

The End of Uncertainty

Tony Boobier





Objectives

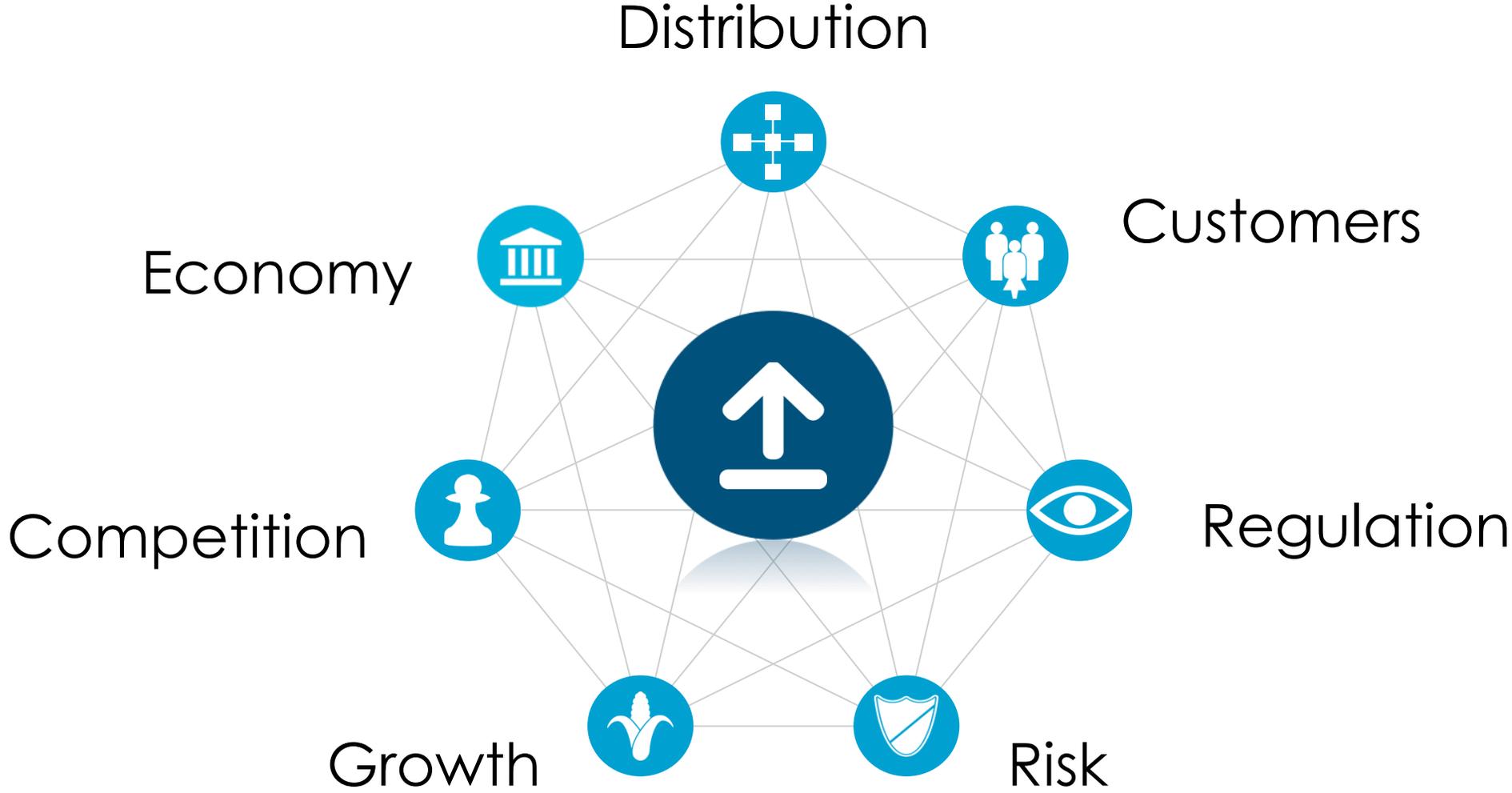
- New Age of Data
- Our Cognitive Future
- The End of Uncertainty

A World of Increasing Complexity



'I think it's time we stopped relying on instinct'

