



Financial  
**Insights**<sup>™</sup>  
An IDC Company

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# 2008 Insurer's Choice Winners

**May 7, 2008 Webinar**

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# Webcast Logistics

- Full View of Slides
- Submit your questions via the Live Meeting Chat window at any time (or audio at end)
- Slides available within 24 hours for attendees
- All other requests:
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## Who is Financial Insights ?

- Provides industry business leaders with informed opinions on the technologies required to create a competitive advantage
- Guide IT investment decisions, help plan for future technology needs, benchmark against competitors, and stay current on solution offerings
- Encourage an open dialogue with our expert analysts to support key investment decisions
- Leverage IDC network of analysts and world renowned data
- Insurance practice covers Asia/Pacific, Europe and North America

## Introducing Our Speaker



- Barry Rabkin, Senior Research Analyst, Insurance Practice, Financial Insights
  - Focuses on implications of applying technology to insurance industry structure, strategy and marketing, and business operations
  - Previous work experience with John Hancock, The Hartford, Aetna Life & Casualty, and the Phoenix Companies
  - Management consultant with Arthur D. Little, IBM Global Services, and BearingPoint
  - Launched insurance research retainer service at The Meta Group



**“Even if you’re on the right track, you’ll get run over if you just sit there.”**

*Will Rogers*



# Discussion Guide



- **What is Insurer's Choice 2008?**
- **Methodology**
- **Respondent attributes and 2008 strategic goals**
- **Category Winners**
- **Keeping insurers satisfied**
- **What's Next**

# What is Insurer's Choice 2008?



**Taking The Pulse of North American Insurance Industry**



**Partnership Between Financial Insights and TechDecisions**



# Methodology



**Objective:** Determine the one primary or 2 - 3 important technology firms in 10 categories from P&C and L&H insurance company respondents without providing any technology firm names as choices.

Geography



+

Insurers

P & C Insurers (n=479)

L & H Insurers (n=141)

+

10/15/07 – 1/11/08



+ Cleaned & Counted

=

Insurer's Choice 2008 Winners

- We determined the winners in each of the 10 P&C and L&H categories by adding the votes they received as either primary or important.
- Every respondent did not answer every question.
- We determined the overall winning technology firms by adding all the votes across every category.
- We did not combine votes of the P&C and L&H categories.

# The Ten Categories



Keeps your insurance business <b>operating</b>	Helps your insurance company maintain its <b>financials</b> , accounting and reporting requirements	Helps your insurance company optimize its <b>workflow</b> and business performance processes
Keeps your insurance business <b>informed</b> through analytics	Helps your insurance company <b>develop</b> or enhance its <b>products</b> and services	Helps your insurance company outsource (only) the technology systems support for any or all business functions ( <b>ITO</b> )
Helps support your insurance company's <b>distribution channels</b>	Helps your insurance company provide quality <b>customer care</b>	Helps your insurance company outsource, including offshore outsourcing, any or all business functions ( <b>BPO</b> )
<b>PLUS:</b> Who are 1 or 2 <b>up-and-coming</b> technology firms your company is talking about?		

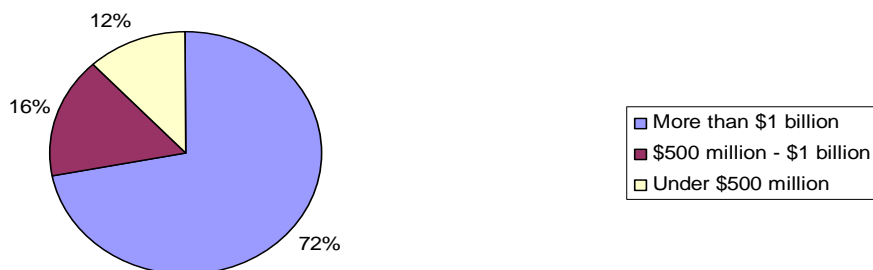
We asked how satisfied insurance respondents were with only their choice of “primary” technology firm for each category excluding the “up – and – coming” category.

# Respondent Attributes and 2008 Strategic Goals

## Insurance Company Size



Size of P&C Insurance Companies

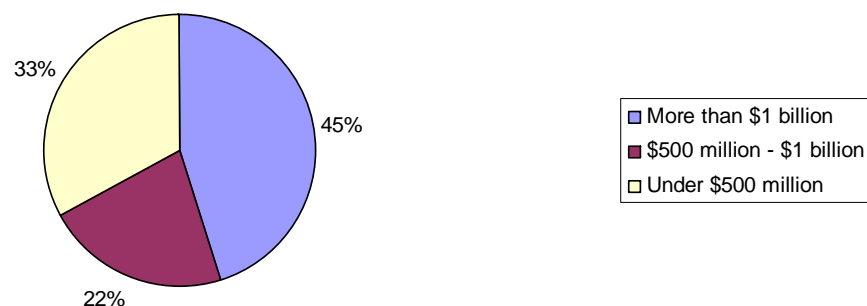


We asked each of the P&C and L&H respondents for their company size in net premiums written.

