



## **InsurTechs Envisioning the Future of Insurance – Top 40 Trailblazers**

Banking, Financial Services, and Insurance (BFSI) IT Outsourcing  
Thematic Report – May 2017 – Preview Deck

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\* Banking, financial services, and insurance

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# Background and scope of the research

This report delves into key priorities of insurers across the value chain and how InsurTech firms are using technology to address these priorities

## Background of this research

The insurance industry has not witnessed a single revenue breakthrough product in the past few years. With continued low interest rates, insurers are facing immense pressure to drive their investment income.

Increasing regulatory compliance demands, rise of non-traditional competitors, and growing popularity of intermediated distribution networks has mandated insurers to drive cost efficiencies across operations.

Legacy infrastructure and resistance to change traditional business processes has fundamentally slowed down the ability of insurers to innovate and respond to evolving consumer needs.

Proliferation of connected devices, pervasiveness of digital technologies, and rise of the shared economy has created opportunities to launch differentiated products and create superior customer experiences.

Collectively, all these factors have driven the growth of InsurTech firms – startups that leverage technology to create value for stakeholders in the insurance industry. Although currently we see a dominance of enablers who are aiding traditional insurers to better serve their customers, the insurance sector is witnessing increasing number of disruptors that are transforming business models to cater to customer demands in niche segments.

## Scope of this research

- In this research, we have highlighted key business priorities for insurers across different tenets of the insurance value chain
- After analyzing a long list of 100 startups, we have highlighted 40 InsurTech firms – “Trailblazers” that caught our attention with their ability to help insurers meet their business priorities and aligned them across respective value-chain elements
- We present our point-of-view on the gaps in insurers’ current and future state of approach toward business operations, and key technology enablers that can help to bridge those gaps

Source: Everest Group (2017)

# Overview and summary of key messages

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This report delves into the key priorities and issues faced by insurers across the different insurance value-chain tenets. Post the classification of these key business/technology priorities, we have studied a universe of 100 InsurTech start-ups to identify the key start-ups that are revamping the current operating models and addressing these priorities for insurers by leveraging a combination of next-generation technologies.

## Some of the findings in this report, among others, are:

- Insurance is a complex business that involves sophisticated risk pricing, large capital requirements, and stringent regulations. Historically, large insurers have demonstrated high resilience to change their business model that has restricted their ability to innovate and respond to the evolving customer's demands
- The insurance industry is trying to address the conundrum of balancing the status quo vs. transformation, with significant headroom for digital innovation
- The industry is witnessing a splurge in financing activity of InsurTech firms who are aggressively leveraging next-generation technology themes to generate value for insurance customers. Insurers are increasingly looking at investing/incubating/partnering with these InsurTech firms to avoid risk of technology obsolescence
- The current landscape exhibits a strong dominance of enabling InsurTech firms whose value proposition is aimed at helping insurers to tap into newer channels, customer segments, and offering value-added services
- Mobility, big data & analytics, and cloud are the primary technology themes leveraged by these InsurTech firms; the next wave of InsurTech disruption is expected to comprise startups focusing at artificial intelligence, machine learning, and blockchain technologies to revamp the current operating models

# From a long list of around 100 InsurTechs, we have highlighted 40 startups that caught our attention with their ability to solve these specific issues for insurance enterprises

Top 40 InsurTech Trailblazers operating across different tenets of the insurance value chain<sup>1</sup>

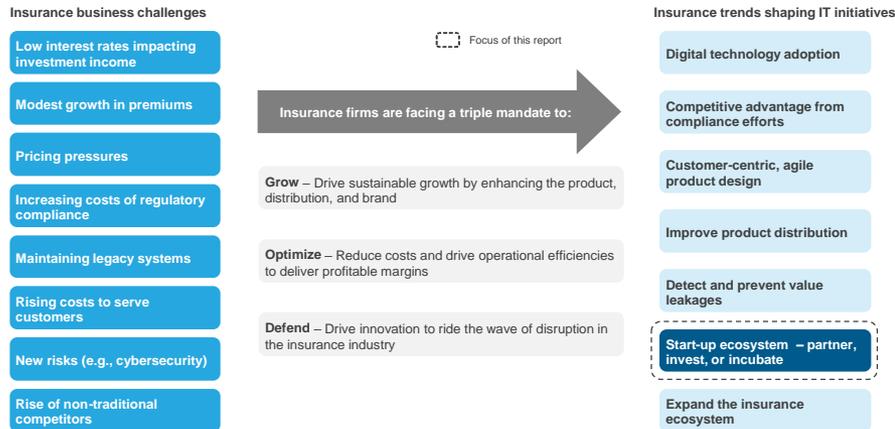


*Alignment of shortlisted startups does not imply that these startups work across only one value-chain element; categorization is done by mapping a startup's value proposition to address a specific priority of an insurer across a single value-chain element*

