Design and orchestrate Ecosystems with a modern Marketplace Platform

ADACTA

Agenda

01 Addressing Market Needs

02 What is the EIM platform?

03 Features for ecosystems consumers

04 Features for ecosystem partners

05 Features for insurers and ecosystem builders

06 Architecture and technological slack

01 Market needs

Addressing the emerging ecosystems

In the fast-paced insurance world, traditional models are rapidly giving way to innovation and collaboration. Ecosystems present a unique opportunity for market disruption.

Emerging market opportunity: digital ecosystems

- Digital ecosystems are projected to earn **$60 trillion by 2025, accounting for over 30% of global corporate revenue** (McKinsey)
- The strength of ecosystems lies in their capability to harness each participant's unique strengths while focusing on improving the value for the customer
- Insurers can either join existing ecosystems or create their own to ensure that they are the disruptors, not the disrupted.
- Top motivating factors for insurers include customer retention through value-added services, acquiring new customers over novel sales channels, fostering innovation by accessing fresh ideas, and more.

In the future, the existing Insurance value chain elements will be split across consumer ecosystems.

Exploring insurers‘ choices: building or joining consumer ecosystems

1. **Participation in “other peoples” ecosystems:**

- The rise of APIs enabled insurers an easy distribution of insurance products across channels and participation across emerging ecosystems.
- Adacta calls this level of innovation "from the inside out” and supports insurers with functionalities such as **out-of-the-box API generation** embedded into the insurance core platform AdInsure.

2. **Active ecosystem building:**

- Insurers can create their own ecosystems for increased innovation and control.
- To address the need, Adacta developed the Adacta EIM platform.

02 EIM Platform

The technology building block of future ecosystems

Insurance companies can leverage EIM for creating and orchestrating their own ecosystems, thereby becoming the disruptors rather than the disrupted.

Ecosystem and Insurance Marketplace platform

It supports Insurers and Brokers to:

- **Build consumer ecosystem**

Provide the platform and marketplace that connects vendors' services, goods, and users.

- **Engage consumers outside of insurance**

Increase engagement outside the infrequent insurance interactions and offer a complete set of services.

- **Offer insurance value chain services and products to wider ecosystems**

Participate in the cross-industry economy of the future

Supported ecosystems

	MOBILITY	HEALTH	HOUSING
INSURANCE SERVICES	KASKO, MTPL Travel	Medical, check-up	Flat, house
ECOSYSTEM SERVICES	Repair shop interaction Road Assistance Auto-lawyers help Towing, tire changes	Clinic & doctor discovery and scheduling assistance Chat, audio- & video-telemedicine	Plumbers and small repairs Housekeeping Moving services

