

A Day in the Life of a Modern Family

Keeping up with the Martins in Insurance

Talk about the connected world and the influence of IoT is at an all-time high. Companies are popping up providing all sorts of connected devices, connected lifestyles and connected services. With many sources estimating that there will be several billion connected devices on the planet by 2020 – a fact that comes up time and time again as we read about the future – it feels inevitable that the way we evolve in to this augmented reality where the lines between real and virtual will result in more connected 'stuff'.

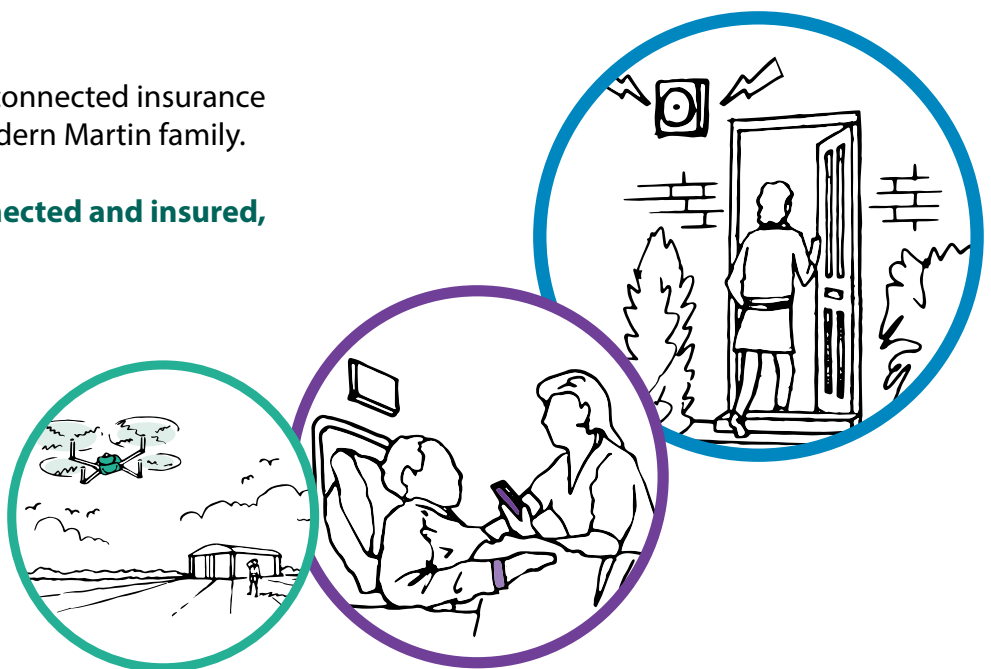
A vital piece of the puzzle that is often missing is around insurance. Where do insurers fit in to not only providing insurance in the connected age but becoming part of the connected age?

This infographic pinpoints the insurance industry's ability to:

- 1.Improve Customer Engagement and Proactive Services:** Moving from once a year policy reviews to consistent customer interaction is key to insurers learning more about their customers, upselling product and improving risk assessment in a proactive rather than retroactive way – utilize IoT and move from a claims to services business type
- 2.Consider IoT Applications in Home, Health, Commercial, Car & more:** Unlike other conferences, Insurance IoT USA looks at IoT applications across P&C, Health, and Commercial insurance with business leaders looking at the cross-company IoT integration involved
- 3.Create New Products and Develop Upsell Techniques:** Applying the right products to the new connected, digital consumer is essential and identifying new revenue streams through continued interaction is pivotal in making IoT a profitable business plan – learn how to monetize IoT for your business

This infographic puts the idea of connected insurance in to perspective through our modern Martin family.

The Martin family are fully connected and insured, see what their day is like...



4am

5.30am

Mr. Martin gets up at first light. He flies a drone over his crops and sees that some of his crops have been damaged in a storm that happened during the night. His insurer had sent a weather warning email to him the night before. Mr. Martin responds with report of the damage. The insurer has also received information from the drone of the damage and issues a claim right away.

**8.30am**

Kelly Jo Martin puts on her smart watch before leaving the house and heading to school. Before she gets to school she goes to meet with her friends at the park. Her mother gets a notification that Kelly Jo has deviated from her usual course and she messages Kelly Jo on her watch to ask her to head to school straight away!

Insurance IoT USA 2016
November 15-16, Chicago

Where the Connected World Meets
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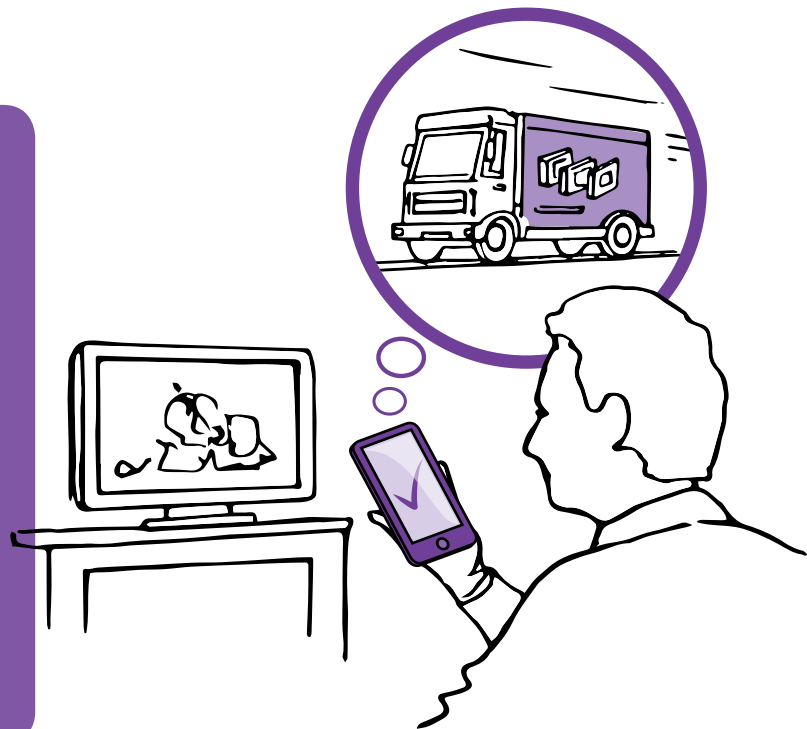
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10am

