



VENTANA  
RESEARCH



# Supercharge Insurance Industry

Maximize market and product investments

Embrace strategic guidance and market education



[blog.ventanaresearch.com](https://blog.ventanaresearch.com)



[@ventanaresearch](https://twitter.com/ventanaresearch)



[In/ventanaresearch](https://in.ventanaresearch)



# Confidentiality Statement

The materials in this presentation are copyrighted property of Ventana Research. Any use of the materials beyond the intended purpose of providing information about Ventana Research is strictly prohibited. This presentation and any part of its content may not be redistributed to anyone except the intended audience and organizations use to understand or evaluate Ventana Research.

# Ventana Research: Who We Are

**About Us:** We are a market advisory and research services firm in the technology industry.

**Vision:** To illuminate the value of technology through our unique insights.

**Mission:** We pride ourselves on delivering uniquely insightful independent research and services through a tailored, trusted and empathic client experience.

**Advocacy:** We stand behind equality, diversity and inclusion that is a human right for everyone.

**Values:** **Excellence. Independence. Innovation.**  
**Reliability. Research. Teamwork.**

20  
Years  
Strong

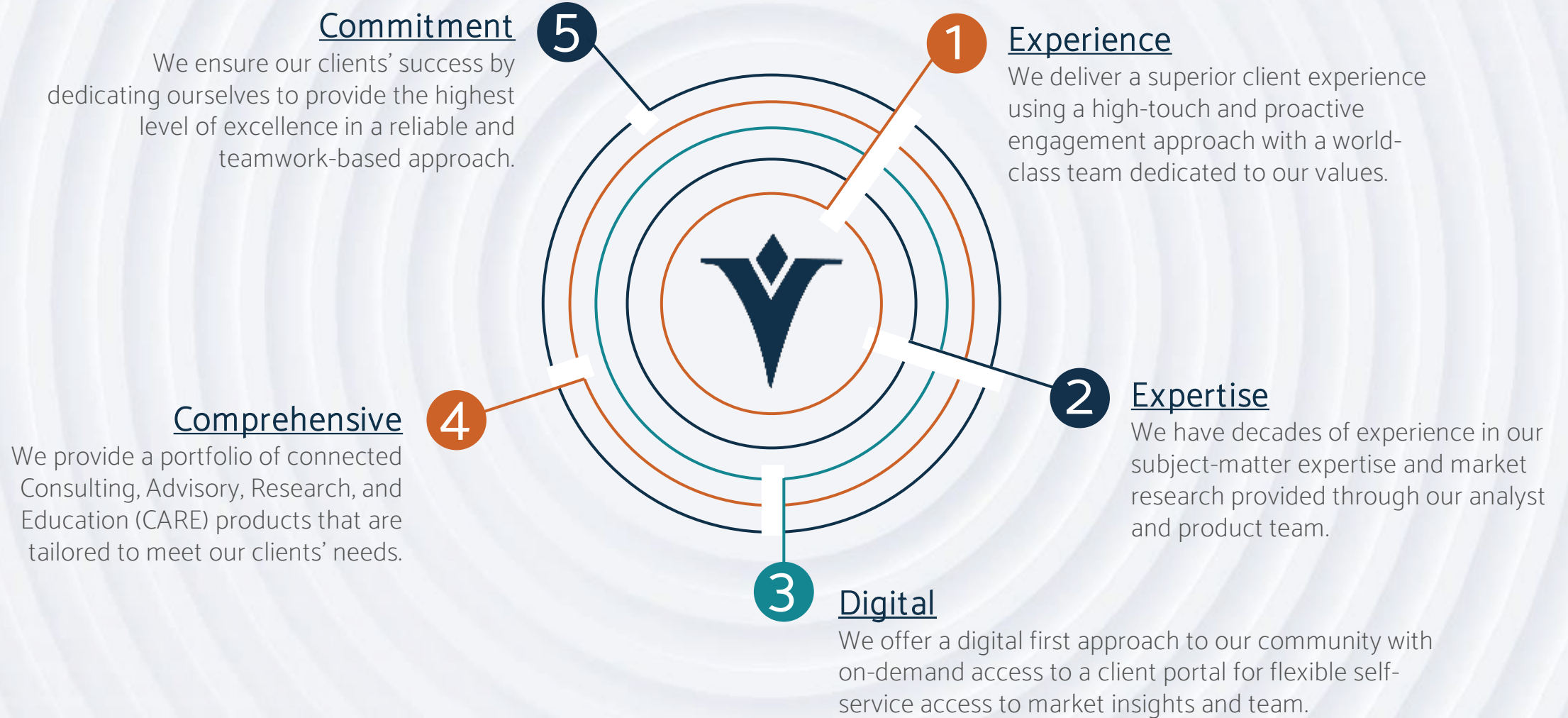
800+  
Technology  
Vendors in Coverage

100k  
Community  
Members





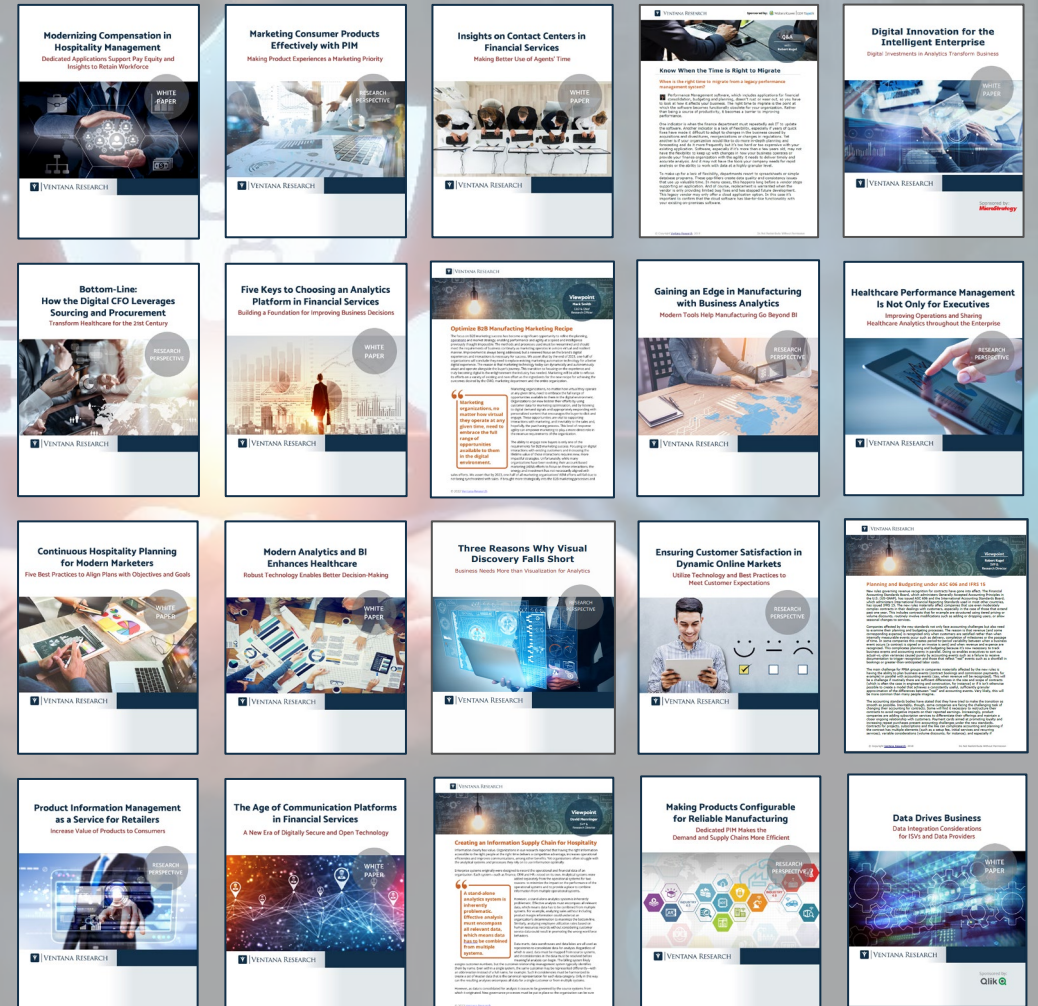
# The Ventana eXperience Difference



# Ventana Research Community of Educational Content

- **Community:** A digital environment of 100k members gaining value from thousands of educational insights in many mediums and types of education and research.
- **Analyst, Industry & Market Perspectives:** Our subject matter and firm authored written and presented insights on topics and vendors guide path on use of technology.
- **Educational Insights:** Continuous publishing of research perspectives, white papers and presentations on the technology industry.
- **Market Research Insights:** Library of market research insights in form of reports, insights and best practices on technology and vendors.