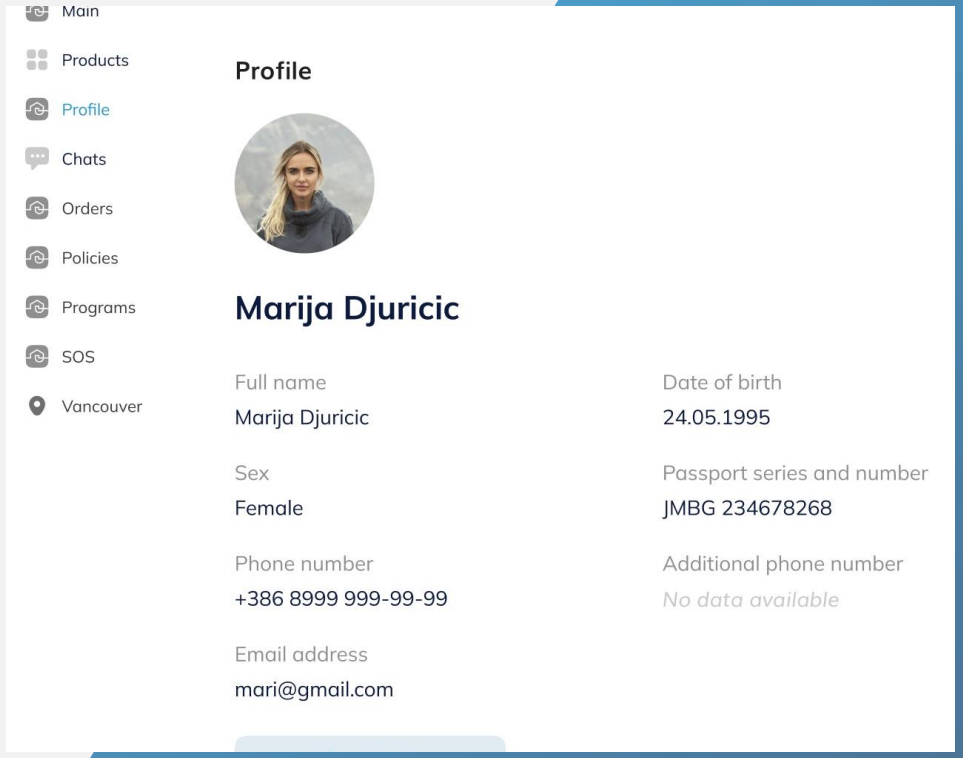
03 CONSUMER FEATURES

Features for ecosystem consumers

All the services and goods, related to a specific consumer ecosystem.

Full set of services

- Native mobile Apps and portals for Marketplace (Insurance products, Partner products, and services) access
- Management of personal data and preferences
- Owned and insured object management
- Risk, Health, and investment coverage purchase
- Policy/Contract management
- Services management: provider selection, scheduling of appointments, communication
- Purchase and payment of ecosystem services



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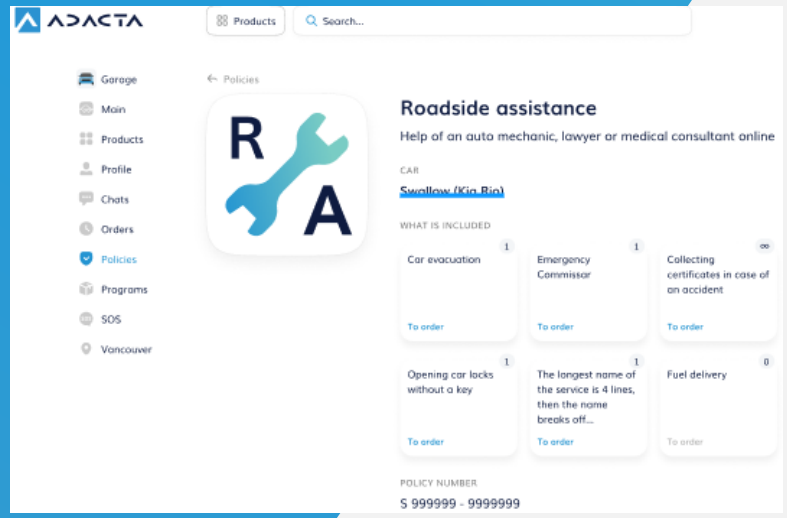
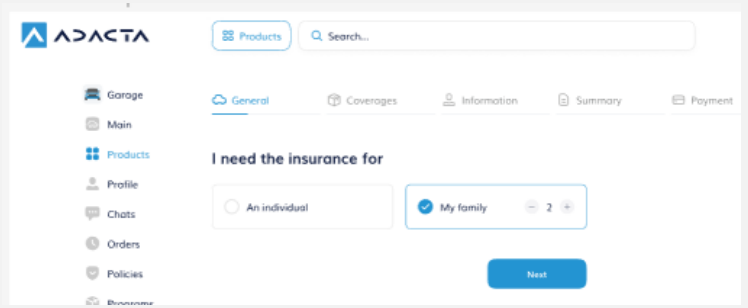
Claims handling

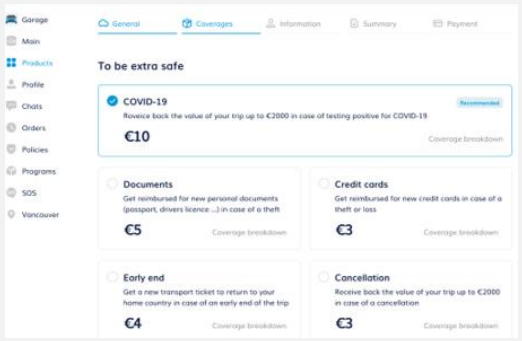
- Claims **reporting and intake** via Coverage-specific workflows; instant transfer of data and documentation to the insurance companies and/or claim handlers
- Related **3rd party services**, e.g. roadside assistance and repair
- **Two-way communication** with the consumer