10.30pm

Mr. Martin gets a call from a customer services representative who says that a few of the connected home devices have failed in the storm from the night before. Luckily, they are covered with the Martin's contents insurance bundle. Mr. Martin checks those devices and they are in fact damaged. The operator arranges for replacement devices to be sent to the home for next day delivery.



1.00pm



Grandpa Martin has a fall. His keys are in his pocket with his smart alarm device and he presses a button that immediately notifies Mrs. Martin as well as the nearby hospital. Mrs. Martin rushes to find Grandpa and sees that he needs help. She also receives a call from the hospital asking of his condition.

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2pm

2.30pm

Mr. Martin goes on his computer to do some work. He looks up the factory that has taken in his harvest and he can see that the crops have been received and that they are being processed so regardless of this morning's loss, business is good! A message gets emailed to Mr. Martin by his insurer asking him if he would like to renew his insurance policy for any new crops recently planted.



4.00pm



Grandpa Martin gets taken to the hospital by Mrs. Martin to check that everything is ok. Upon arriving, the doctor sees information from Grandpa's wearable device. Grandpa gets the care that he needs and Mrs. Martin receives a call from her insurer asking if everything is ok and if anything needs to be reviewed against Grandpa's healthcare policy.

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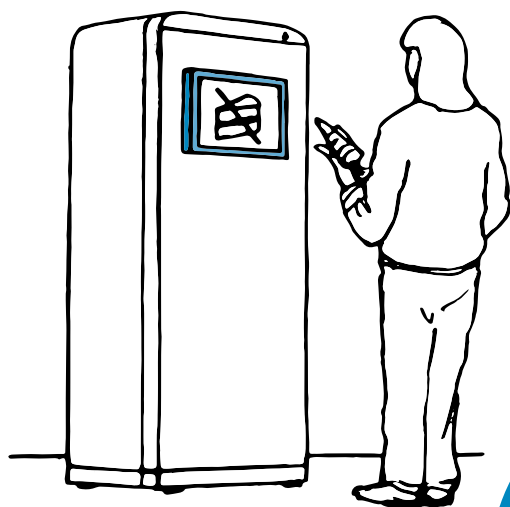
10pm

10.15pm

Mr. Martin closes the windows and locks the doors before the family settle in for the night. Kelly Jo was meant to be in bed but she snuck out to the stables. She tries to enter the house and the noise startles the family but a notification pops up on his phone saying that it is Kelly Jo. The Martin's have a home security policy but they are all relieved to know that everyone is safe.



11.30pm



Mrs. Martin goes to the fridge for a late night snack. She sees from the screen on the front of the fridge that they are all out of chocolate cake. The fridge does however have carrots instead and Mrs. Martin enters this on her app that links to her health insurance. Because of her good behaviour she is offered a discount to the local gym.



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INSURANCE IoT USA 2016

Insurance IoT USA is the world's largest meeting place for the Connected World and the Insurance Industry - where disruption is confronted, IoT is mastered and deals get done!

Insurance is being disrupted, leverage IoT to stay in the game:

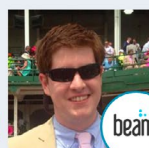
- 1. Create a business case by exploring multiple uses for IoT across your organization:** find application examples for the Internet of Things in car, home, self, and commercial business lines as well as revenue generating models in underwriting, pricing, claims, and fraud to win buy-in from the board
- 2. Employ IoT as a value-added service for customers to gain their trust:** determine best use-cases and value-added services to win your customer's trust on data sharing and benefit from the ability to get closer to your customer than ever by initiating timely and relevant interactions
- 3. Identify new revenue streams and product opportunities:** define the benefits that usage-based insurance and other new products will bring to your business; remove the guesswork and use IoT as a way to identify customer needs and define your forward-thinking product strategy
- 4. Discover new risk models that move from reactive compensation to proactive protection:** prepare for a fundamental shift in the way insurance models risk and prepare your business for a positive shift in behaviour to reduce claims and maximize profits
- 5. Overcome real-time data ownership and management issues:** get to grips with who should own data and how it should be transmitted across strategic players in conjunction with finding ways to deal with new and enormous amounts of real-time data to unearth actionable insights

Insurance Trailblazers and IoT Partners take to the stage, don't miss presentations from:



Faker Zouaoui
Asurion

Chief Analytics Officer



Alexander Curry
Beam Dental ...

Co-Founder & Chief
Insurance Officer



Tobin Jansenb...
American Fa...

Manager, IoT, Data
Science & Analytics
Lab



Brooks Tingle
John Hancock

SVP, Marketing &
Strategy



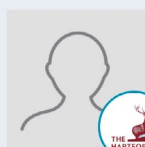
Jonathan Charak
Zurich

AVP, Business
Performance Manager



Lex Baugh
AIG

President of Liability
and Financial Lines



Thomas Kang
The Hartford

AVP for Enterprise
Cyber Underwriting &
Products



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Manager, Business
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Roel Peeters
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