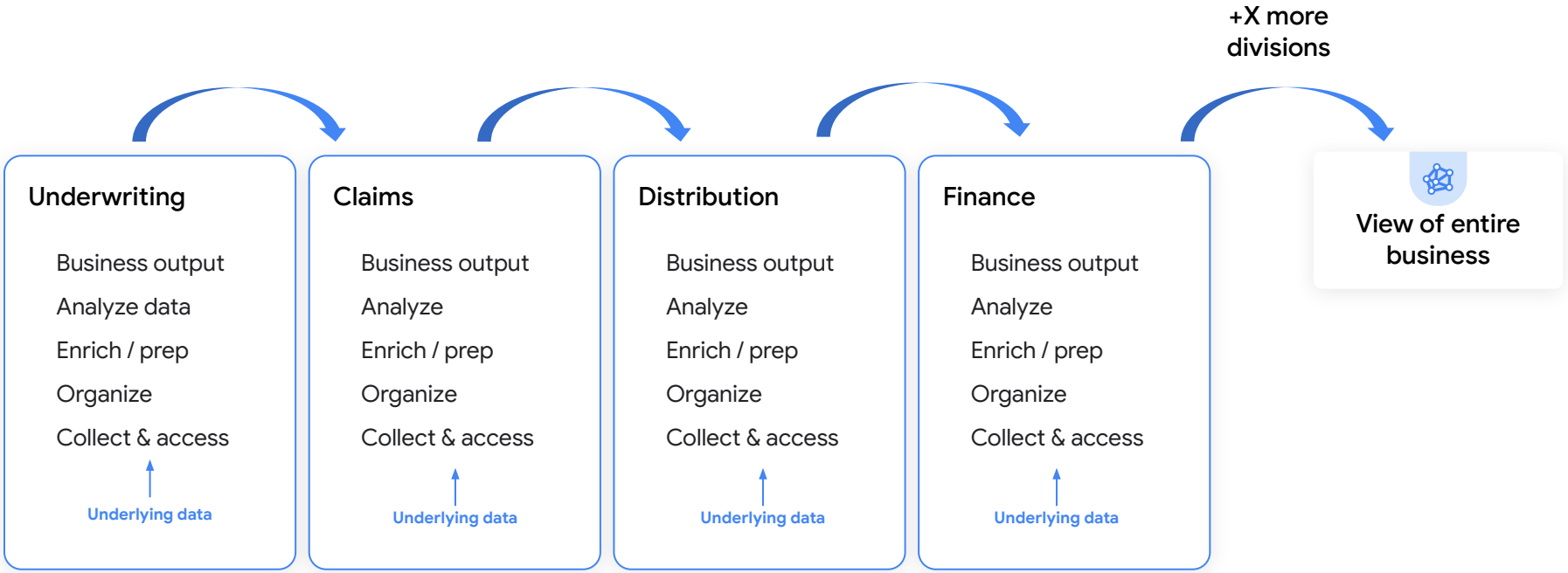
Siloed divisions can make it difficult to understand the overall health of the business



Each division may have their own standard business process and systems for capturing and working with data, which can result in **lagging data, inconsistencies, and gaps** when trying to understand the business holistically.

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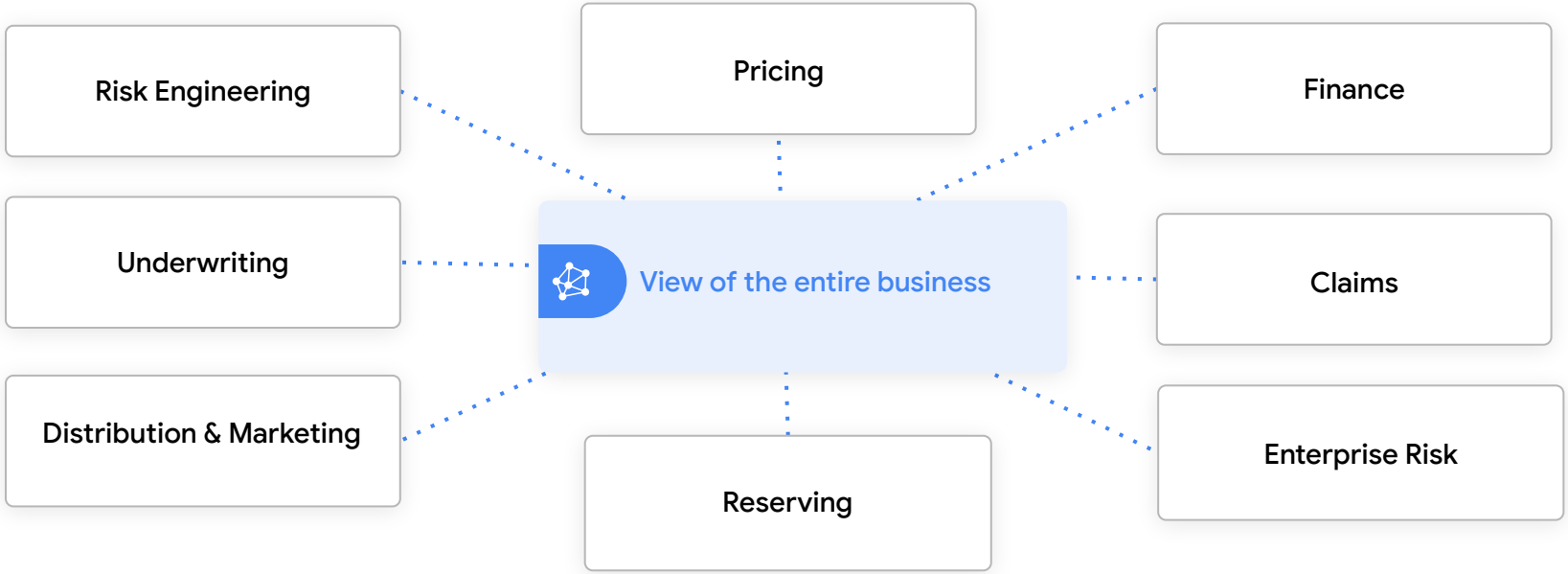
Google Cloud could be the connective tissue bridging together divisions across the Insurance Value Chain



Google Cloud can help **connect each division to a shared data hub**, enabling each division to have **'right-now' visibility** into other areas, and providing leading data & analytics capabilities for better business decisions

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Google Cloud as a connective data hub can enable each division to enhance their existing data workflow

Data Workflow	How Google Cloud partnership can help	Relevant Google Cloud Product
1. Collect & Access	Securely access relevant data from other divisions	BigQuery, Apigee, Dataflow, Analytics Hub
2. Organize	Link and understand relationships between data	Enterprise Knowledge Graph
3. Enrich / Prep	Integrate Google data and 3rd party datasets into workflow	Maps, Earth Engine, Google Cloud Marketplace
4. Analyze	Draw on AI/ML tools to unlock insights from unstructured and structured data	Vertex AI, Vision API, Document AI, AutoML, Looker
5. Business decision	Take action based on the insights you generate	Google Ads, YouTube Ads, Google Play, android, Google Assistant, waze, Chrome