Insurance products

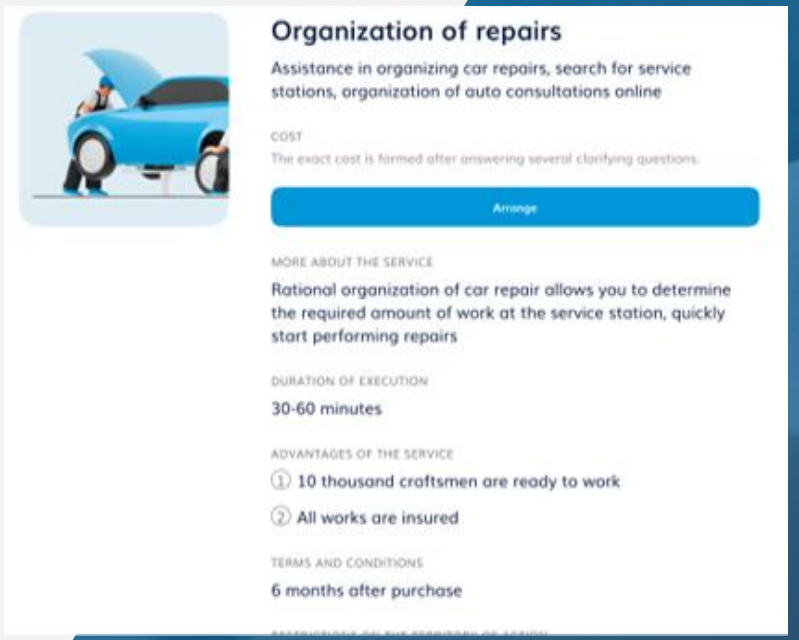
- **Purchase** of insurance products for Health, Life, and Non-life business lines
- **Overview** of all policies across all insurance partners
- Policy **renewals**
- Simple annexes: change of coverage, change of sum insured
- Bill presentation and payment





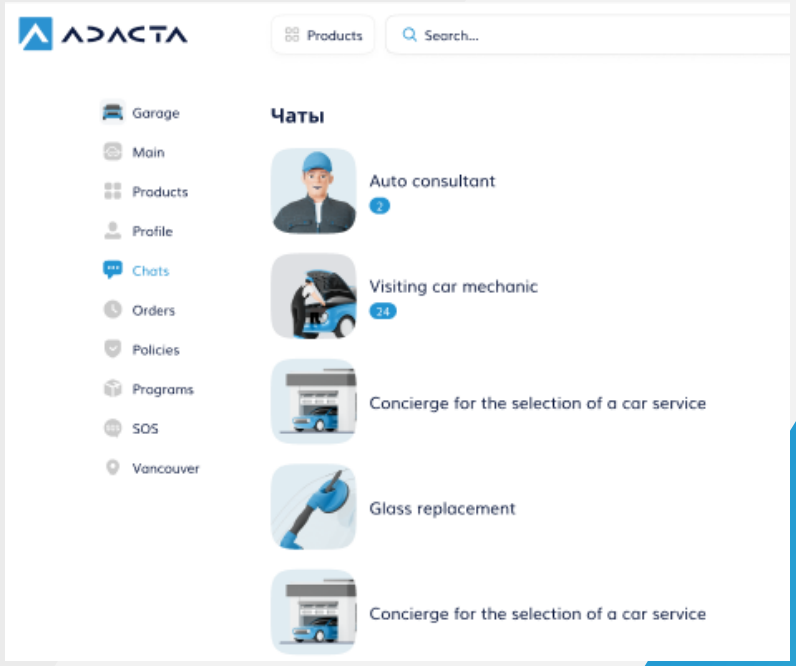
Purchase of additional services

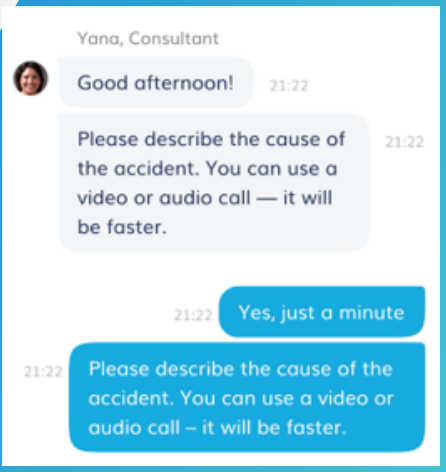
- **Upsell** service outside of the insurance coverage
- Service **scheduling**
- Line-specific and user-oriented list of propositions
- **Communication** with service providers via chats and audio/video



