

MOBILE INSURANCE

Global Study

2018
EDITION
Presentation

The updated reference
report on UBI and
digital insurance



*How smartphones put insurance
in the drivers' hands*

The first strategy consulting & research firm entirely focused on augmented mobility & automation

Consulting services

Strategy definition	Investment assistance	Procurement strategy
Innovation management	Business development	Deployment

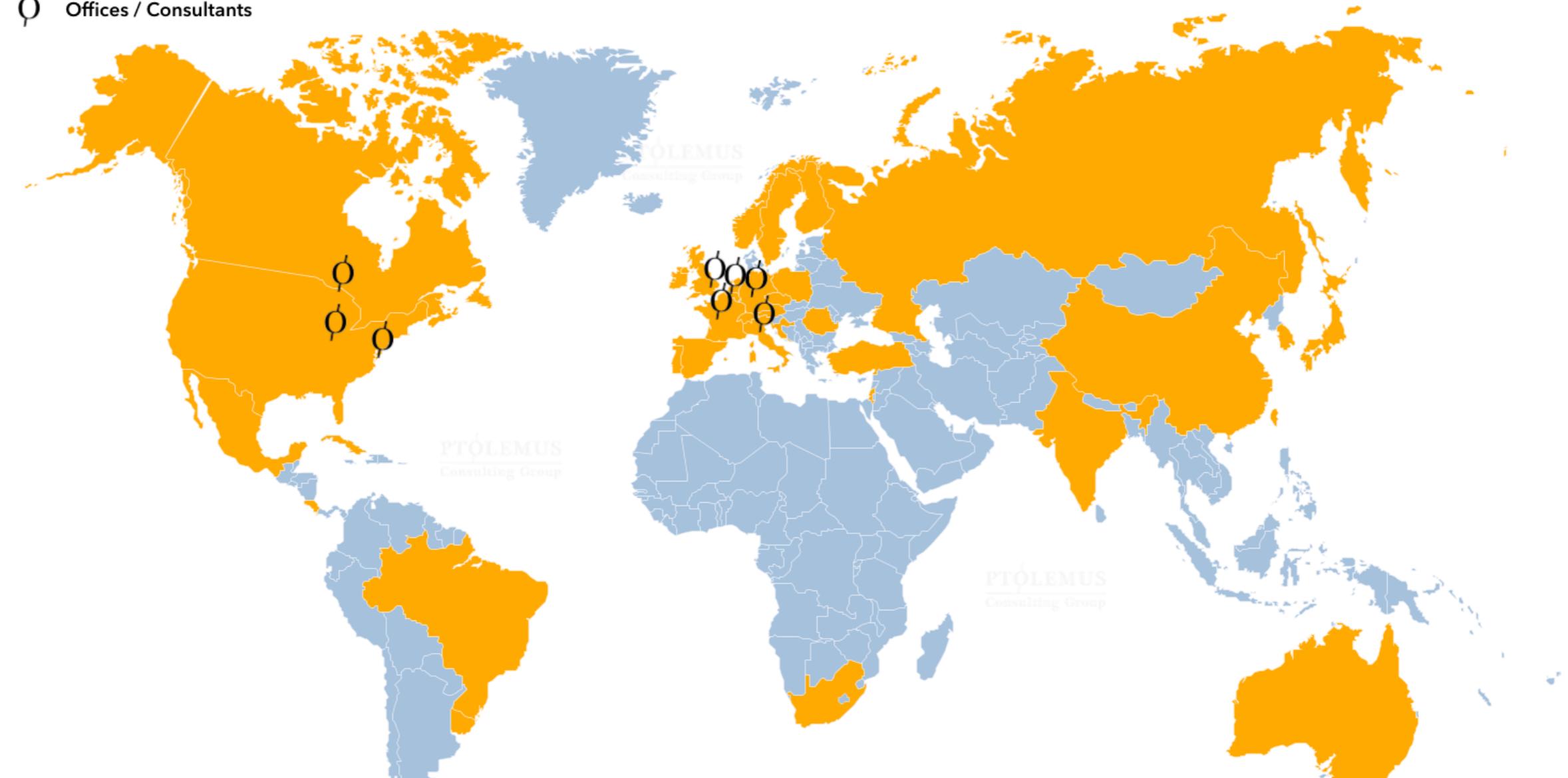
Market research services

Fields of expertise

Mobility services	Car pooling Car sharing Smart parking	Multimodal mobility Ride hailing	Road side assistance Tax refund
Vehicle services & telematics	bCall eCall FMS SVT / SVR	VRM Concierge In-car Wi-Fi Fuel cards	Parking Navigation Speed cameras Traffic information
Usage-based charging	Car As A Service Electronic Toll Collection	Mobility-as-a-Service Road charging	UBI / PAYD Vehicle rental Vehicle leasing
Vehicle data & analytics	AI CAN-bus Crowd-sourcing Data protection	Driving behaviour OBD Predictive analytics	Remote diagnostics xFCD
Vehicle automation	ADAS	Autonomous cars	Autonomous trucks
Enabling technologies	Positioning (GNSS / WiFi / cellular)	M2M / connectivity Smartphones	Telematic devices V2X