**248 P&C** respondents answered this question.

**51 L&H** respondents answered this question.

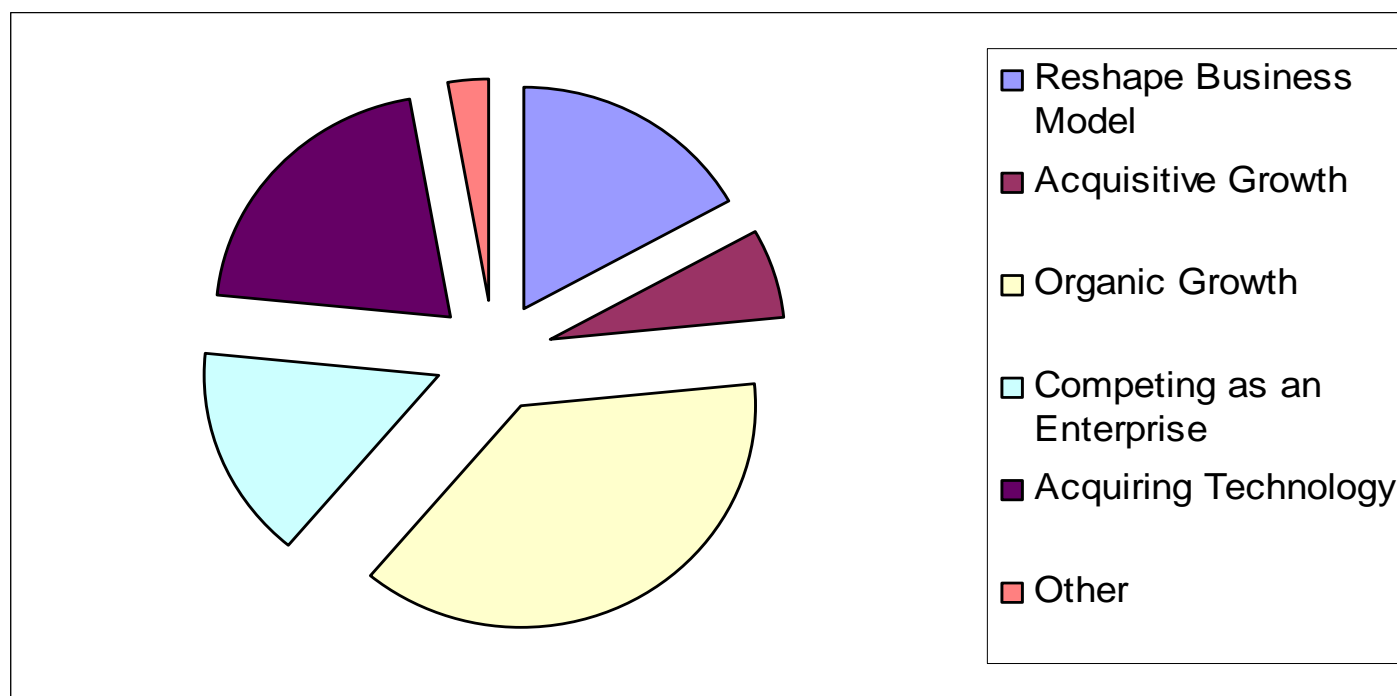
Size of L&H Insurance Companies



# P&C Insurer's 2008 Goals



P&C insurers (n = 451 North American insurers) told us in the 2008 Insurer's Choice survey that organic growth (38%) was their most important strategic business priority for this year.