Chat and audio/video calls

- Audio/video chat with specialists, consultations, telemedicine
- Text chatting with all product and service providers, attachment-document exchange
- Widgets could be included and proposed on-the-go on the go conversation for extra services or payments





04 PARTNER FEATURES

Features for ecosystem partners

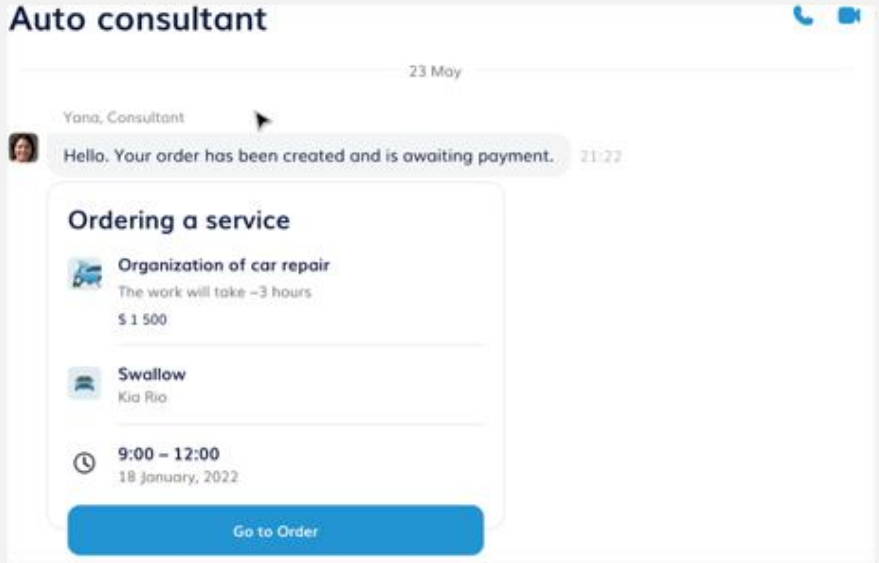
A marketplace to extend their business reach.

Marketplace access

- Ecosystem partners get **access** to an industry-specific ecosystem
- Partners get access to communication and scheduling tools
- Partners pay **commission**

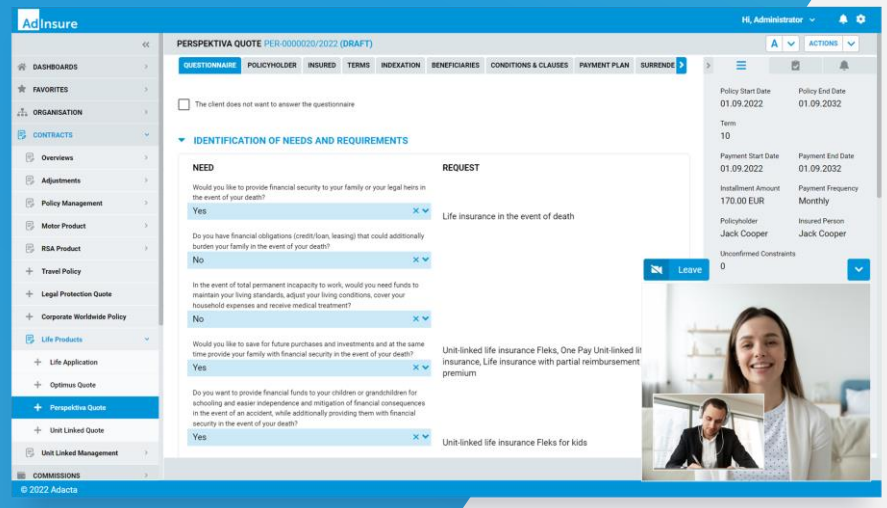
Partner features

- **Service management**: registration and definition of services
- **Scheduler**: working schedule, lists of available specialists
- **Billing and Commission**
- **Communication-Service conducting:** if service could be provided via chat and/or call, such functionality is available to dedicated employees and could be also integrated with any 3rd party solutions



