



SOLUZIONI PER LA CRESCITA PROFITTEVOLE

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29 NOVEMBRE 2018 - MILANO

The Westin Palace,
Piazza della Repubblica, 20

9.00 - 13.10

Il ruolo della tecnologia per la gestione dei clienti, della produzione e del risk management

Renzo Giovanni Avesani, chief innovation officer del gruppo Unipol

*Francesco Daboni, responsabile danni, insurance consulting and technology Italia
di Willis Towers Watson*

*Gianmarco Tosti, Italy country manager & head of corporate risk broking
di Willis Towers Watson*

Marcello Zacchetti, head of insurance analytics di Cattolica Assicurazioni



Il ruolo della tecnologia per la gestione dei clienti, della produzione e del risk management

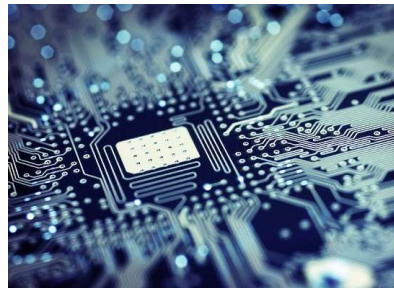
Soluzioni per la crescita profittevole
Insurance Connect - 29 Nov 2018, Milano

Marcello Zacchetti - Head of Insurance Analytics

Technology...ma non solo...



People



Technology

Culture



Insurance analytics & Business Architecture:



Business
Architects

Data Scientists

+

Business Translators

+

Data Engineers

×

Pricing
Actuaries

Leveraging synergies &
“contaminations”

Insurance Analytics & Business Architecture: focus areas



Data driven

Competitive improvement in data usage along whole value chain



Cloud Data Platform



Connected products

Value increase for Customer and Company with advanced offering and partnership ecosystem

Connected Products as Mass Products





We want to be a Data Driven Company

Dedicated analytics team integrated with Motor pricing

New IT platform integrating all customers data

Extensive usage of predictive algorithms and artificial intelligence

Information enhancement with external databases



Data and algorithms are a survival and differentiating factor

...with tangibles areas of impact



Pricing sophistication



Frauds detection



Automation and processes dematerialization



Customer Value Management

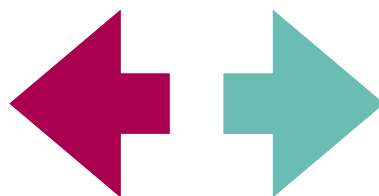


Launch of Connected Products

Cattolica new motor telematics product was launched May 1st 2018

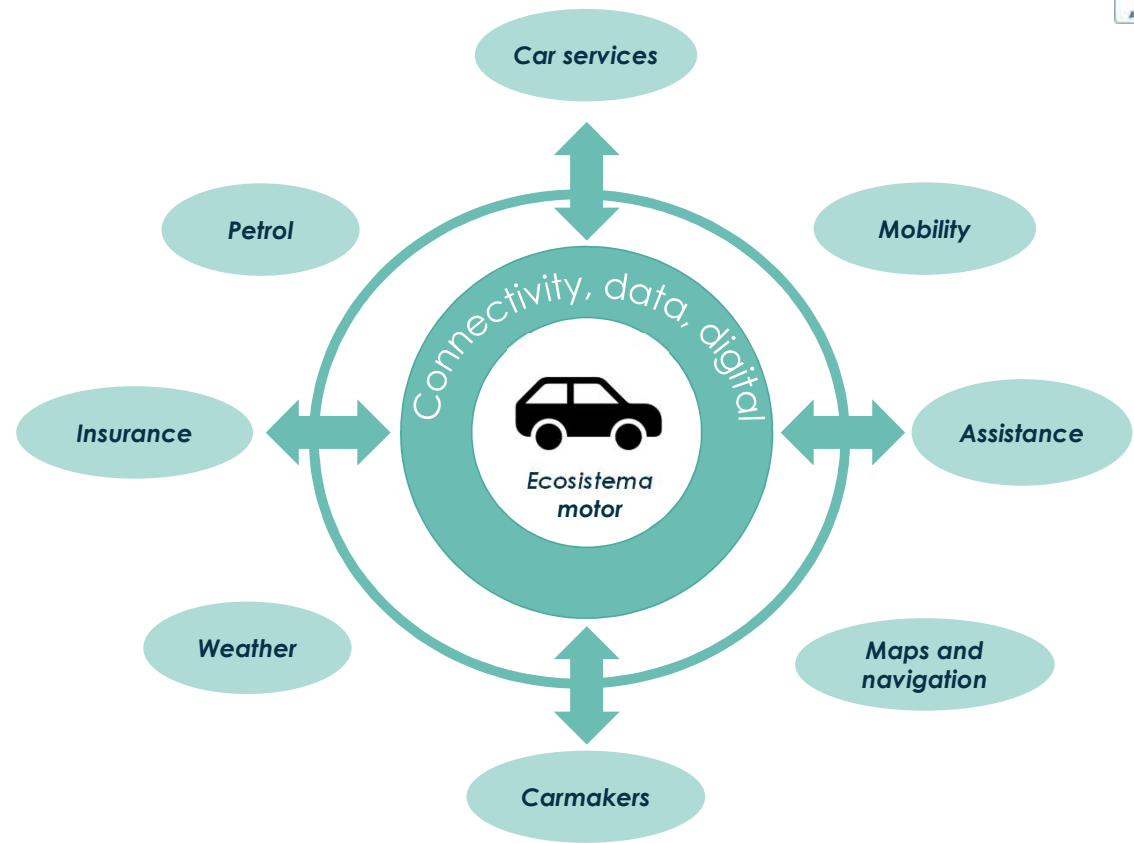


ACTIVE AUTO
CATTOLICA&MOTORI



A self-installing windscreen microbox paired with a smartphone
An APP developed for every driver of the vehicle

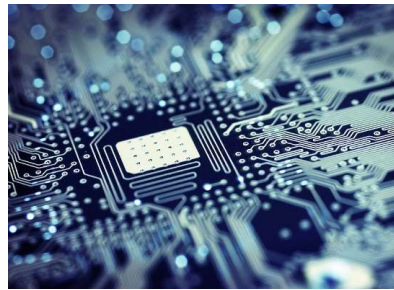
The new frontier
is to build a
customer-
centered
ecosystem



Technology...ma non solo...



People
... is key



Technology
... as enabler

Culture
...of continuous learning





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