Our team of 30 consultants, experts & researchers including 18 nationalities serves our clients worldwide

- Clients
- Offices / Consultants



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Our clients come from across the mobility ecosystem

Analytics, maps & applications providers



Automotive manufacturers & suppliers



Mobile telecom operators



Fleet & fuel, ITS & regulators



Device & location suppliers



Insurers, aggregators & assistance providers



Banks & private equity investors



120 strategy consulting assignments to help our clients define their mobility & digital strategies...



Defined strategic positioning in insurance telematics value chain



Defined the company's fleet telematics strategy & services dashboard specifications



Defined strategy & business plan of its telematics business



Defined its future vehicle connected services global strategy

Global roadside assistance group



Appraised future telematics technology & market trends and their impacts



Developed 5-year insurance telematics device strategy & roadmap

Telematic Service Provider



Evaluated the EU & US markets for smartphone-enabled UBI & fleet management solutions



Defined connected vehicle data strategy for innovative telematics services provision and monetisation

Vehicle data aggregator



Conducted the commercial due diligence of Octo Telematics



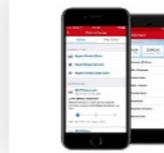
Helped define the insurance and fleet management specifications of its eCall on-board unit

Global automotive OEM



Helped the company define its strategy towards OEMs

Major insurance TSP



Helped the insurer define its mobile UBI strategy

US insurance carrier

... and perform market sizing, due diligence & business planning & pricing projects



Evaluated UBI market opportunities in Europe, Asia and Latin America

Mid-sized insurance group



Assisted in sourcing a driving behaviour database across Europe

Global tier-1 automotive supplier



Evaluated the technical & safety characteristics of a telematics solution using an OBD dongle

Mid-sized insurance group



Helped the technical team identify valuable OBD data for its future telematics diagnostics offering

Roadside assistance operator



Assisted in sourcing an OBD dongle for mass deployment in China

Major connected platform provider



Performed the vendor due diligence of Cobra Automotive prior to its acquisition by Vodafone

INTEK GROUP



Conducted the sourcing of the end-to-end OBD solution for remote diagnostics & driving monitoring

Roadside assistance operator



Defined the telematics platform specifications on analytics & driver coaching

Consumer electronics player



Conducted a global review and forecast of the UBI market

Cinven



Assessed the global market trends and built forecasts of over 10 connected mobility services globally

OCTO



Assisted in evaluating the opportunity of investing into Octo Telematics

HELLMAN & FRIEDMAN



Built insurance telematics business plan in 5 EU countries



The study was written by a team of global experts



Frederic Bruneteau

Managing Director - PTOLEMUS Consulting Group, Brussels

Frederic has become one of the world's foremost experts of digital insurance and is interviewed on the subject by publications such as the *Financial Times*, *Forbes*, the *Wall Street Journal* and *The Economist*.

He has performed over 100 strategy consulting assignments for leaders such as **Admiral**, **AGC Automotive**, **Aioi Nissay Dowa**, **Allianz**, **AXA**, **Baloise**, **Bridgestone**, **Danlaw**, **Generali**, **HERE**, **Liberty Mutual**, **Macif**, **Matmut**, **Michelin**, **Octo**, **Qualcomm**, **Scania** and **Toyota**.

Frederic has published multiple reports on the digital insurance market and performed a complete review of this study.



Thomas Hallauer

Research & Marketing Director, London

Thomas Hallauer has gained 17 years of strategy, research and marketing experience in the domain of insurance, fleet telematics, autonomous vehicles and mobility from companies such as **Admiral**, **LexisNexis**, **Liberty Mutual**, **Michelin** and **Octo**.

Thomas is the lead author of the UBI Global Study 2013 and 2016, the Connected Insurance Analytics Report and the Autonomous Vehicle Global Study.

Thomas led the research, writing and publishing of this report.



Joe Pietraszewski

Senior Expert, Seattle

Joe has more than 16 years experience in the insurance industry. He specialises in personal lines actuarial services, product management, and launching UBI programs in the US and internationally.

Mr. Pietraszewski worked at **Liberty Mutual Insurance**, where he held a variety of actuarial and product development roles. In them, Joe developed, launched, and ran numerous UBI programs for Liberty Mutual, **Safeco**, as well as brands such as **RightTrack** and **Rewind**.