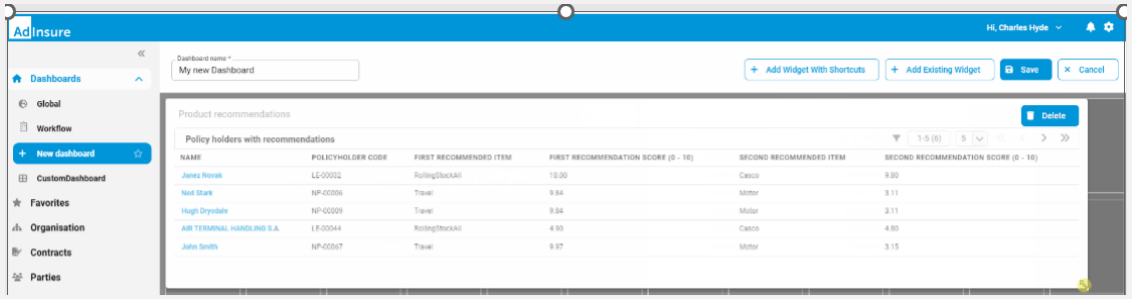
Access to new insurance coverages

- Immediate access to new insurance coverages as they are released
- Strong up-sales potential
- Embedded insurance



Partner features

- Agent portal
- Built-in **AI/ML-based recommender system** recommends insurance products to direct and agent channels
- Billing and Commission



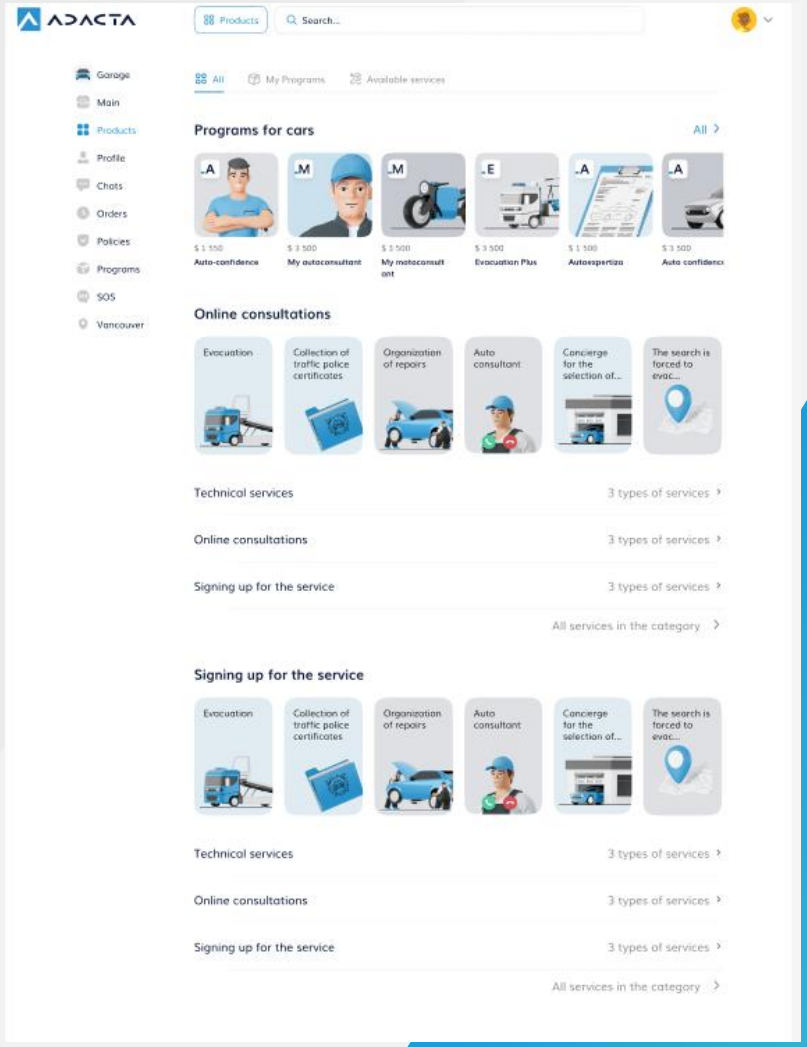
05 BUILDERS FEATURES

Features for insurers and ecosystem builders

Insurers can leverage a modern platform to orchestrate channels and manage insurance products, customer profiles and projects easily