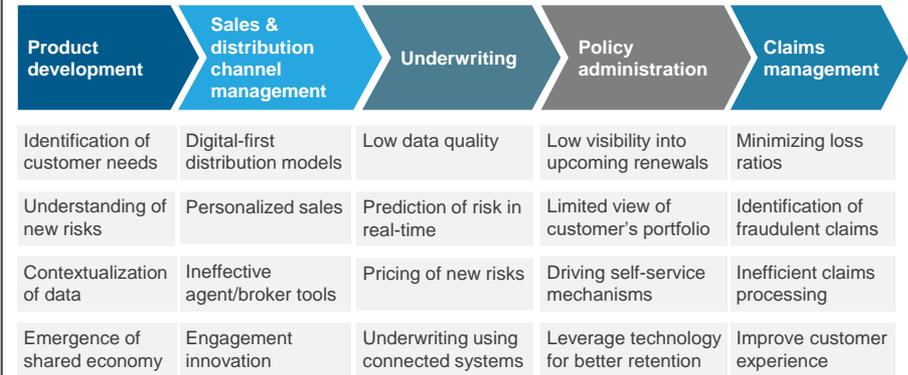
<sup>1</sup> Long list of startups that were studied for this categorization is presented in the Appendix section  
 Source: Everest Group (2017)

# This study offers a deep dive into the key priorities of insurance enterprises; below snapshots illustrate the depth of analysis of this report

## Insurance industry market trends shaping IT initiatives

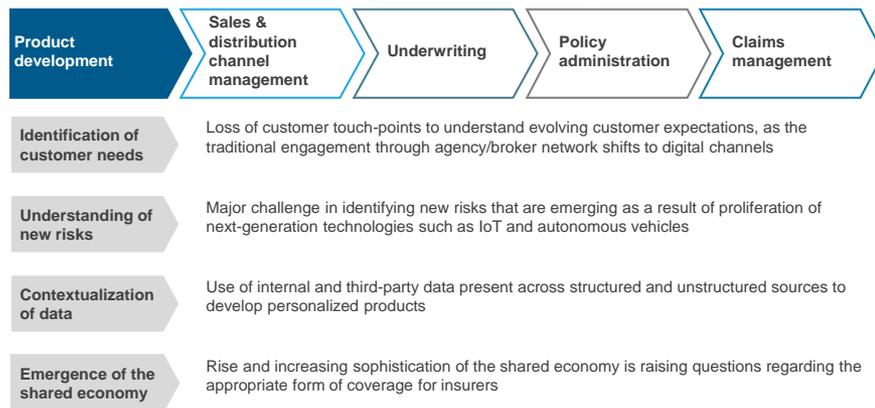


## Key business priorities of insurers

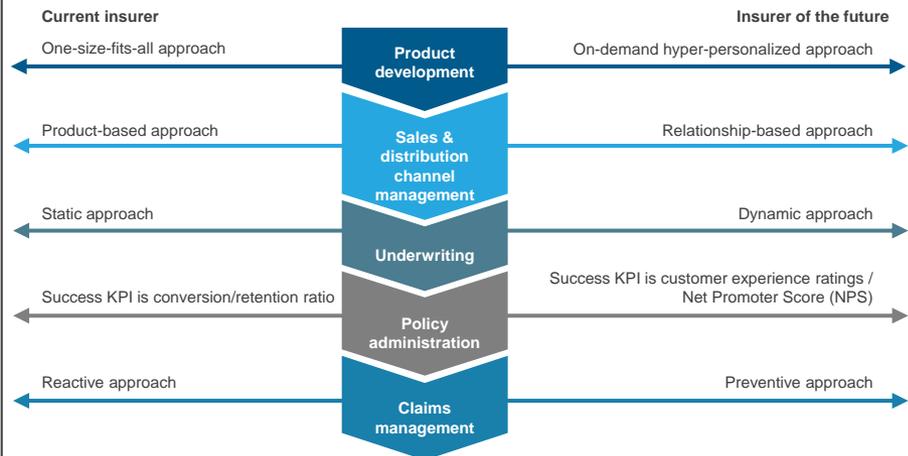


## Key business priorities across product development

Insurance value chain – focus on key business priorities of insurers across product development



## Insurer of the Future



Source: Everest Group (2017)