For this report, Joe analysed all key North American insurers and their mobile apps as well as the guide to devising a successful mobile insurance strategy.



Marissa Burkett

Senior Business Analyst, Paris

Marissa has more than 3 years experience in management consulting. She has specialised in human capital planning and project management in projects related to organisational planning and design, operations excellence, and business analytics.

Within PTOLEMUS, she has started developing an expertise in UBI and mobile insurance, analysing 16 UBI insurers and 20+ UBI apps for PTOLEMUS Mobile Insurance Global Study.

For this report, she also analysed the human factors involved in mobile insurance.



Chirag Ramesh Kalose

Business Analyst, Brussels

An engineering and business graduate, Chirag has gained experience in market research and development projects mostly in the automotive industry for companies such as Faurecia Interiors, **Toyota Motors** and Sansera Engineering.

Chirag contributes to our quarterly global UBI market dashboard. As such, he monitors all key telematics insurance markets globally.

For this report, Chirag handled the quantifying and forecasting sections.



Tong Wang

Business Analyst, Paris

Tong Wang has experience in strategy and management consulting in both China and Europe.

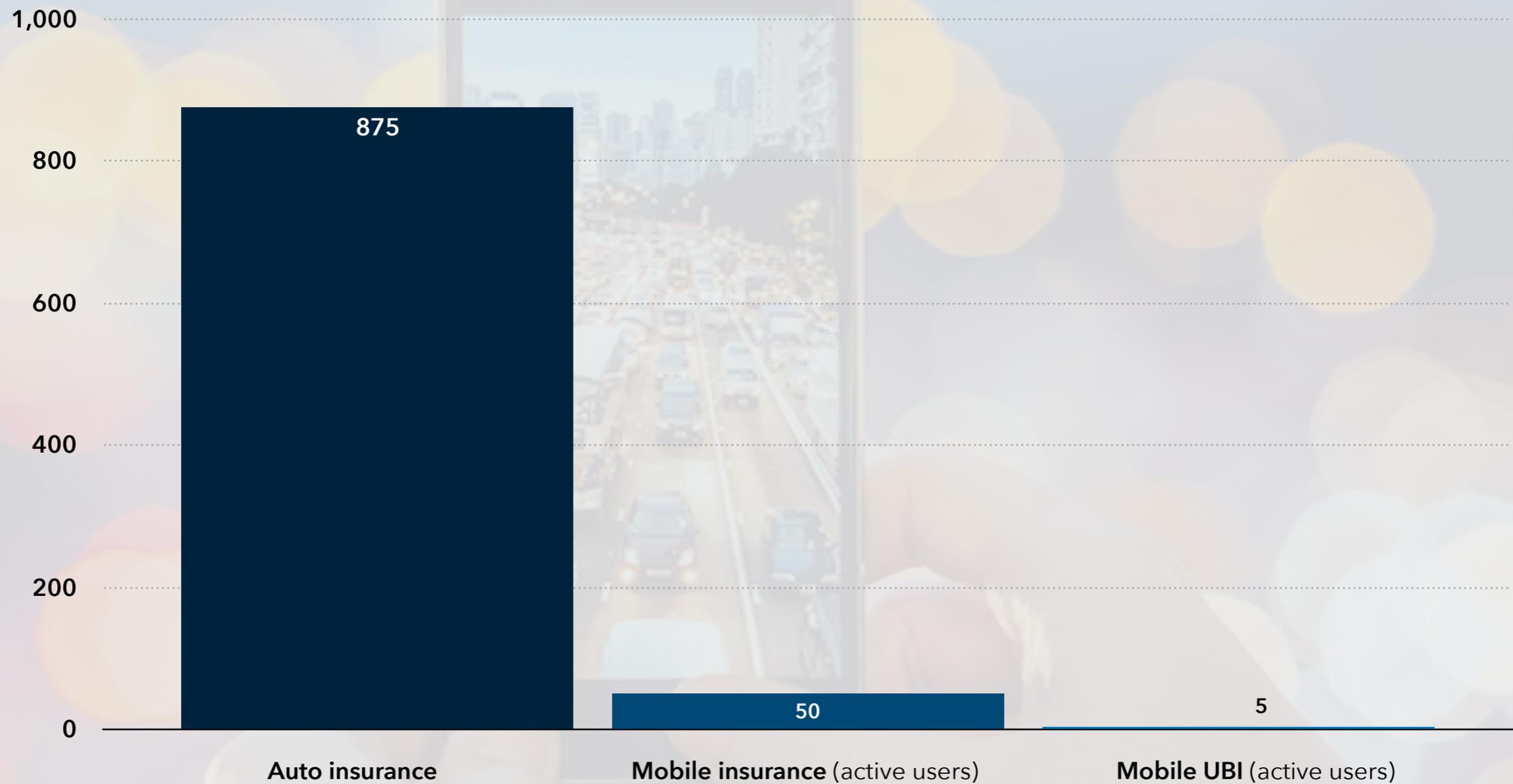
She helped a consortium of car manufacturers and mapping companies forecast the HD map market.