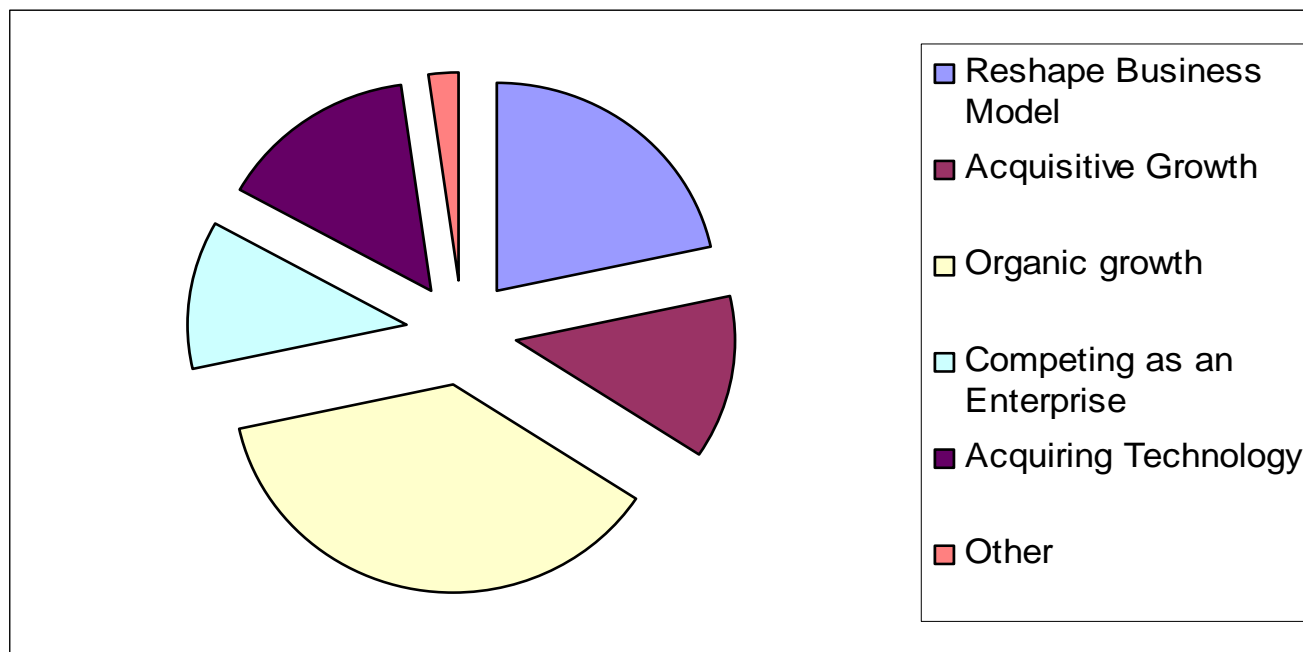
Acquiring technology to support new business strategies (21%) was their second most important strategic business priority.

# Respondent Attributes and 2008 Strategic Goals

## Life Insurer's 2008 Goals



Life insurers (n = 88 North American insurers) also told us in the 2008 Insurer's Choice survey that organic growth (38%) was their most important strategic business priority for this year.



Reshaping their business model to drive their company's tactics and operations (22%) was their second most important strategic business priority.

# The Category Winners – P&C



	Keep Business Operating	Keep Business Informed Through Analytics	Help Support Distribution Channels	Help Maintain Financials, Accounting & Reporting Requirements	Help Develop or Enhance Products & Services
1	ImageRight, a Vertafore Company	Cognos, an IBM Company	Microsoft	Fiserv	ImageRight, a Vertafore Company
2	(Tie) Guidewire IBM	Business Objects, an SAP Company	DP Solutions	SunGard iWorks	Skywire Software
3	CSC	Oracle	(Tie) IBM IDP Skywire Software	Oracle	(Tie) IBM IDP

# The Category Winners – P&C



	Help Provide Quality Customer Care	Help Optimize Company's Workflow and Business Performance Processes	Helps with Outsourcing only the Technology Systems Support (ITO)	Up-and-Coming Technology Firms
1	ImageRight, a Vertafore Company	ImageRight, a Vertafore Company	CSC	Guidewire
2	Guidewire	Guidewire	ImageRight, a Vertafore Company	ImageRight, a Vertafore Company
3	(Tie) IBM IDP	CSC	HCL	(Tie) Seapass Blue Cod Technologies Skywire Software

# The Category Winners – L&H



	Keep Business Operating	Keep Business Informed Through Analytics	Help Support Distribution Channels
1	IBM	Cognos, an IBM Company	(Tie) E-Z Data IBM
2	ImageRight, a Vertafore Company	Business Objects, an SAP Company	
3	Hyland Software		

**Note:** Blank cells indicate insufficient data to determine a winner.

# The Category Winners – L&H



	Help Maintain Financials, Accounting & Reporting Requirements	Help Develop or Enhance Products & Services	Help Optimize Company's Workflow and Business Performance Processes
1	Oracle	(Tie) Hyland Software ImageRight, a Vertafore Company	(Tie) Hyland Software ImageRight, a Vertafore Company
2	Fiserv	Skywire Software	
3		EMC	

**Note:** Blank cells indicate insufficient data to determine a winner.

# The Overall Category Winners



	P&C	L&H
1	ImageRight, a Vertafore Company	ImageRight, a Vertafore Company
2	IBM	IBM
3	Guidewire	(Tie) Hyland Software Oracle

We determined the overall winning technology firms by adding all the votes across every category separately for P&C and L&H.