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Google can help insurers transform analytics across the value chain

Stage	Business Development	Sales and distribution	Pricing and underwriting	Policy admin	Claims management	IT & Operations
AP use case	• Validate new product • Leverage ecosystem strategies	• Lifetime value based acquisition • Personalized onboarding • Drive cross-sell, up-sell, & retention • Differentiate brand	• More accurate & efficient underwriting • Experiment w/ new data sources & AI models • Predict systemic risks	• Improved call customer service • Automate routine interactions • Streamlined reporting	• Expedite claims process • Minimize fraud	• Reduce maintenance costs & downtime • Boost productivity / collaboration
Select Google Tools	apigee Cloud IoT Core	BigQuery Ads YouTube Maps	AI Platform Tensorflow Document Understanding	Contact Center Cloud Natural Language Cloud Speech-to-Text	Cloud Vision API AutoML	Anthos Service Mesh Cloud Dataproc Compute Engine Google Workspace

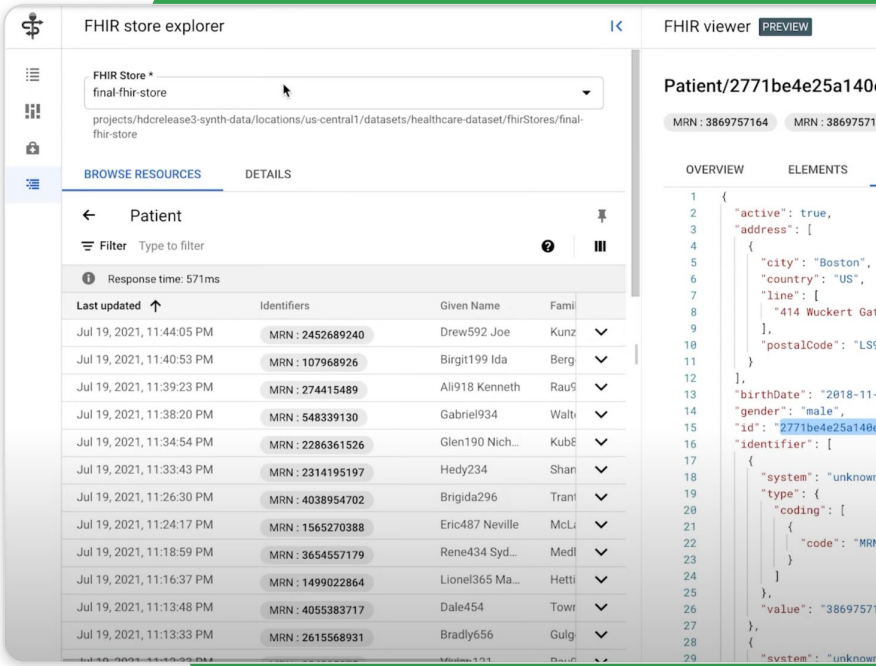
Cloud's Healthcare Data Engine

Empowers healthcare and life sciences leaders to make decisions from disjointed healthcare data

Protects healthcare data with security and privacy controls you can trust

Scale as quickly and extensively as you need

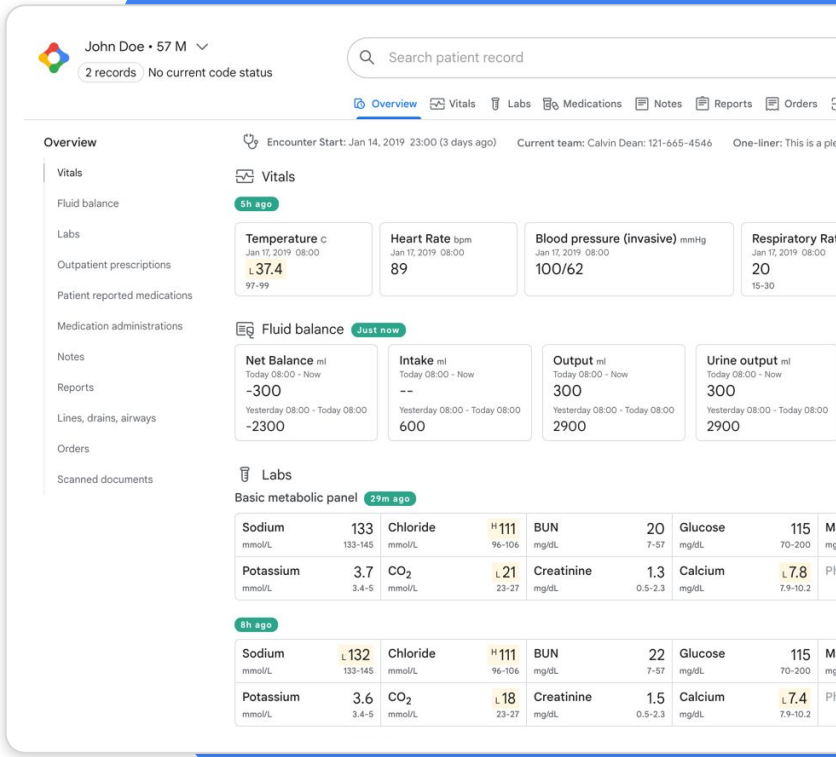
Google Cloud offers a health data platform that digitizes patient data in secure, standard formats and facilitates interoperability among clinical systems for doctors and clinicians, enabling aggregate analytics.



Care Studio builds on Cloud and helps providers interact with the patient's longitudinal health record

Care Studio enables clinicians to search, browse, see highlights across a patient's broader electronic health record and take action to better coordinate care and save time within the clinical workflow.

Select example partners: Beth Israel Lahey Health Beth Israel Deaconess Medical Center · SCENSION



View all of your patient's data in one place

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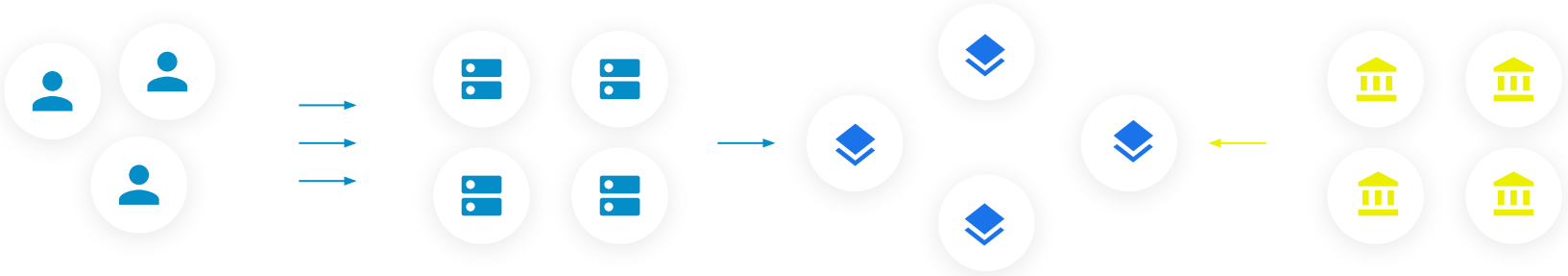
Embedded Insurance

Embedded finance is the seamless integration and provision of financial services within a larger digital ecosystem



User

Digital Platform

Embedded finance infrastructure

Financial Institutions

Embedded finance goes beyond finance. It can pervade every aspect of our lives in which money is involved. And it can work so that a user might never know they were interacting with a financial institution — E.g., a rideshare driver being paid and insured directly through a platform app.