## Community of Educational Content





# Ventana Research: Market Research Excellence

- Market Agenda: We provide an annual and continuous plan to our research direction.
- Analyst, Industry & Market Perspectives: Firm and subject matter authored written or presented insights on topics and vendors.
- Benchmark Research: Continuous in-depth primary research on market and trends in over 25 topical areas of focus.
- Dynamic Insights: Continuous self-service research providing digital guidance to participants for their potential actions.
- Value Indexes: In depth vendor and product research built on an RFI/RFP format that categorizes and ranks technology vendors.



# Ventana Research Areas of Insurance Industry Focus

Our areas of expertise help insurance organizations examine how to innovate and transform their organization and processes.



Analytics

Data

Customer Experience

Digital Business

Digital Technology

Human Capital Management

Marketing

Office of Finance

Operations and Supply Chain

Office of Revenue

# Expertise Alignment to Industry Processes & Technology





# Insurance

## *Industry Assertion*

By 2025, over one-half of insurance organizations will determine the chaos of digital technology usage requires a rationalization of vendors to ensure operational excellence.



VENTANA  
RESEARCH

**Mark Smith**  
CEO & Chief Research Officer

# Insurance Industry

Modernize their digital computing environment requires business and technology investments that can innovate and streamline its processes. To ensure your digital effectiveness requires insights to how the entire set of policy and billing processes provide the most effective financial and revenue performance. Effective digital environments that maximize technology investments and provide the policy holder experiences desired by consumers for optimal direct engagement and through agencies. Unify their agents and customer interactions through applications at every touchpoint requires digital platforms that provide insights from analytics and data.

# Challenges For Insurance Industry



1. Portfolio of investments are working to improve results
2. Effectiveness in using digital technology for customers
3. Modernization of applications for policy processes
4. Differentiated services to engage customer routinely
5. Expected efficiency digital customer experiences



# Business Trends in Insurance Industry

1.

Customer Experiences for Loyalty



Prioritizing high-quality customers experiences in digital products that engage and utilize policies with claims in a frictionless manner.

2.

Digitalization through InsureTech



Digitalization is straining legacy systems requiring modernization to digital age for customers access to policies directly or embedded.

3.

Generational Insurance Confidence and Trust



Millennials & Gen Z confidence on insurance benefit potential vary, younger generations want personalized purchasing and renewals of policies.

© 2022 Ventana Research

 VENTANA RESEARCH

© 2022 Ventana Research

 VENTANA RESEARCH

# Insurance

## *Industry Assertion*

By 2024, a large majority of customer interactions in insurance industry will take place using digital channels instead of traditional voice calls.



VENTANA  
RESEARCH

**Keith Dawson**  
VP & Research Director

# Technology Trends in Insurance Industry

1.

Omnichannel Purchasing and Customer Service



Meet customers in any channel for marketing, purchasing, and customer service in a digital manner with conversational virtualized agents.

2.

Intelligence Claims and Fraud Protection



Insurers are automating their claims processes and digitizing them with intelligence from submission and verification to process and fulfillment.

3.

Mobile Experiences for Digital Engagement



Provide rapid access for single point of engagement with policyholder from claims, renewal and payment for a secured digital experience.



# Our Portfolio of Services for Industries

We provide a portfolio of services called CARE designed to help organizations in the following areas: helping with their business technology needs across processes, guiding evaluation and selection activities related to the technology industry and assist specific investments in technology industry to reach full market potential.

## Consulting



### Strategy & Planning

Consulting where we deliver expert guidance with our experience, expertise and market research through workshops and assessments for better business outcomes.

## Advisory



### Decisions & Guidance

Advisory through our proactive and informed expert advice and insights for optimization of decisions through our Ventana On-Demand service designed for value every month of the year.

## Research



### Observations & Insights

Research enables insights from our industry analyst team and market research with our Benchmark Research, Dynamic Insights and Value Index research products that provide facts for decisions.

## Education



### Knowledge & Power


Education in a range of business, technology and vertical industry topics through our publishing of digital content in mediums and styles for impactful insights across an entire organization.