# Keeping Insurers Satisfied



We asked both P&C and L&H insurance respondents about their level of satisfaction with their choice of primary technology firms for each business category. The results for P&C and L&H insurers are shown on the next two slides for those categories with sufficient data to analyze.

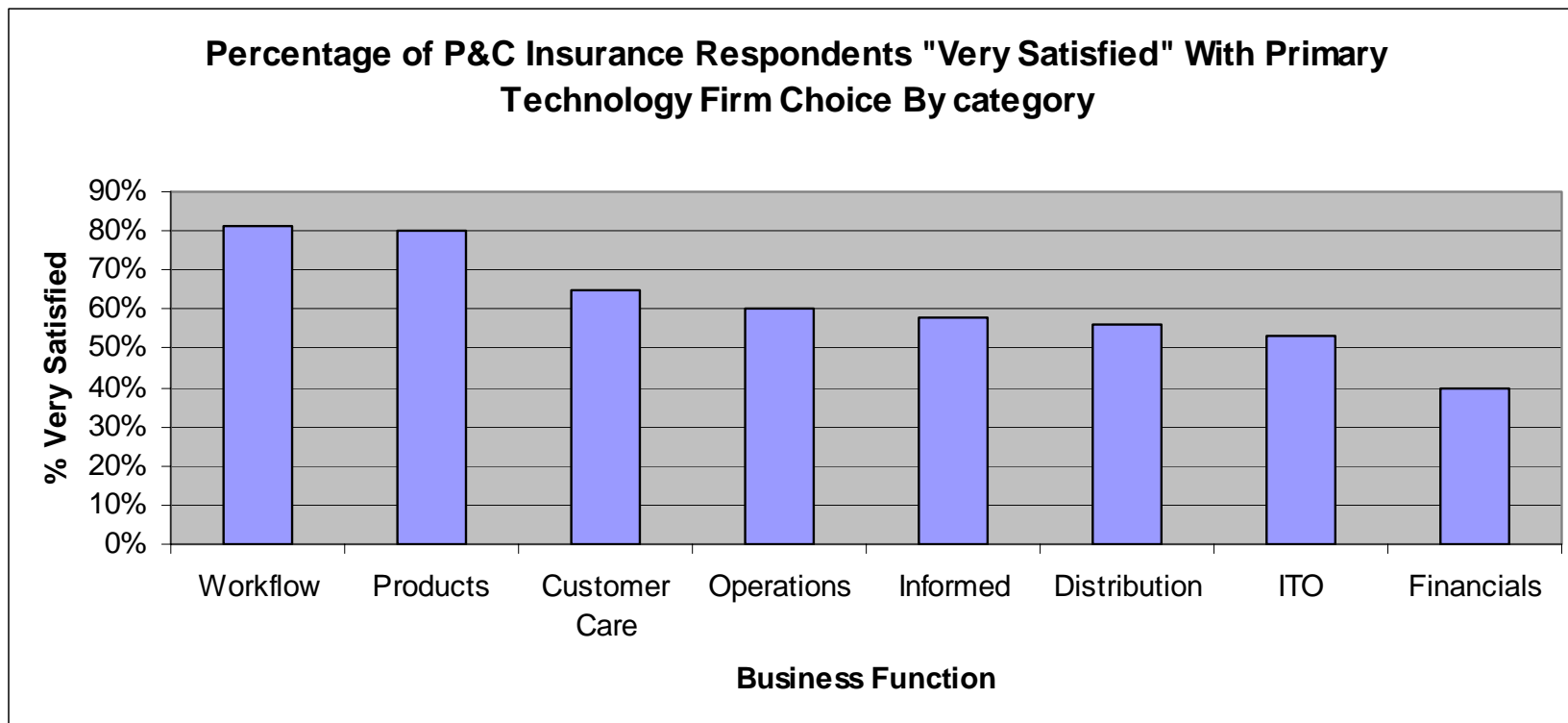
## Abbreviations Used in Next Two Charts

<b>Workflow:</b> Help optimize company's workflow and business performance processes.	<b>Informed:</b> Help keep the business informed through analytics.
<b>Products:</b> Help develop or enhance company's products and services.	<b>Distribution:</b> Help support the company's distribution channels.
<b>Customer Care:</b> Help company provide quality customer care.	<b>ITO:</b> Help outsourcing the company's information technology systems support of business functions. (ITO)
<b>Operations:</b> Help company keep the business operating.	<b>Financials:</b> Help the company maintain its financials, accounting and reporting requirements.