She assisted a **global assistance provider** to assess the eCall, bCall and concierge services market and built a competitive benchmark.

For this report, Tong researched, analysed and wrote the sections on China.

Insurance is becoming mobile but there is room for growth

Global auto insurance policies (million, 2018)



US insurance giants are showing the way

Drive Safe & Save Mobile is the most successful mobile insurance app with driver monitoring



- Launch date: **September 2015**
- Apps installed: **2 million**
- Service provider: **Cambridge Mobile Telematics**
- Model: **PHYD, with ongoing monitoring**

A powerful value proposition

- **The discount is appealing:** Customers receive a 5% discount for enrolling, and can earn up to 50% discount at renewal
- **Scoring uses industry standards:** criteria include acceleration, braking, speed, mileage, and time of day. Left and right turns are also monitored.
- **Drivers are engaged in different ways:**
 - They can compare their grades to others on their policy and to all programme participants.
 - They can view historical grades by category by month.
 - They can access their trip log showing the date, time, and distance of each trip.



Instructions for activating the Bluetooth beacon (tag).



Friendly welcome screen summarises the value proposition



Users can compare their driving in each category to others.

Month	Total Mileage
April	420.7 mi
March	320.5 mi
February	101.0 mi
January	17.4 mi

The Trips Log page shows total mileage by month

Why apps will completely transform the insurance industry

Impact on competition

- New models such as on-demand insurance
- Customer ownership = app installed
- Retailers and manufacturers become insurers
- Apps unlocks options in commercial motor

Impact on skills

- Data science's impact on actuarial practices
- Increases data volume and complexity
- Uncover new predictive criteria
- Device's constant evolution



Impact on processes

Mobile insurance

- Powers automated FNOL
- Redefines sales channel relationship
- Enables personalisation and fraud detection
- Widens the scoring dataset

Impact on client relationship

- Forces transparency between competing offers
- UX now a representation of the brands
- App as an acquisition tool
- The value is now on service's speed and efficiency

This study analyses the app-based insurance market, defines best practices and quantifies each use case



The long-awaited update of the reference report on digital insurance and UBI

- An update to the UBI Global Study 2016, this report analyses the transformational impact of smartphone apps on motor insurance
- **600+ pages of investigation, analysis and forecast including:**
 - Quantified assessment of the insurance app market based on the review of 245 apps
 - Best practices derived from successful real-world programmes
 - Key insurance features and services evolution
- A **global scope** focused on the US and Europe and with case studies on 2 spearheading markets: Italy and China
- **Based on 6 years of quarterly assessment of the UBI market** and leveraging:
 - Over 100 interviews with insurers, service and technology providers
 - Desk and primary research by a team of 8 consultants and analysts across Europe, North America and China over a period of 6 months
 - Insights from over 60 consulting projects on future insurance strategy and UBI
- **Impact assessment of the key trends in mobile insurance:**
 - Changing value propositions
 - Reward mechanisms
 - On-demand and parametric insurance
 - Mobile fleet insurance
 - Mobile crash and claims management
 - Risk-scoring of distracted driving
- In-depth analysis of the **insurance app strategy** today by models, functions and geographies
- **Step-by-step guide to developing your mobile strategy**
- **A global competitive analysis**
 - 26 insurance companies worldwide profiled
 - 30 insurance apps assessed and ranked
 - 15 Telematics Service Providers profiled and ranked
- **2018 - 2025 global UBI market projections**
 - Volumes and revenues
 - UBI and Mobile UBI
 - Device mix forecast

The study responds to many more strategic questions

Why will mobile apps become the heart of the insurance business?

What will be the size of the mobile insurance opportunity today? How will it grow?

What are the different types of mobile insurance use cases in insurance today? What are the numbers?

What makes a mobile strategy successful? Who is setting the trend?

Where is the market going to next? What are the OEMs planning on car data?

Has the mobile insurance model been demonstrated by real successes already?

Can smartphone-based programme include reliable crash detection already?