Everyone talks about putting the customer at the centre

The holy grail of customer slogans!

Innovation still typically takes place in silos

Customers are the centre of each and every one of our **products** we want to sell them. And to be fair, there have been some great innovations at each and every one of these.

If you innovate in silos, it creates a fragmented and poor experience for the customer.

Leaving the customer to do all the hard work

We may as well buy product from multiple providers.

We are missing the bigger picture.

Innovation still typically takes place in silos

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Leaving the customer to do all the hard work

We may as well buy product from multiple providers.

We are missing the bigger picture.

When we fall in love with the thing we actually want

not the insurance product we want to sell you.

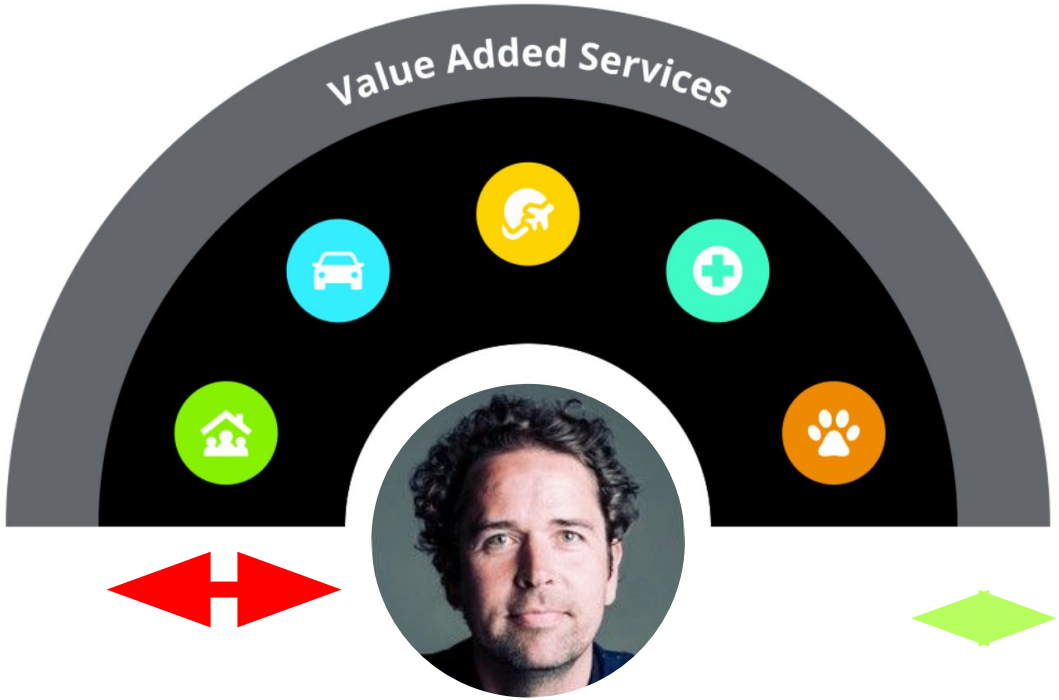
As the industry shifts from reactive to proactive we need to understand why customers want these products and **get as passionate** about their underlying need!

Insurance removes barriers and risk to do what we really want to do

Example Value Added Services

We can quickly bring together a very long list of services, customers engage on here, long before insurance. How often are we the last thing on a customers mind

Value Added Services blur the established boundaries of product silos



Traditional insurance premiums may shrink

Value Added Services is why they come to you in the new world!

Insurance could become embedded & invisible into the overarching service.

Beyond Insurance, there are interesting things already happening

Imagine going beyond traditional insurance as we know it

Utility Bill Switching and Open Banking are two hot topics right now having their own breakout moments

We have a unique opportunity to give customers times back.

Possibly a double edged sword??

Just add fuel

It's here today. Embedded & (in)visible.

I want my freedom

To get a car, there are so many dependent, complex components

I don't want the hassle

What if someone could remove all the barriers and wrap them together into one single package. Tax, Insurance, Finance Lease, Glass, Tyres, Telematics, Warranty, Assistance…

Would I pay a premium for the convenience?

Mobility as a service

Fundamentally, car ownership is changing.

Tipi **benefits**

No fees & **zero deposit**

Fees are nonsense and we all know it. So we don't charge any. And now you could say goodbye to the usual upfront deposit.

Utilities & **broadband included**

Heating, water, electricity and superfast broadband are included in your rent. Less for you to worry about and ready to go when you move in.

Quality, **curated apartments**

We've spent years crafting your ideal apartment and partnered with trusted brands from Samsung to John Lewis. With Tipi, you get what you pay for.

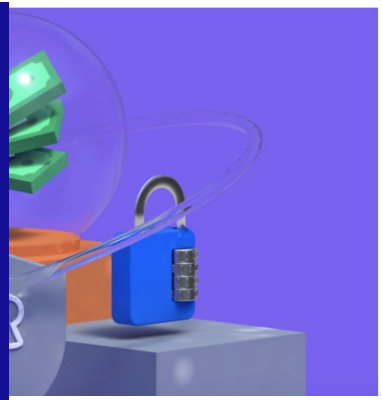
match.com | removing barriers through value added services

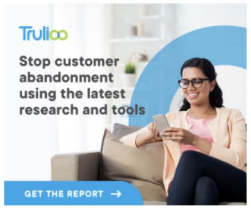
Chubb and Revolut join forces to provide wider coverage to the fintech's customers

By Aisling Finn on Wednesday 20 January 2021

Digital Banking

The new partnership will cover payment protection, refund protection and ticket cancellation.





Ladder

Your kind of life insurance

It's not just easy. It's smart and affordable, too.

Get started

Lemonade

NIGEL WALSH

Which would you like?