# Keeping P&C Insurers Satisfied



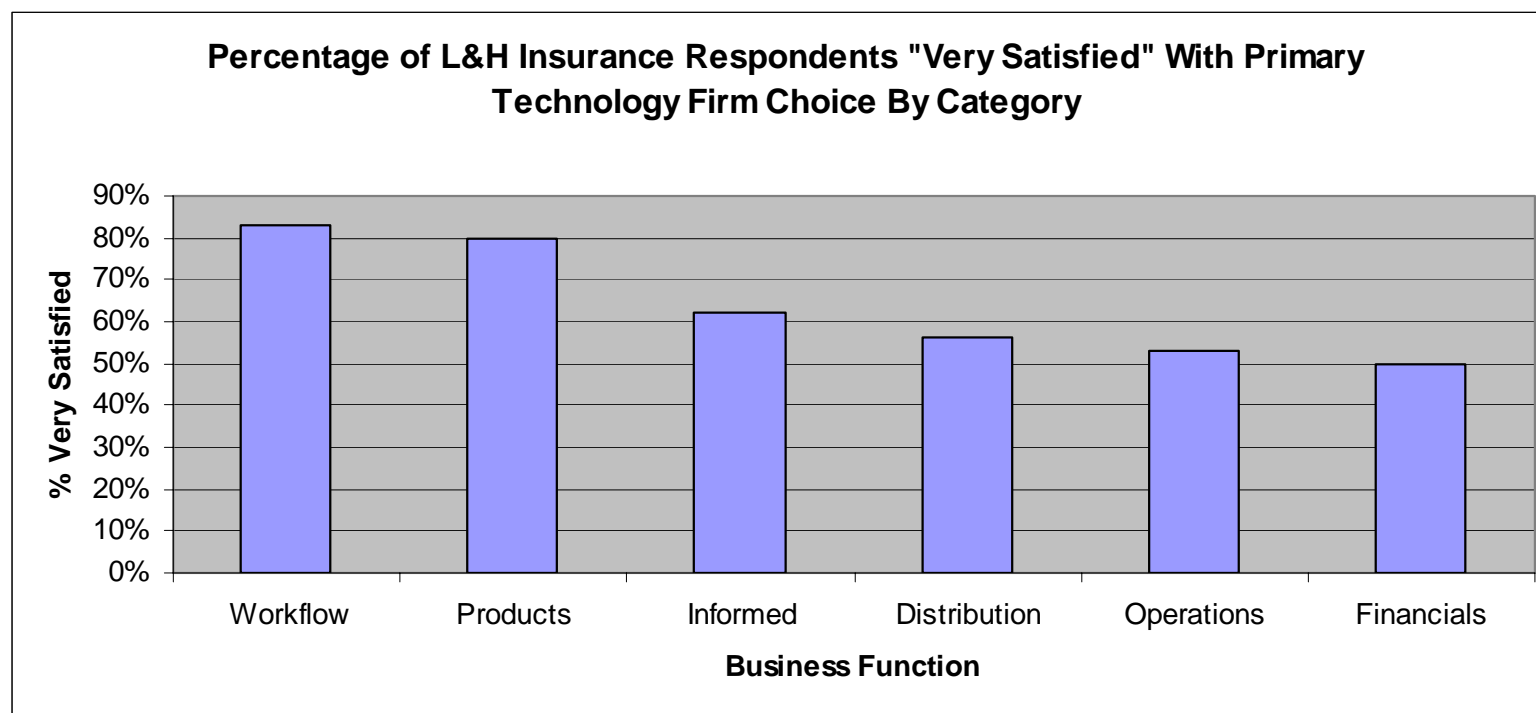
We asked P&C insurers how satisfied they were with their choice of primary technology firms in each category. Other than technology firms helping with product development and workflow, there is obviously a great deal of room for improvement.



# Keeping L&H Insurers Satisfied



We also asked L&H insurers how satisfied they were with their choice of primary technology firms in each category. Similar to their P&C colleagues, other than technology firms helping with product development and workflow, there is obviously a great deal of room for improvement.



# What's Next?



- **May 14, 2008 Breakfast meeting at 2008 ACORD LOMA Insurance Systems Forum 7:00 a.m. – 7:45 a.m.**
- **Recommended Reading: The May 2008 Supplement to TechDecisions, National Underwriter L/H, and National Underwriter P/C**
- **Meet me at ACORD LOMA and IASA to discuss these results**
- **Get Ready - Insurer's Choice 2009**

# Questions? Chat or Audio



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