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# Appendix

## Universe of start-ups for this study

Product development	Sales & distribution channel management	Underwriting	Policy administration	Claims management
Appsichern	Amodo	AdviceRobo	allesmeins	Bauxy
Bought By Many	BIDU	Airphrame	Bold Penguin	Canary
Cuvva	ComparaOnline	Airware	Brolly	Claim Di
Cyence	CoverFox	Bitsight	Clark	ClaimKit
Friendsurance	CoverHound	Captricity	CoverWallet	Claimplus
GUARDHOG	Covomo	ClimateSecure	Dash Labs	CodeBlue Claims
Haven Life	EverQuote	Digital-Risks	Driveway	Eucon
Inspier	Goji	DigitalTech-Intenational	Embroker	Guevara
Inspool	GreenLife Insurance	Earnix	Feelix	Jointly
Metromile	Insurify	Enservio	GetSafe	Jointly
miEdge	Kasko	Meteo Protect	GetSafe	Kount
Nauto	PolicyBazaar	Mnubo	InforcePRO	Lemonade
Neosurance	PolicyGenius	Praedicat	Insly	Neos
Schutzklick	RenewBuy	QuanTemplate	Knip	PassportCard
Simplesurance	SpixIII	Rapidminer	Mojio	PredMine
Snapsure	Sureify	RiskMatch	OutShared	Rightindem
Sure	The Zebra	SecurityScorecard	Root Insurance	Salviol Gobal Analytics
TongJuBao	Tikkr	SpatialKey	TrueMotion	Shift Technology
Trov	Virado	Spex	Wefox	Snapsheet
Upsie	Zywave	Tyche	Zags	Zubie

# BFSI ITS research calendar

■ Published
 ■ Current

Topic	Release date
Mobility Services in Insurance – Service Provider Landscape with PEAK Matrix™ Assessment 2016 .....	January 2017
Big Data & Analytics in Insurance – Service Provider Landscape with PEAK Matrix™ Assessment 2016 .....	January 2017
FinTechs in Payments – Top 40 Trailblazers .....	May 2017
InsurTechs Envisioning the Future of Insurance – Top 40 Trailblazers .....	May 2017
IT Outsourcing in Global Banking – Service Provider Landscape with PEAK Matrix™ Assessment 2017 and Profiles Compendium .....	Q2 2017
IT Outsourcing in Banking – Annual Report 2017 .....	Q2 2017
IT Outsourcing in Global Capital Markets – Service Provider Landscape with PEAK Matrix™ Assessment 2017 and Profiles Compendium .....	Q2 2017
IT Outsourcing in Capital Markets – Annual Report 2017 .....	Q2 2017
IT Outsourcing in Global Insurance – Annual Report 2017 .....	Q3 2017
IT Outsourcing Global Insurance, L&P, and P&C – Service Provider Landscape with PEAK Matrix™ Assessment 2017 and Profiles Compendium ....	Q3 2017
Adoption of Public Cloud in BFSI .....	Q3 2017
IT Outsourcing in Risk & Regulatory Compliance in BFS – Service Provider Landscape with PEAK Matrix™ Assessment .....	Q3 2017
Digital Services in Consumer Banking – Service Provider Landscape with PEAK Matrix™ Assessment 2017 .....	Q4 2017
Digital Services in Wealth Management– Service Provider Landscape with PEAK Matrix™ Assessment 2017 .....	Q4 2017
Digital Services in P&C Insurance – Service Provider Landscape with PEAK Matrix™ Assessment 2017 .....	Q4 2017

# Additional research references

The following documents are recommended for additional insight into the topic covered in this report. The recommended documents either provide additional details on the topic or complementary content that may be of interest.

1. **FinTechs in Payments – Top 40 Trailblazers** ([EGR-2017-11-R-2172](#)); 2017. In this report, we have analyzed the current state of payments market and presented our point-of-view on growth drivers, investment trends, and key areas of disruption in the payments sector. Additionally, we have studied a universe of around 125 startups to identify top 40 startups that are leveraging a combination of next-generation technologies to disrupt the current payments landscape
2. **IT Outsourcing in Insurance – Annual Report 2016: Disrupt or be Disrupted** ([EGR-2016-11-R-2026](#)); 2016. This report provides an overview of the Application Outsourcing (AO) market for the insurance industry, through an in-depth analysis of large-sized AO contracts (i.e., contracts over US\$25 million in TCv and over three years in duration). The report analyses key trends in market size & growth, demand drivers, adoption & scope trends, emerging priorities of buyers, key investment themes, and future outlook for 2016 with regards to such large insurance AO deals
3. **IT Outsourcing in Global Insurance – Service Provider Landscape with PEAK Matrix™ Assessment 2016 and Profiles Compendium** ([EGR-2016-11-R-1997](#)); 2016. This report provides a comprehensive assessment of the service provider landscape in AO services for insurance and maps the providers on Everest Group's PEAK Matrix. It also benchmarks the scale, scope, domain expertise & innovation, buyer satisfaction, and delivery footprint of each provider's insurance AO practice. Finally, the 2016 insurance AO PEAK analysis focuses on identifying the "Star Performers," providers with the strongest forward movement over time in terms of market success and capability advancements

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## About Everest Group

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