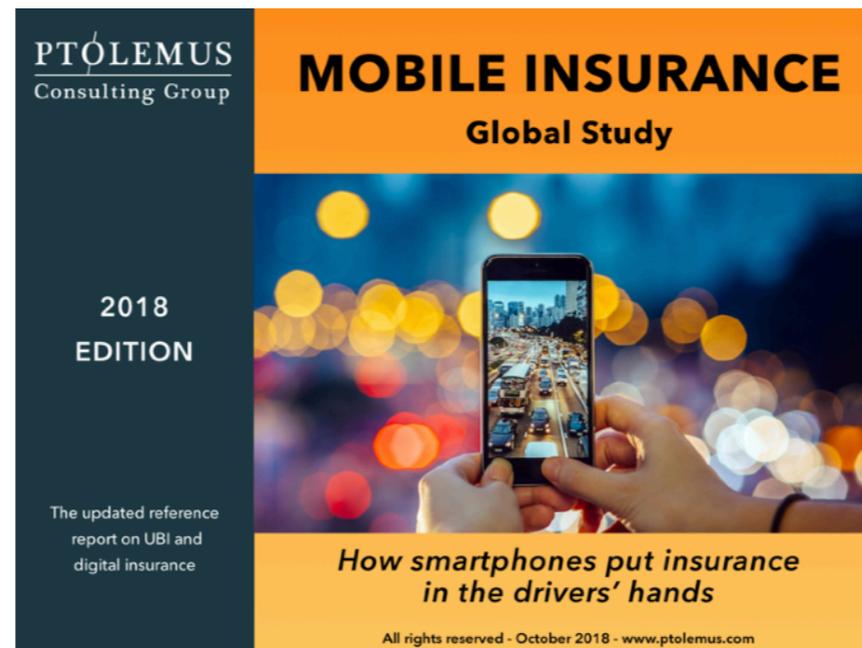
How to position my corporate app to make it a win for the customer?

Have the mobile insurance operating issues been solved?

How to score driving risk using apps?

Is the whole UBI market going to switch to apps & tags?

What are the new requirements on TSPs today? Which vendors are most experienced/ successful?



The report is organised to guide your strategic evaluation

Mobile UBI Handbook

- Insurance strategy profiles
- UBI app analysis
- Vendors profiles

Introduction

A- The mobile insurance market today

B- Best practices in mobile insurance

C- Future technologies and functionalities

D- How to build a successful mobile insurance programme

E- Global UBI forecasts

F- Conclusions

- What is mobile insurance?
- Models on the market today
- Evolution of the smartphone market
- Smartphonisation' impact on insurance
- Key markets snapshots

- Analysis of the different models
- Key building blocks evolution
- How to improve usability
- Ranking results

- Feature, technology, services
- Evolution of the demand
- Evolution of the value chain

- Develop a mobile insurance strategy
- Step-by-step guide
- Case study

- Value chain analysis
- Global competition, volumes and adoption analysis
- Volume forecasts and assumptions
- ARPU evolution, revenues for Mobile TSP's, Mobile UBI policy volumes

Our analysis is based on a large sample of insurance programmes worldwide and all key vendors