RENTERS INSURANCE

HOMEOWNERS INSURANCE

PET INSURANCE

TERM LIFE INSURANCE

NEXT

Lemonade

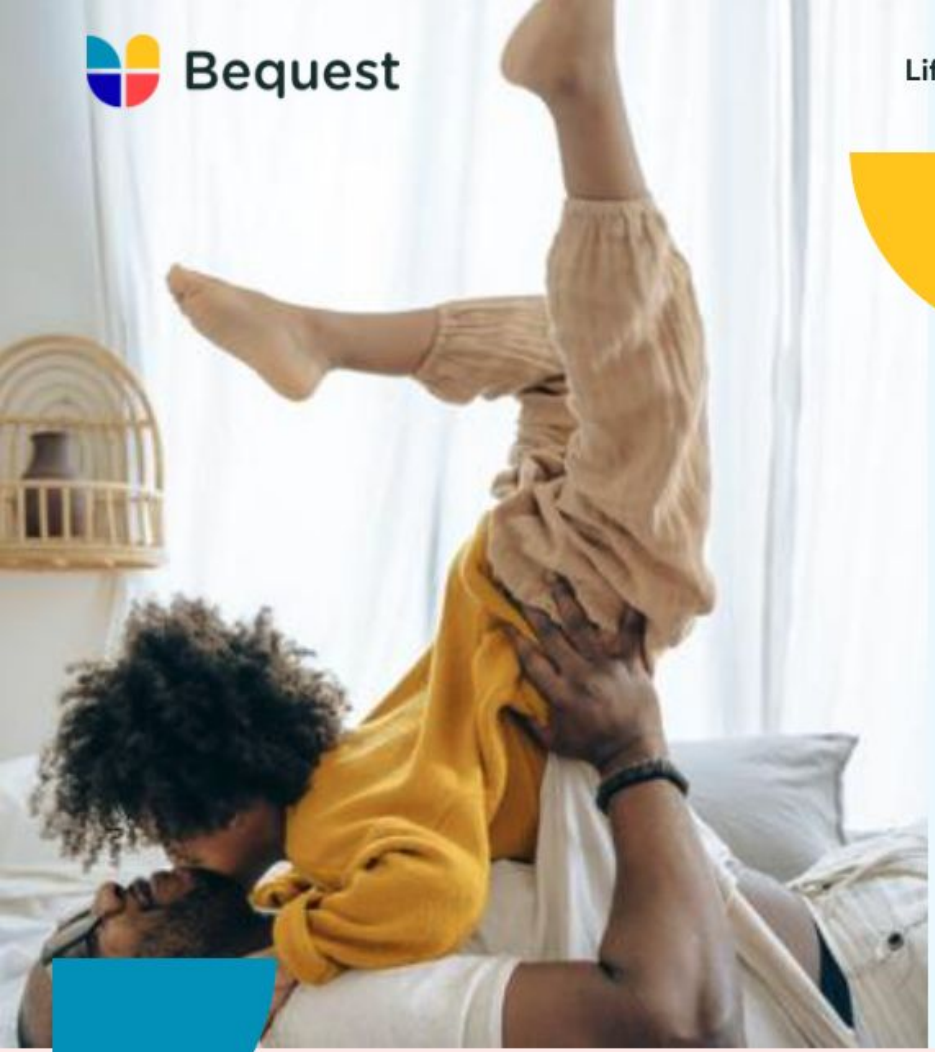
Term Life Insurance For The Next Generation

No medical exams. Everything's instant. Loved by everyone.

UR PRICES

Starting at $9/mo

Help



Bequest

Life Insurance Wills News + Insights Get Started

Protect your family like never before. Go on, be their hero

Death is hard. Let's make it easier for those you leave behind. Life insurance, wills and funeral planning designed with you and your loved ones at heart 💛

Get Started

Suppor

BESTOW

Get Quote

AS SEEN IN

WSJ | CNN | Forbes | FAST COMPANY | TechCrunch

A new way to buy the right cover

Independent advice. Quotes from the whole market. Right cover for you.

Life insurance >

Income protection >

Critical illness >

Excellent ★★★★★ Trustpilot

Anorak is authorised and regulated by the Financial Conduct Authority

AEGON AIG AVIVA Legal & General LV= ROYAL LONDON Vitality ZURICH

The ‘Business of Tomorrow’ must serve the customer of tomorrow

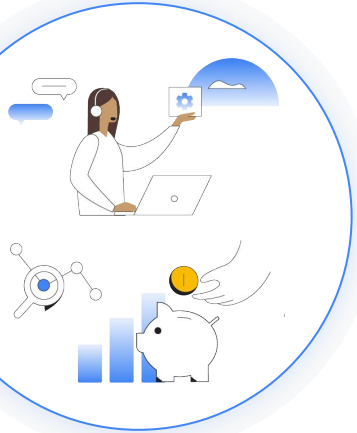
Customer focused

Company focused

Connected omni-channel experiences
Pick up over voice with context from where you left off via digital

Proactive support
Dynamically change depending on what a consumer needs

Embedded Finance
Securely interact with a providers products & services within non-financial websites & apps



CFO of your life
Automated optimizations across all areas supported

Real-time speed
Open new accounts near instantly using existing and new data we have about our customers

Risk / Compliance
AI driven risk and regulatory controls / reporting

Distribution
Shift towards platform business model, embedding and integrating capabilities widely via APIs

Operations
Automated routine processes and product / feature development in weeks not years

Marketing
Full funnel strategy via digital, automating towards business outcomes

Utility Infrastructure
Flexible systems that scale up or down based on demand

The world is changing rapidly, driven by data and digitalization

New generation of demanding, connected consumers

Capable of engaging any brand at any time

Rapid data expansion

Access to information about market trends, consumer behavior, and businesses ecosystems

Digitalization

IoT, omnichannel, always on connectivity

New market forces & economic models

Sharing economy, crowdsourcing

Technology as a commodity

Compute power, storage, robotics, deep learning

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Leveraging AI will help Workplace Solutions team to:

Streamline onboarding processes

Create unique customer experience

Enable employees to make informed choices about their investments

Help creating personalized retirement strategies

Google is a world leader in applying AI/ML to real-world situations

Search
Search ranking
Speech recognition

Translate
Text, graphic and speech translations

Photos
Photos search

Gmail
Smart reply
Spam classification

Self Driving Car
1.5MM miles driven

Data Center Power Usage
Reduced cooling energy 40%

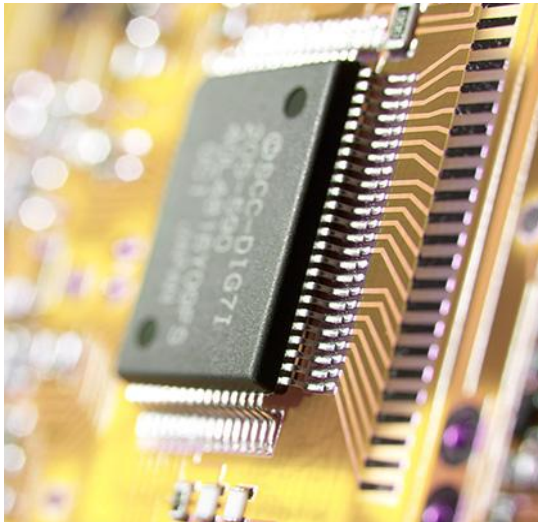
AlphaGo
First AI to beat a world Go champion (2016)