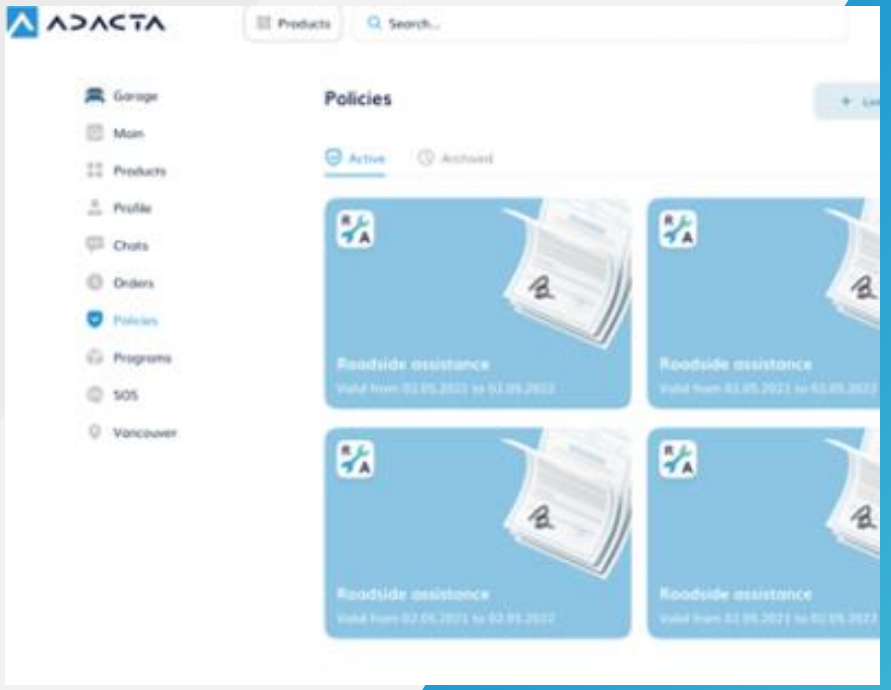
Overview

- Platform is delivered as a white-label solution to be adjusted based on design guides.
- UI is provided by modern web browsers and native Android and iOS native apps.
- Includes a modern integration framework for services partner and other integrations.



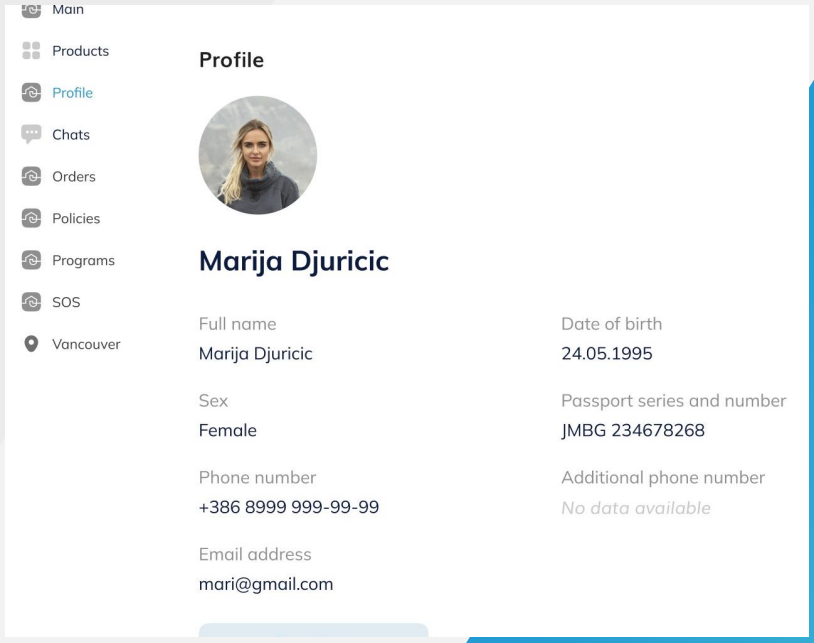
Insurance products

- Option to integrate Insurer’s Core back-end systems via a modern integration platform
- Overview of all policies across all insurance partners
- Policy management: renewals, simple annexes
- Bill presentation and payment