Insurers analysed

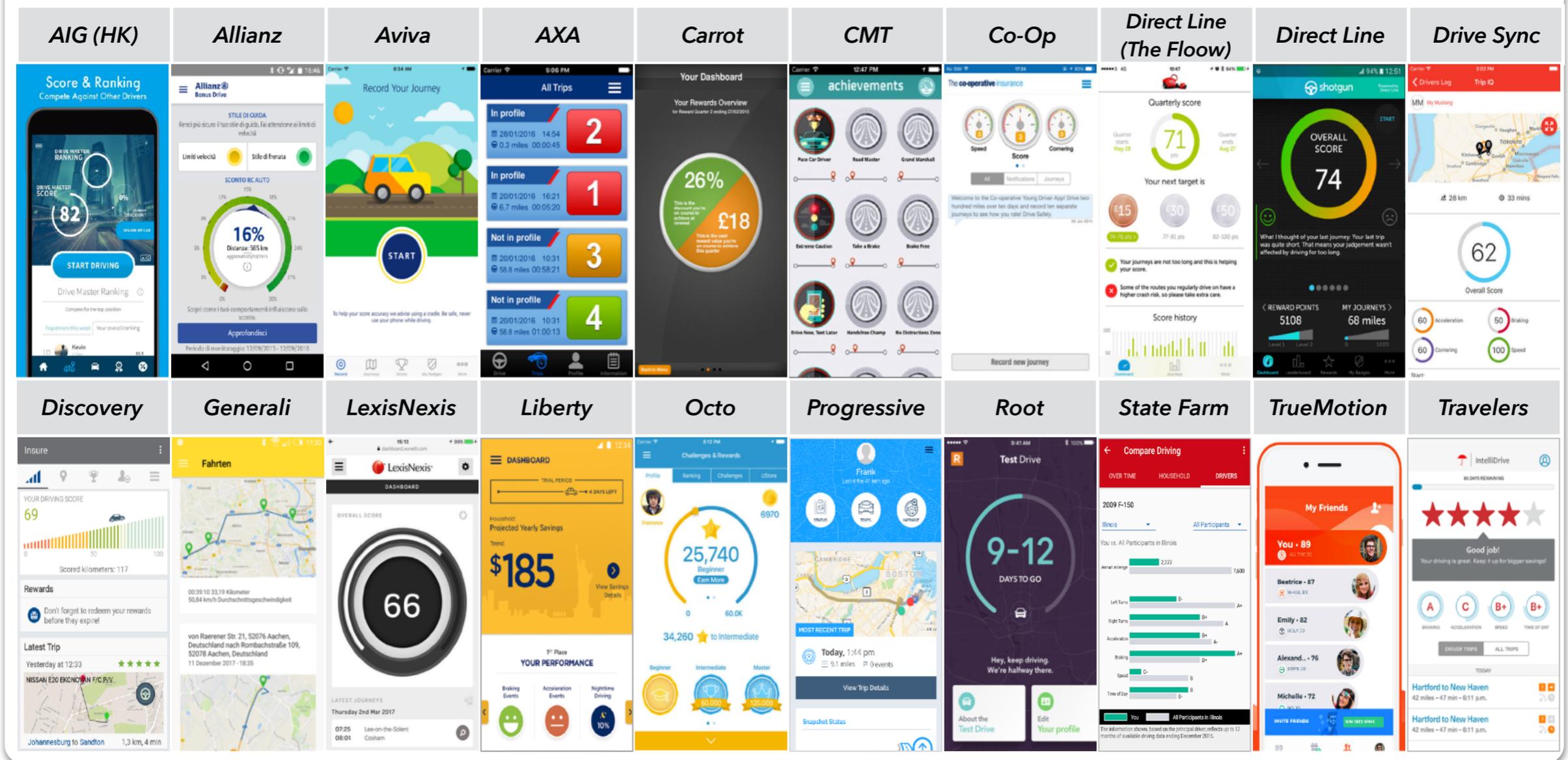


Vendors analysed



We also evaluated 245 of the top insurance apps today

20 of the 245 mobile insurance applications assessed by PTOLEMUS

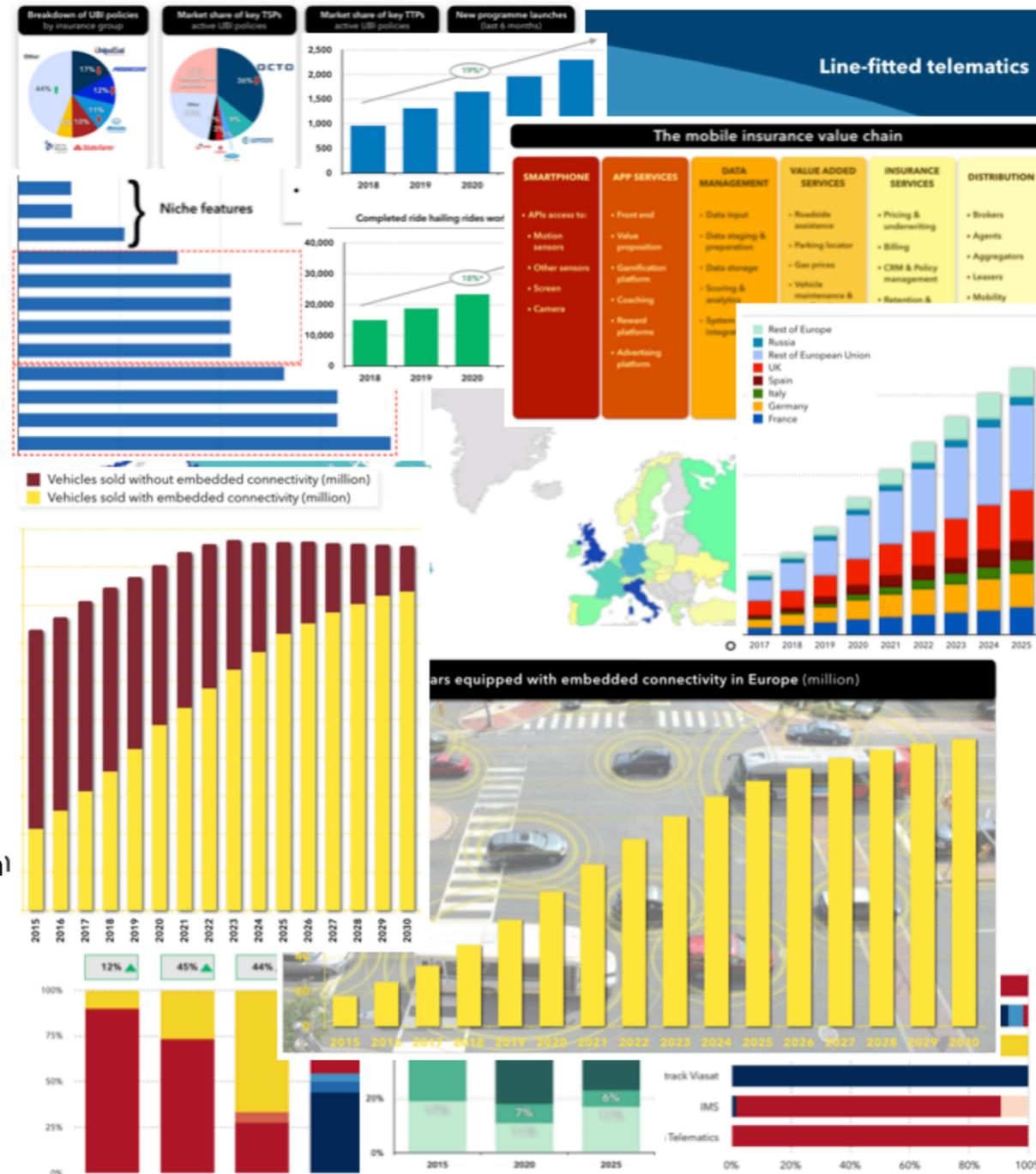


We identified the best global practices for all key insurance app challenges



Step-by-step strategic guide to evaluate and update your mobile insurance strategy

A fully illustrated research with global market projections



Market projections' scope:

- Global overview, key players strategies