YouTube
Video recommendations
Better thumbnails

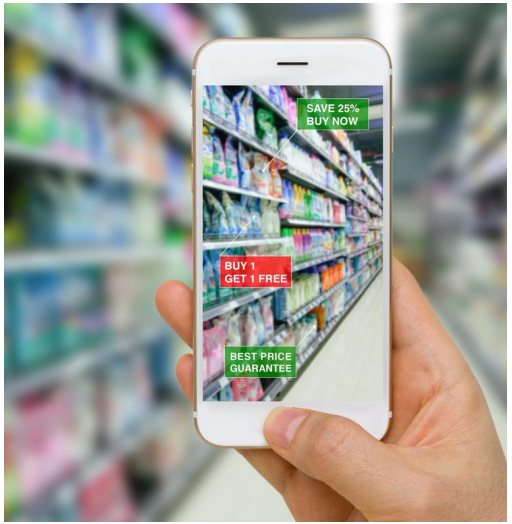
Google Cloud

How Google can inject AI into Achmea?

Building blocks



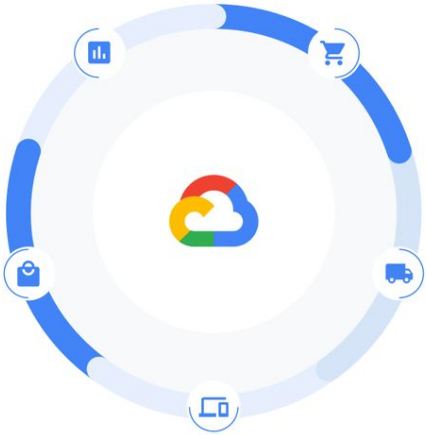
Platform



Solutions

Theme 1:
Hyper-Personalization

Google Cloud brings best-in-class recommendations expertise used by billions of people across the world



Search

Videos

Apps

Music

Maps

News

Recommendations AI drives tangible improvements to key metrics

When compared to baseline recommendation systems, **customers experienced significant results:**

+90% lift in clickthrough rate*

+50% lift in revenue*

+40% lift in conversions*

+5% lift in total revenue per session**

*These figures are compared to baseline recommendation systems of pilot customers in A/B experiments; actual results will vary by retailer

**Driven by Recommendations AI

Source: Google LLC. When compared to baseline recommendation systems of pilot customers in A/B experiments. Actual results will vary by retailer.

Theme 2:
Out-of-the-box Cognitive Capabilities

The AI-Powered Enterprise Data Warehouse

DocAI + EKG + CMS = Unstructured Data ETL

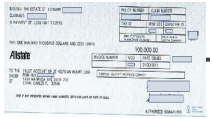
Capture
Unstructured Content

Process
Best-in-class AI

Store
Unified Data Lake

Analyze
Data Warehousing

Use
Advanced analytics



```
{ Type: Check
  Amount: $100
  To:Allstate
…}
```

```
{ Type: Check
  Amount: $100
  To: Allstate
    Insurance,Inc
…}
```

"10 checks indicate $100 payments to Allstate Insurance, Inc"

"We're seeing new payment patterns to All-state Insurance, Inc correlating with Jumbo Loan volumes in the North East"

Unstructured Documents

Document AI

Get structured data from unstructured content

Enterprise Knowledge Graph (EKG)

Normalize, validate & link entities across your data

Content Warehouse

Integrated unstructured + structured storage

Human in the Loop (HITL)

Comprehensive tooling for human review of AI model creation & outputs

BigQuery
analysis engine

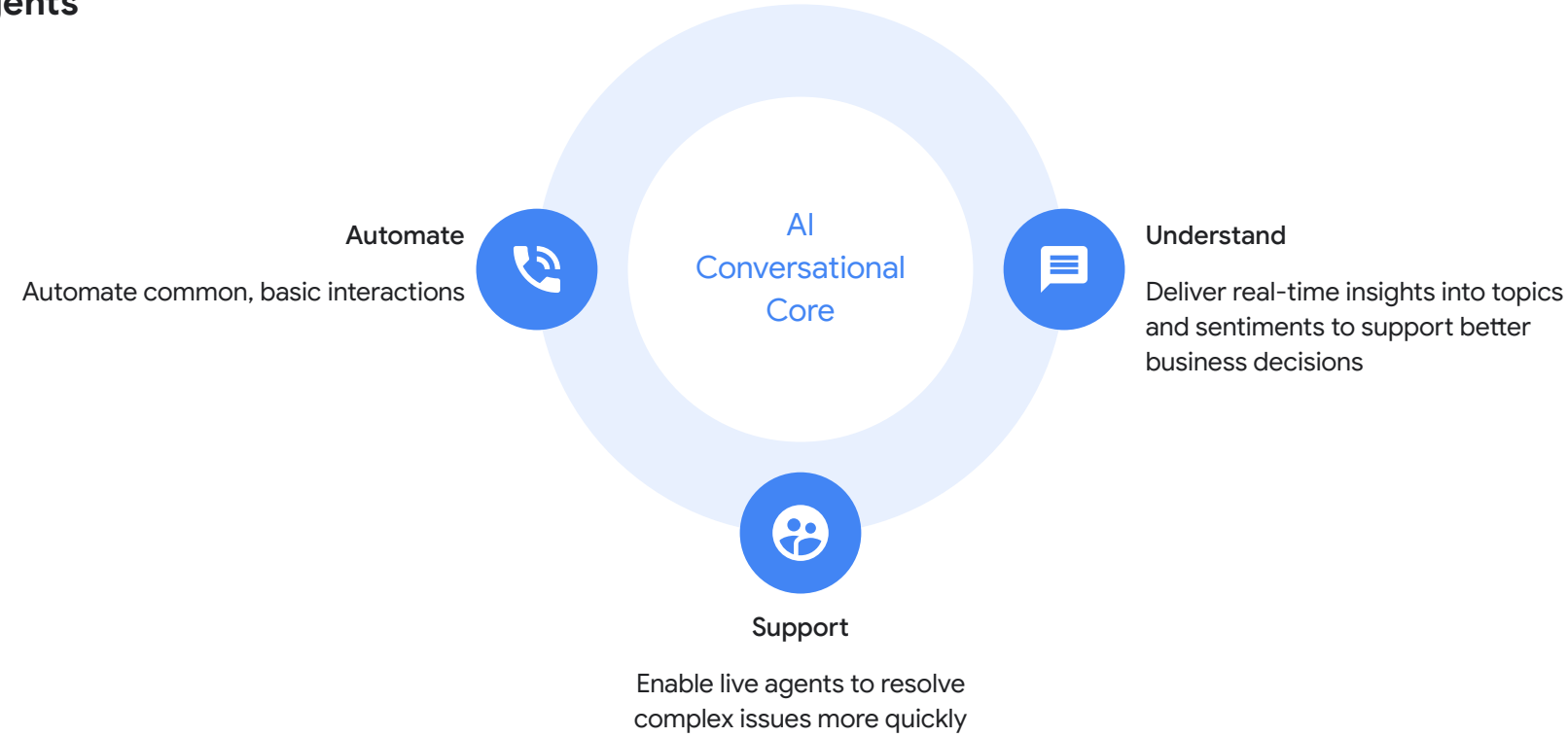
looker

Unified Analytics

Easily join structured & unstructured data into analysis, models, and processes

Contact Center AI

AI that talks, understands & interacts and can converse naturally with customers & assist human agents



Why partner with Google on AI ?