# Education and Insights on Insurance Industry

**Digitize Pricing to Optimize Profitability for Insurance**  
Intelligently Manage to Key Performance Indicators


WHITE PAPER



VENTANA RESEARCH

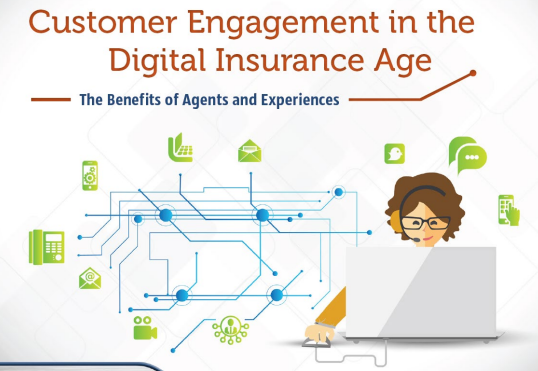
**The Impact of AI on Finance and Accounting in Insurance**  
CFOs and Controllers Need a Strategic Approach

RESEARCH PERSPECTIVE

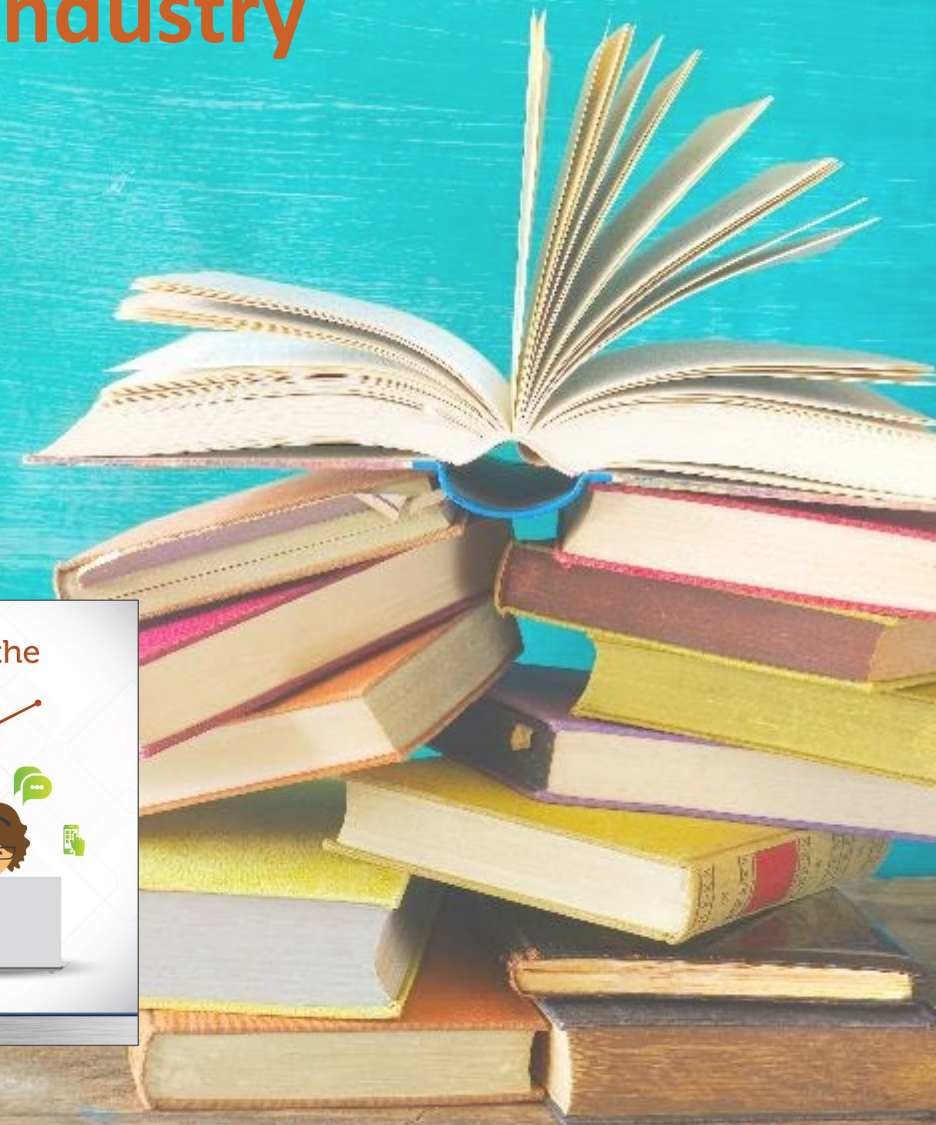


VENTANA RESEARCH

**Customer Engagement in the Digital Insurance Age**  
The Benefits of Agents and Experiences



VENTANA RESEARCH







VENTANA  
RESEARCH



# Supercharge Insurance Industry

Maximize market and product investments

Embrace strategic guidance and market education



[blog.ventanaresearch.com](https://blog.ventanaresearch.com)



[@ventanaresearch](https://twitter.com/ventanaresearch)



[In/ventanaresearch](https://in.ventanaresearch)