- UBI and mobile UBI volumes
- UBI and Mobile UBI penetration
- UBI and Mobile UBI revenues for insurers and for service providers
- Technology breakdown forecast by geographies

Geographical scope

European Union

- France
- Germany
- Italy
- Spain
- UK
- Rest of EU

Rest of Europe

Russia

North America

- USA
- Canada

Latin America

Asia Pacific

- China
- India
- Japan
- Australia
- Rest of APAC

South Africa

Rest of Africa

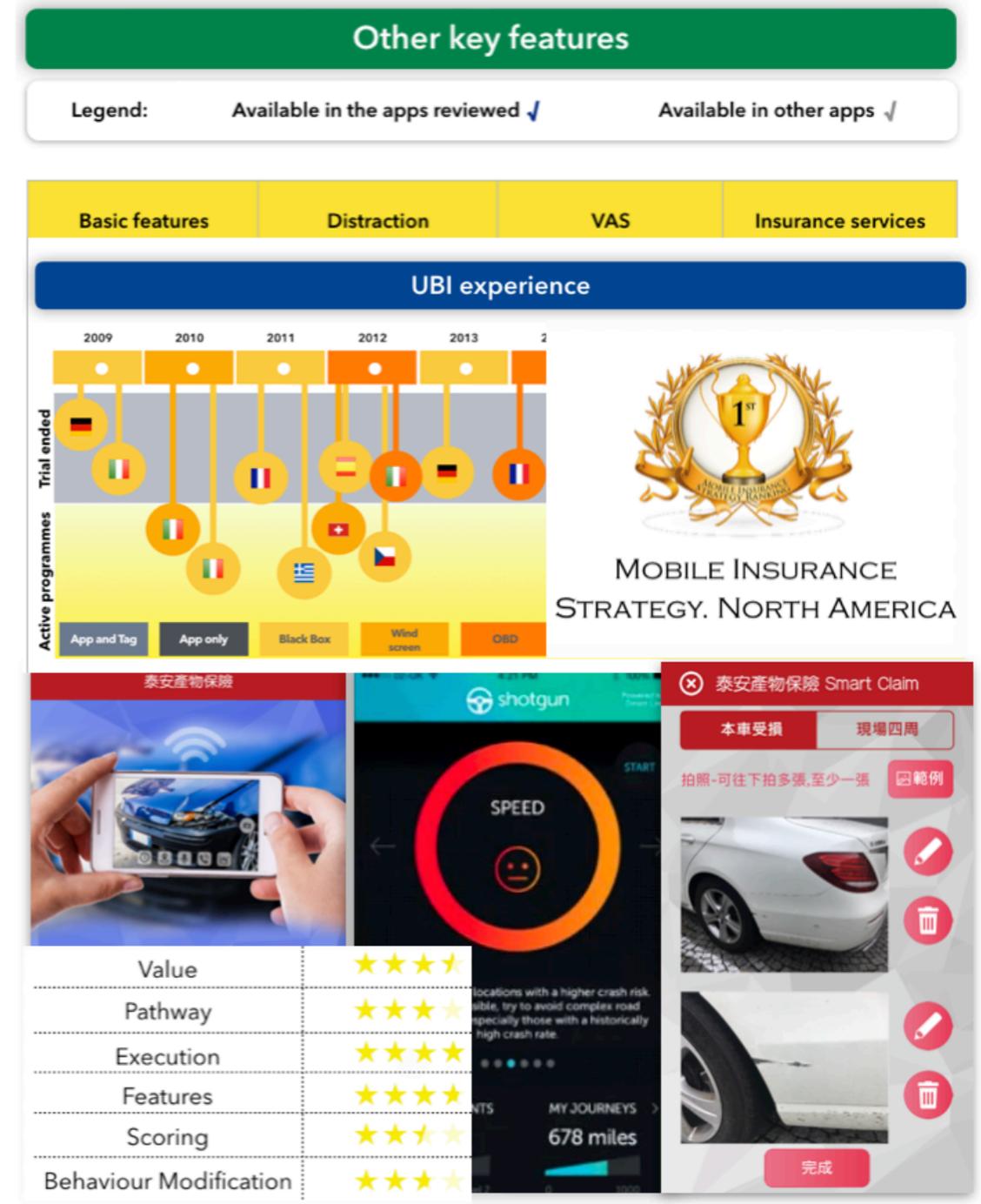
The new UBI Handbook contains insurance profiles...