1

Multiplier effect

By combining multiple cognitive capabilities one can create unique experiences for retirements solutions

2

Speed & Scale

Best performance for AI workloads with customized hardware deployable to massive scales.

3

Quality

Years of accumulated knowledge on all aspects of AI.

4

Customization

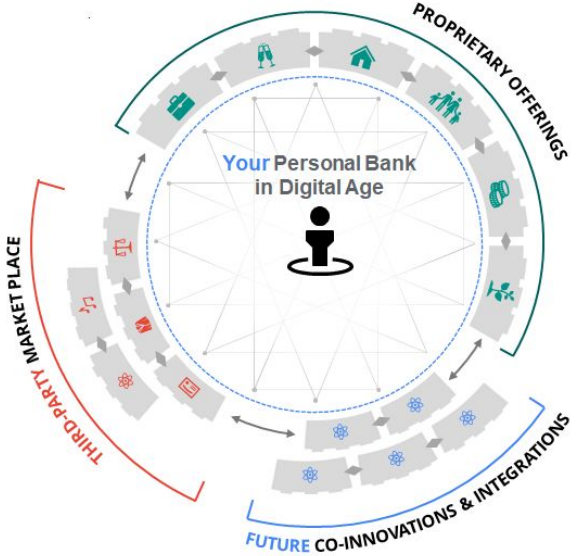
Ability to build customized models, while still leveraging Google's own IP.

Strategic (10x) Vision of Large European Bank

To accelerate our vision to be a personal bank in a digital age we need to better :

1. **Find & activate young affluent customers and**
2. **engage in a continuous conversation** based on their lifestyle needs and preferences.**(incl. Workplace solutions)**

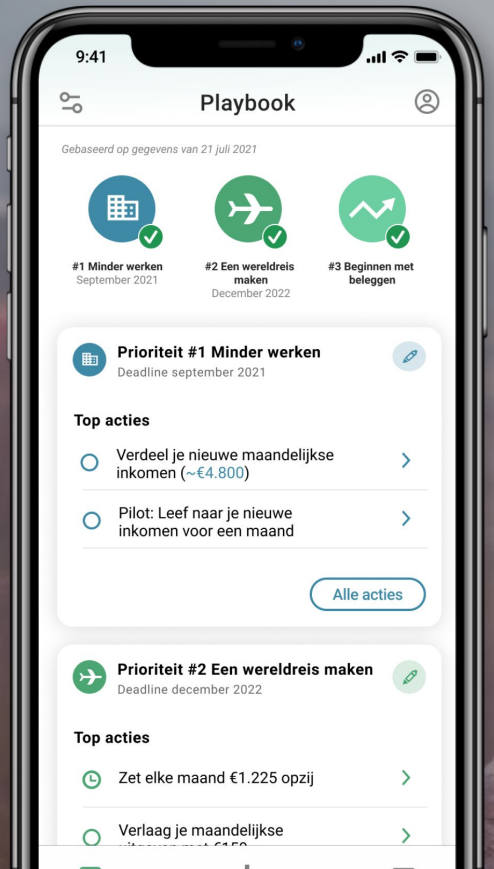
Activation



Engagement engine

VLAM

Build the life you want.
Be financially free.



Get your playbook

Set your priorities so we can create a personalized playbook that helps you achieve financial freedom

Make your money work

Grow your money by getting the basics rights, i.e. follow a number of rules of thumb & allocate budget to the right buckets

Track your progress

Get insight into your progress based on the priorities you've set

Make informed decisions

Visualize choices and trade offs (i.e.save for retirement, switch jobs), understand how decisions will affect your financial situation

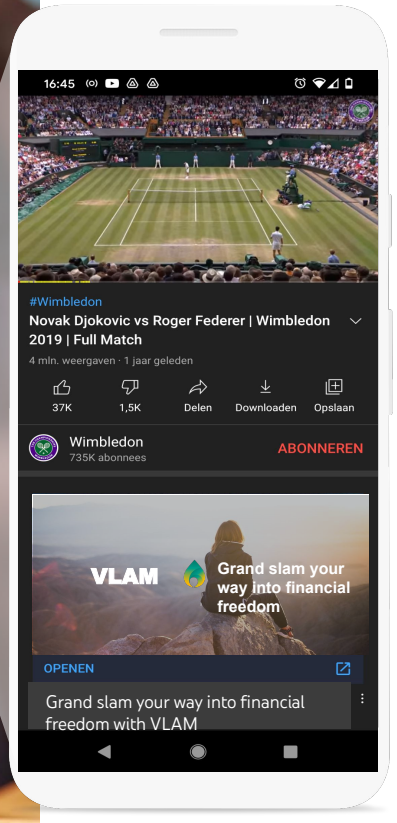
Accelerate your path to financial freedom

We recommend relevant products and boosters (incl. beyond banking) to accelerate your path to financial freedom

Connect your support network

Connect to advisors, experts & coaches, securely sharing your priorities and financial position for relevant and hassle-free advice

Customising Campaigns to Reach the Young Affluent



Grand Slam your way to financial freedom, Jamie!