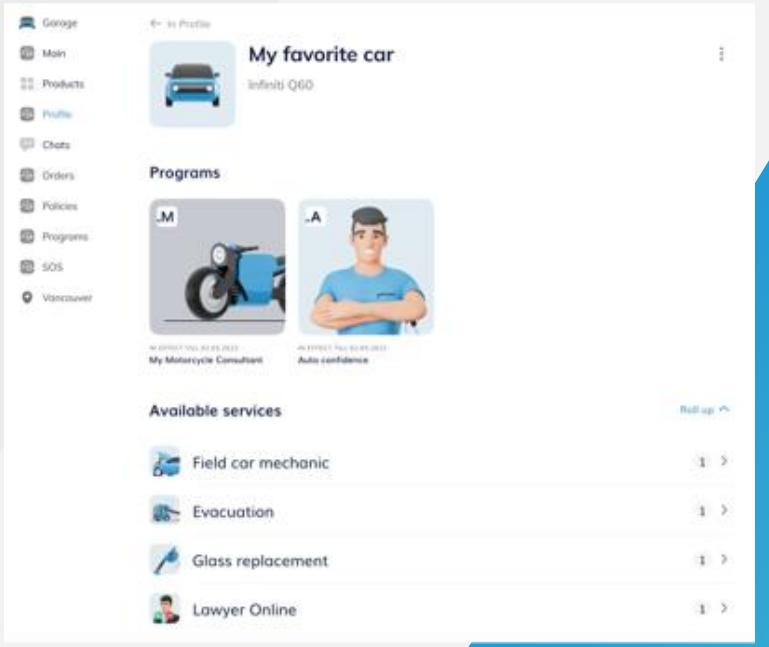
Customer profile management

- Apps and portals for marketplace access
- Profile management: registrations, changes, preferences
- Customer data can be enriched with 3rd party solutions
- History of purchases
- Communication with consumers
- Easy integration with own CRM and campaign management systems



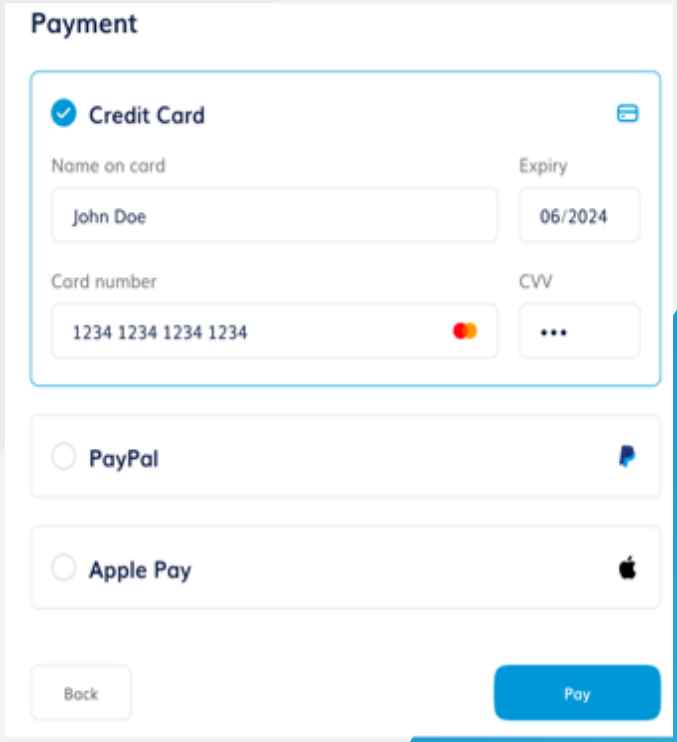
Insured/owned projects

- Easy integration with own CRM and campaign management systems
- Business-line-specific lists of the objects with configurable sets of UI and data
- Object-oriented flows could propose new services for each object and allow quick access to any details or attachments
- Sample objects:
    - Cars
    - Family members
    - Flats & Houses
    - Pets
    - Trips



