

INSURANCE

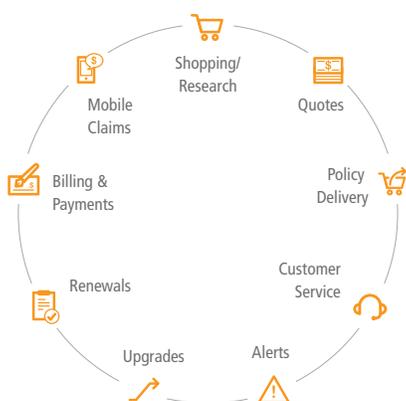
Maximizing Digital Channels for Increased Productivity and Security in Insurance



Today, the biggest brands in insurance trust Akamai to transform the cloud from a chaotic place with unpredictable web performance and hidden threats into a secure, reliable, and cost-effective environment in which to do business.

Customers and Agents Expect Every Digital Interaction to Be Fast, Reliable and Secure

Digital technologies are changing the way consumers engage with insurers. Insurers must make the digital agenda a high priority and deliver on customer expectations for fast, reliable, and secure experiences. A recent report by Boston Consulting Group (BCG) estimates that three in every four insurance policies sold by 2020 will be influenced by digital channels during either the prepurchase, purchase, or renewal stages.



With all of their investment to ensure a rich, easy online quote and bind process, carriers cannot afford to let delays in page load time during a transaction result in abandonment. That's why leading insurers turn to Akamai to speed their online sales and service applications.

Leading Insurance Carriers Trust Akamai

- 9 of the top 10 P&C insurance carriers
- 7 of the top 10 Life & Health carriers

The Akamai Difference for Insurance

- Improves speed and availability for insurance digital channels.
- Provides high web performance for request-to-quote, account opening, and customer service by speeding traffic around public Internet bottlenecks.
- Improves availability by defending against Denial-of-Service attacks, seasonal demand spikes, and rerouting around natural disasters.
- Helps build agent loyalty by delivering richer, more dynamic agent portals without impacting infrastructure or web performance.
- Helps enable lower cost of service by improving the availability of online policy administration, underwriter, and adjustor portals.
- Protects data by integrating with carriers' existing web security infrastructure.

Defend Against Cyberattacks and Prepare for Spikes in Demand

Cyberattacks are becoming more sophisticated, easier to orchestrate, larger, and are happening more and more frequently. More attacks target web applications using methods such as local file inclusion (LFI), SQL injection (SQLi), and cross-site scripting. Evolving technologies, such as autonomous driving, will continue to push cybersecurity to the forefront of the conversation in the insurance industry. Akamai's highly distributed architecture moves attack mitigation away from insurance carriers' data centers, absorbing and deflecting attack traffic, while at the same time maintaining performance and availability. This defense simply cannot be mounted by a centralized resource.

Following a highly publicized cyberattack, a large U.S. Property & Casualty Insurance Carrier needed to restore consumer trust and protect itself from the exorbitant costs associated with an attack — the average cost of a one-day outage is estimated at over \$1 million in lost revenue, productivity, recovery, and brand value. They deployed Akamai Cloud Security solutions and reduced downtime by 10%, lowered the amount of time IT staff spent on web security by 5-10%, and reduced IT and line-of-business costs by 10%.

Produce More Policies Online – Accelerate Web Quote-to-Buy

A large enterprise insurance company reported that after they deployed Akamai Web and Mobile Performance solutions, 99% of site visitors were able to get a quote in under four seconds (compared to 75% previously), increasing value in total annual premiums by \$4.3 million. The company also gained the ability to scale on demand to support peak traffic.

“ The Akamai solution minimizes the risk that we'll be unable to service our customers due to criminal attacks. This frees us from worrying about being the target of an attack and facing legal penalties, allowing us to focus on our business.

— Andreas Hellwig, CTO, Fidor TecS

Insurance

After implementing Akamai's Web and Mobile Performance solutions, a major U.S. auto insurer realized a 50% performance improvement, which translated into a 15% higher application conversion rate. They were also able to reduce load on their servers by 80% and avoided the cost of building out regional data centers.

Improve Agent Productivity through Richer, More Reliable Agent Portals

Direct consumers aren't the only ones who are demanding access to policy and billing information anytime, anywhere, on any device. Carriers must remember that distributors and agents are digital customers too, and they require effective carrier integration focused on web-based service and claims. At a time when much of the industry is fast becoming commoditized, they are more likely to switch loyalties than ever before.

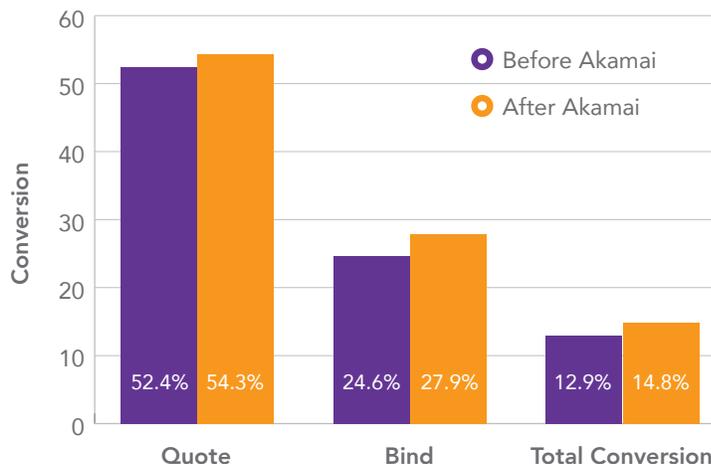
In the end, agents and distributors often choose the carrier who's easiest to do business with. Many carriers have focused on driving a rich, dynamic experience on their agent portal. But with this increased functionality also come growing page sizes, increased latency, and degraded web performance.

In order to compete, carriers must focus on delivering a reliable, responsive portal that gives agents the ability to access claims, policy, and billing information on their terms. Akamai's Web and Mobile Performance solutions enable carriers to deliver rich experiences without imposing latency that not only increase staff productivity but can drive revenue gains, ensure higher retention rates, and strengthen relationships.

Reduce / Avoid Costs — Drive Adoption of Low Cost Channels

Digital channels have intensified competition in Insurance while simultaneously bringing a tremendous opportunity to transform operations. Leading insurers have implemented digital systems for functions like customer billing, adjusting claims, subrogation, and recovery. By driving these processes to web and mobile channels, carriers can reduce the cost of managing accounts and fulfilling policies by leveraging integrated multi-distribution and implementation strategies. Mobile, especially, provides unprecedented channel access capability, bringing communication — anytime and anywhere — to the forefront.

The key to driving down costs is seeing these systems widely adopted. The fastest way to impact adoption is to improve system responsiveness, reliability, and security. Akamai customers have found that what matters for application adoption isn't average performance, but inconsistency — the number of user sessions that fall outside of the average. By improving reliability and web performance, Akamai customers are able reduce web application abandonment and ensure utilization of their low-cost channel.



As the global leader in Content Delivery Network (CDN) services, Akamai makes the Internet fast, reliable, and secure for its customers. The company's advanced web performance, mobile performance, cloud security, and media delivery solutions are revolutionizing how businesses optimize consumer, enterprise, and entertainment experiences for any device, anywhere. To learn how Akamai solutions and its team of Internet experts are helping businesses move faster forward, please visit www.akamai.com or blogs.akamai.com, and follow [@Akamai](https://twitter.com/Akamai) on Twitter.

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