Jamie is watching tennis on YouTube

She gets an adjusted creative content based on her interest in Tennis and intent to purchase an apartment

A click on the advertisement leads her to VLAM

Note: Will not apply to people who've chosen not to see personalized ads

Innovation Accelerator

How we do it: (i.e. VLAM)

process + organisation model

Intention

Shaping: 2 weeks

Go Transform Kick Off

Designing: 5-6 weeks

- Initiate
- 10x Vision
- 10x Ideas
- 10x Solutions

Frame focus area w/ executive sponsor

Stakeholder interviews [max 8]

Select & engage partner for implementation

Art of the Possible Workshop [3 h]

10x Vision Workshops

10x Ideas Workshops

10x Solutions Workshops

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Compliance offerings

Global

ISO/IEC 27001
ISO/IEC 27017
ISO/IEC 27018
ISO/IEC 27701
SOC 1
SOC 2
SOC 3
PCI DSS
CSA STAR
MPAA
Independent Security Evaluators Audit
GxP

Americas

USA

HIPAA
HiTrust
FedRAMP
FIPS 140-2
COPPA
FERPA
NIST 800-53
NIST 800-171
NIST 800-34
Sarbanes- Oxley
SEC Rule 17a-4(f)
CFTC Rule 1.31(c)-(d)
FINRA Rule 4511(c)
HECVAT
DISA IL2
CCPA
CJIS

Canada

Personal Information & Electronic Documents Act
Personal Health Information Protection Act

Argentina

Personal Data Protection Law

Europe, Middle East & Africa

Europe

GDPR
EU Model Contract Clauses
Privacy Shield
TISAX
EBA Guidelines

Germany

BSI C5

Switzerland

FINMA

France

HDS

Spain

Esquema Nacional de Seguridad

South Africa

POPI

UK

NCSC Cloud Security Principles
NHS IG Toolkit

Asia Pacific

Australia

Australian Privacy Principles
Australian Prudential Regulatory Authority Standards
IRAP

Japan

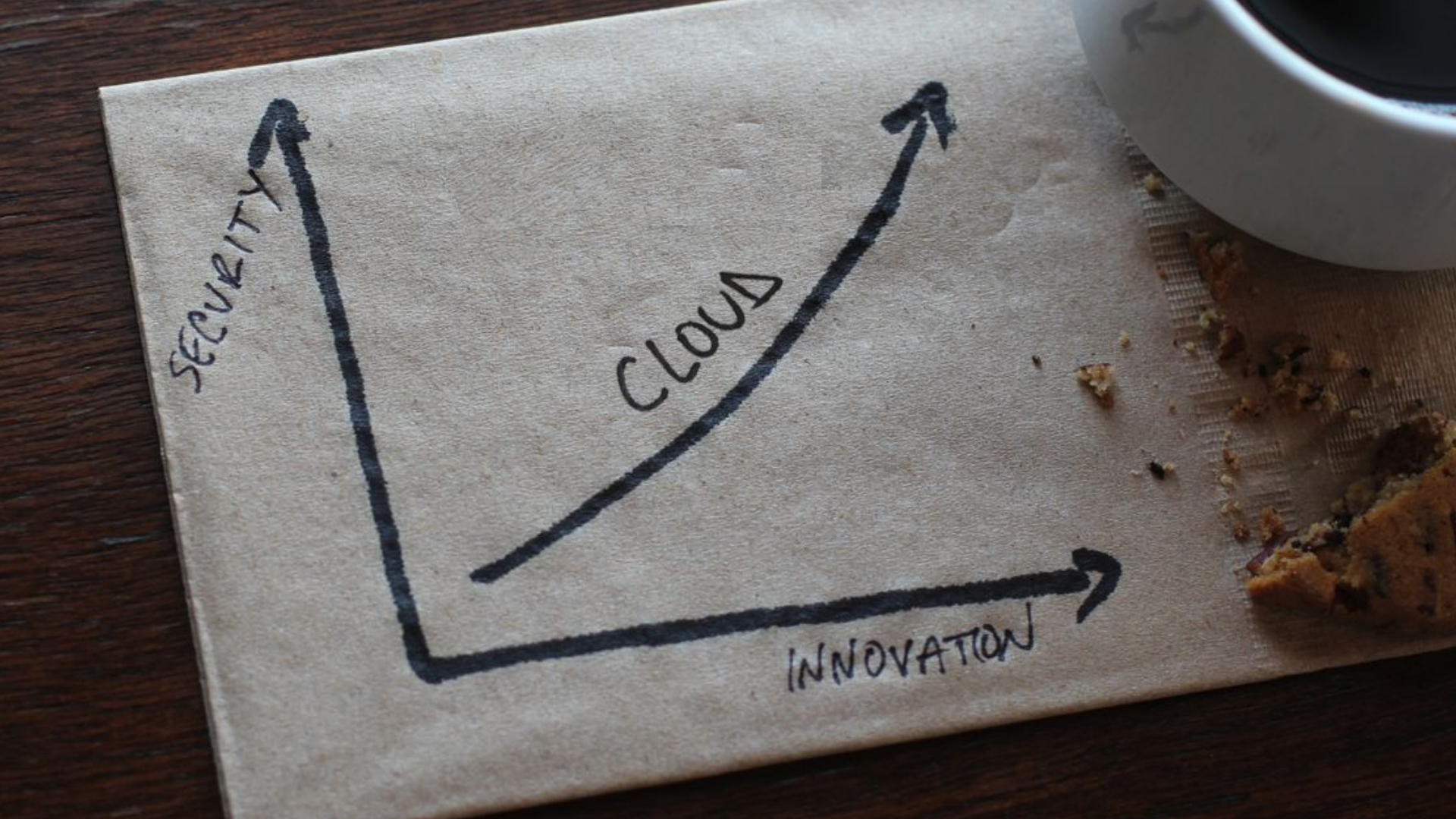
FISC
My Number Act
NISC
CSV Guidelines
3G3M

Singapore

MTCS Tier 3
OSPAR
MAS Guidelines
ABS Guide

Google Cloud

Icons made by Freepik from www.flaticon.com


SECURITY
CLOUD
INNOVATION

Proprietary + Confidential

Google Cloud & privacy

You own your data, not Google

Google **never sells customer data** to third parties

Google Cloud **does not use customer data** for advertising

All your data is **encrypted at rest and in transit by default**

We **guard against insider access** to your data

We **never** give any government entity “backdoor” access

Our privacy practices are **audited against international standards**

Google Cloud

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Regulatory Compliance and Certifications

How can Google help?

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Where can Google help?

Google Common Infrastructure

Compliance **of** the cloud

Google Cloud's certifications and attestations

Compliance Roadmap

Your Workloads in GCP

Compliance **in** the cloud

Assured Workloads, Access Transparency, Access Approvals

Blueprints with deployable assets

Evidence Management

How do I evidence my **controls**?