26 Insurers strategy assessed:

- Company basic facts
- Company overview: offering, targets, partners, channels
- App services provided today
- Insurance lines covered
- Estimated volumes of mobile insurance subscribers (UBI)
- Scoring methodology
- Key features available
- UBI experience
- Mobile insurance strategy analysis, scoring and ranking based on:
 - Overall value proposition
 - Experience
 - Integration
 - Focus

30 Mobile insurance apps analysed:

- App basic facts
- User interface analysis
- Value proposition assessment
- Appstore rating
- Scoring and ranking based on: value, pathway, execution, features, scoring and behaviour modification sub-scores



... as well as vendor profiles

14 Vendors profiled:

- Company basic facts
 - Company overview: offering, targets, partners, channels
 - Value proposition creation
 - Technical differentiators
 - Driver engagement methods
 - Mobile insurance programmes active today
 - UBI experience
- Estimated volumes of mobile insurance subscribers (UBI)
 - Scoring capabilities
 - Key features available
 - Mobile insurance strategy analysis, scoring and ranking based on:
 - Offering range,
 - Technical abilities,
 - Engagement methods,
 - Scoring
 - Experience.

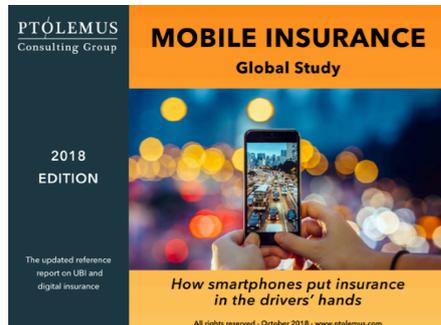
The collage displays various components of the Arity mobile insurance ecosystem. On the left, a smartphone shows the 'Signal by Farmers' app with a driving score of 92. In the center, a dashboard provides an overview of mobile insurance programmes active today, including a world map and company overview. To the right, a 'Challenges & Rewards' screen shows a leaderboard with names like Umberto Callegari and Maciej Nowak. Below these are several analytical reports and technical specifications, including a table of 'Scoring capabilities' and 'Other key features'.

Parameter collected	Event measured	Real score based
Speeding	Local driving	After a period
Excessive speeding	Congestion driving	After a day
Time of day/Day of week	Short journey	After a trip
Mileage	Real-time driving	Instant update
Time taken	Confidence / Smoothness	Every month
Smartphone usage	Geolocation	Every week

Key feature	Technical	UX	Insurance analysis
Autonomy	Personalisation	The 'big'	Cost efficiency
Personalisation	Integration	Integration	Personalisation
Personalisation	Integration	Integration	Personalisation
Personalisation	Integration	Integration	Personalisation
Personalisation	Integration	Integration	Personalisation

Offering range	Technical	Engagement	Scoring	Experience
★★★★★	★★★★★	★★★★★	★★★★★	★★★★★

The 600-page report is now available as a single, worldwide company licence



Mobile Insurance Global Study		Mobile strategy workshop
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The long-awaited update of the reference report on digital insurance and UBI

Contents

- **600+**-page analysis of the mobile insurance market with case studies, best practices and recommendations including
- **41** profiles: Insurers and their apps, mobile insurance service providers
- UBI and mobile UBI **market projections** to 2025
- All-in-one searchable and interactive document (PDF format, password-protected)

- The full study presented to your board or digital team
- Half-day workshop at your office*

Company-wide licence

€ 5,995

Approx. \$7,070

€ 6,300

Approx. \$7,400

€ 2,000

Approx. \$2,350

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