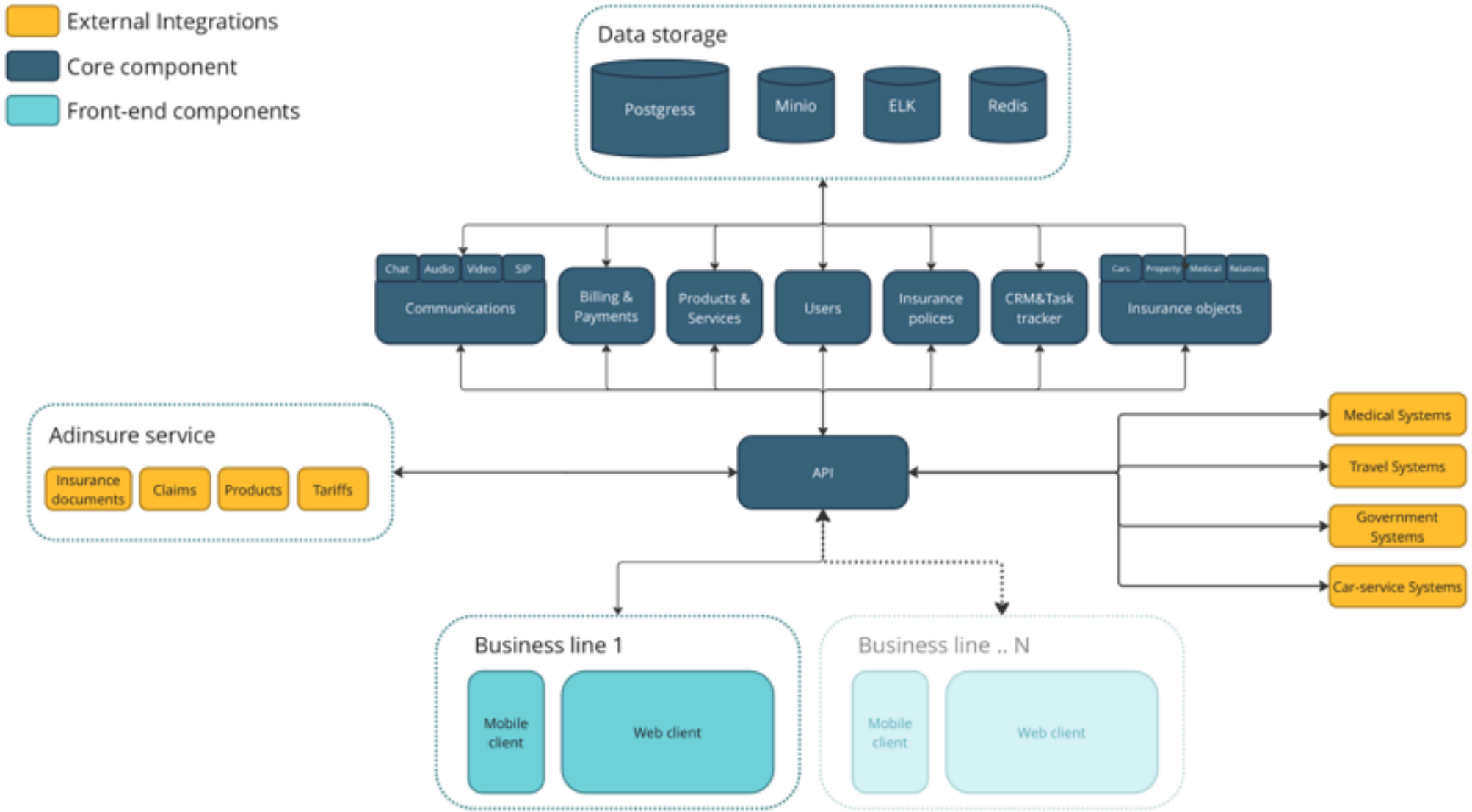
Online payments

- Ability to easily integrate with any acquiring provider or service
- In-app payments for any new scheduled or already provided service, new product or scheduled premium payments for the insurance policies
- Comprehensive support of discounts, marketing programs or promo-codes



06 Architecture

EIM Architecture and the technological stack


External Integrations
Core component
Front-end components
Data storage
Postgress
Minio
ELK
Redis
Chat
Audio
Video
SIP
Communications
Billing & Payments
Products & Services
Users
Insurance polices
CRM&Task tracker
Cars
Property
Medical
Relatives
Insurance objects
Adinsure service
Insurance documents
Claims
Products
Tariffs
API
Medical Systems
Travel Systems
Government Systems
Car-service Systems
Business line 1
Mobile client
Web client
Business line .. N
Mobile client
Web client

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Technological stack

- Web Client interfaces
- Admin interfaces

- Android/Huawei
- iOS

- Backend

- Data storages

- Microservice communication

- DevOps Orchestration

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