Security Command Center, Partner products

Customer Responsibility Matrices - PCI DSS, FedRAMP

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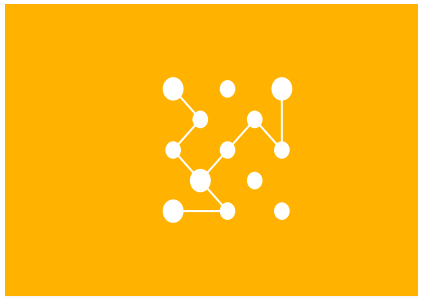
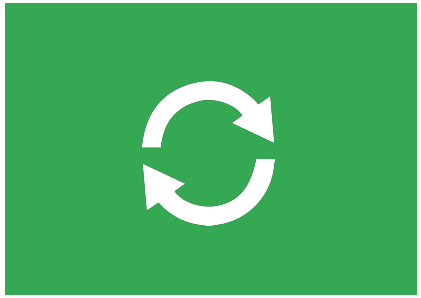
Implementation

Security of data and systems



Sub-outsourcing



Business contingency

Access and audit

Proprietary + Confidential

Security in the Cloud - we enable you

Usage	Cloud Audit Logging	Safe Browsing API	Identity-Aware Proxy	Security Key Enforcement	Threat Intelligence	DLP
Operations	Compliance & Certifications	Automatic updates & patching	Prevention and Detection and Risk	Forensics	Anomaly detection	Incident Response
Deployment	Google Services TLS encryption with perfect forward secrecy	Certificate Authority	Free and automatic certificates	DDoS Mitigation via GCLB	Alternative DDoS Mitigation Solutions	Secure Config/ Assessment/ Enforcement
Application	Code review & Static Analysis	Source code/Image provenance	Binary authorization	WAF	IDS/ IPS Vuln Management	Web App Scanning
Network	CDN	Cloud DNS Cloud VPN	Virtual Private Cloud (VPC) Cloud Router	Shared VPC	Cloud Load Balancing	NGFW
Storage	Encryption at rest	Logging	Identity and Access Management	Cloud Key Management Service	Customer-Supplied Encryption Keys	Data Loss Protection API
OS + IPC	Google Managed Infrastructure Foundation					
Boot						
Hardware						

Google Cloud

By default | Google products | Partner tools | Google + Partner

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Cloud Native Security Unique to Google Cloud Platform

Built-in infrastructure security: build on a strong foundation

Titan | Default encryption | Self-built stack | Shielded VMs | Shielded GKE nodes

Trust but verify: fully control your data

Access Transparency | Access Approvals | Key Justifications | External Key Manager | Compliance Dashboards | Contract terms

Make Google's security your security

Security Command Center Premium | Chronicle | VirusTotal | reCAPTCHA Enterprise | Web Risk | BeyondCorp Remote Access

Regulated data isn't a second class citizen

Compliance certifications, Compliance Assessments and Dashboards

Google partnership can supercharge Achmea

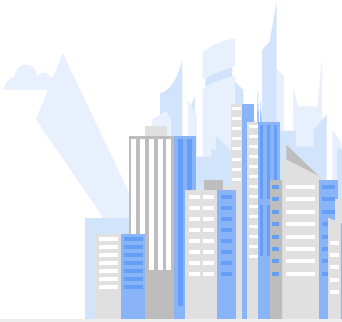
Transamerica as a Digital Super Platform, continuously innovating for its customers

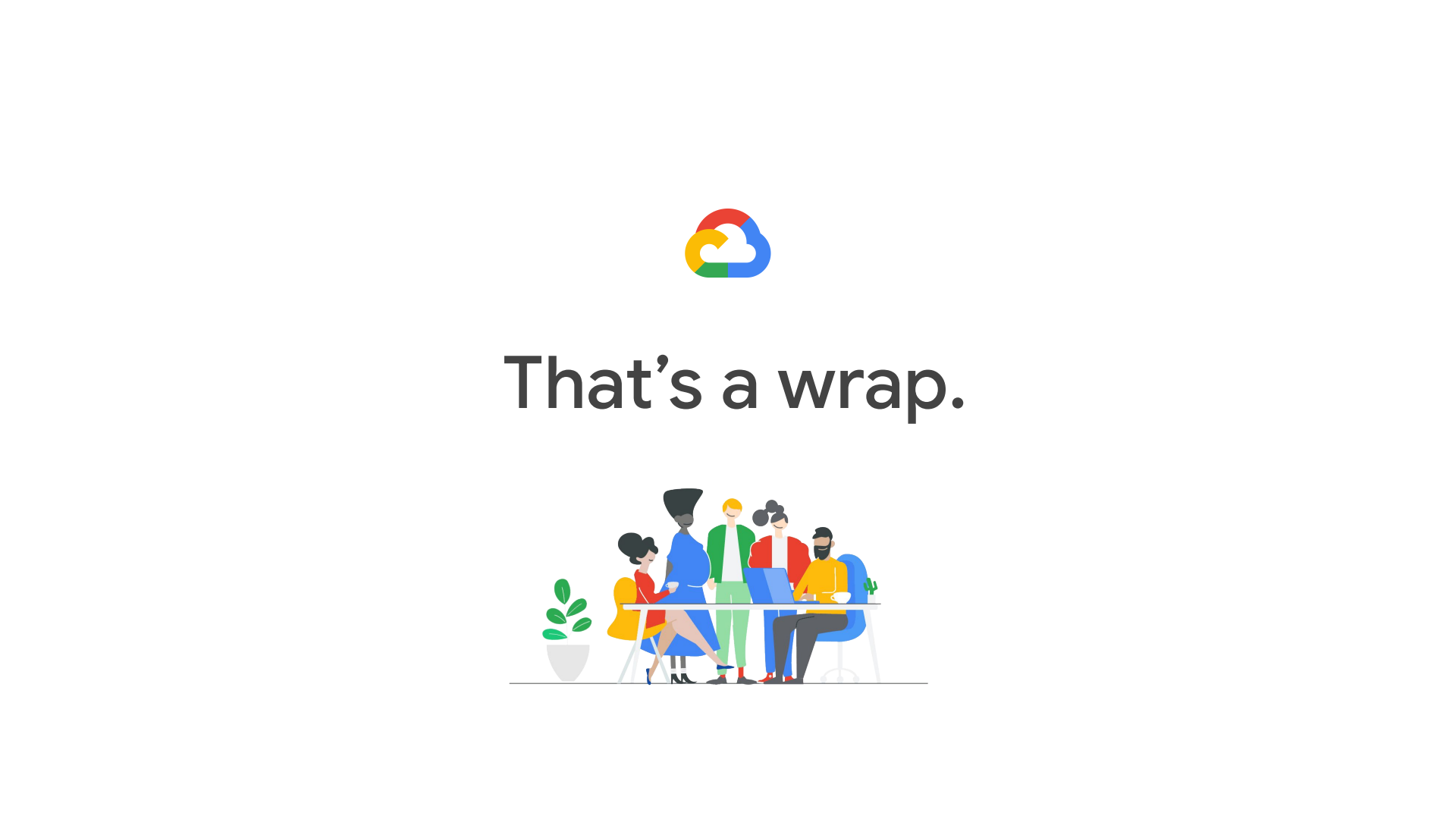
- 360 customer view & Hyper-personalization
- Growth via new verticals / ecosystems
- Autonomous product & service delivery

Get Ahead

- 10x innovation culture
- Innovation Process (Ecosystem, UX)
- Sustainability leadership

Stay Ahead




That’s a wrap.