Changes across Insurance require New Approaches



The Mega Technology Trends

Cloud

Mobile

Social



Analytics

Think also about the New Mega Trends -



The Connected Property / Car / Person



Urbanisation

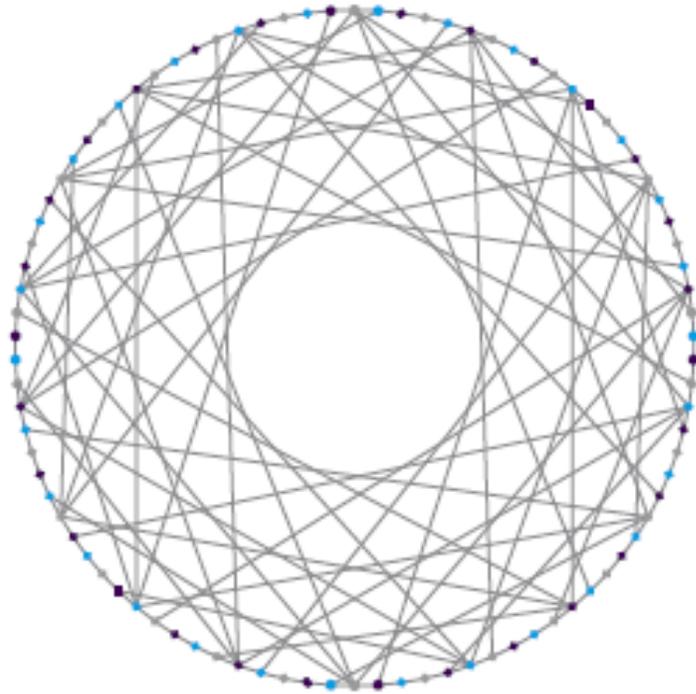


Geo-socialisation



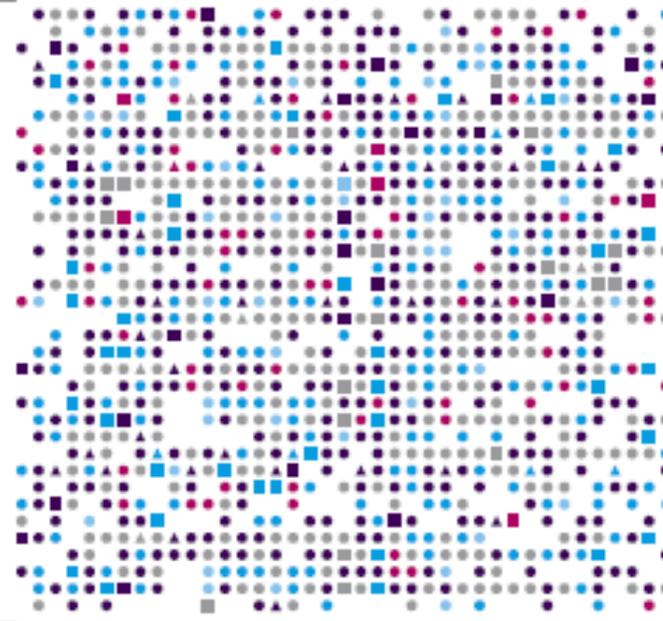
Innovating to Zero

The Era of Big Data



1 trillion

connected objects and devices on the planet generating data by 2015



2.5 billion

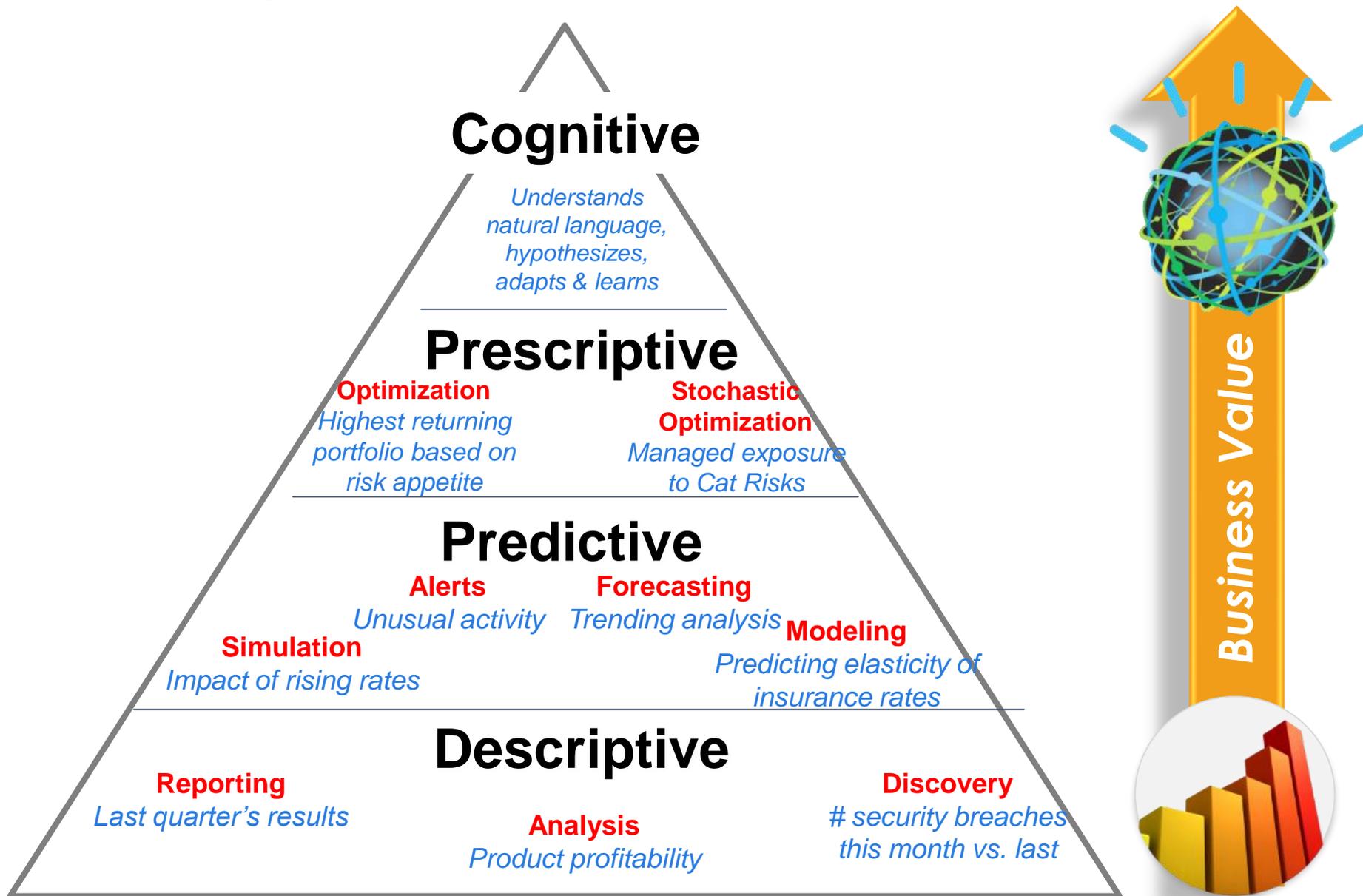
gigabytes of data generated every day

80%

of the world's data is unstructured. Audio. Video. Sensor data. Social media. All represent new areas to mine for insights.

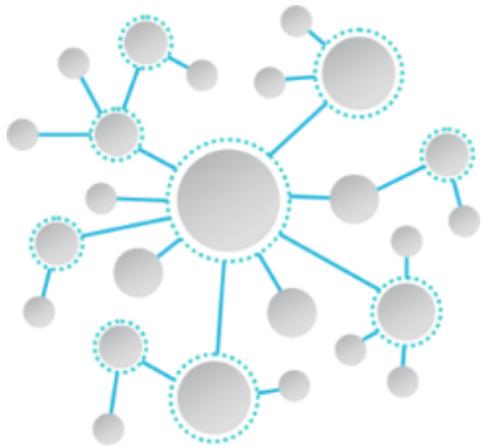
Analytics create actionable insights

The Fourth Age of Analytics



Cognitive Computing?

käg-nə-tiv (*adjective*): of, relating to, or involving conscious mental activities (such as thinking, understanding, learning, and remembering)



Cognitive computing and cognitive based systems accelerate, enhance and scale human expertise by:



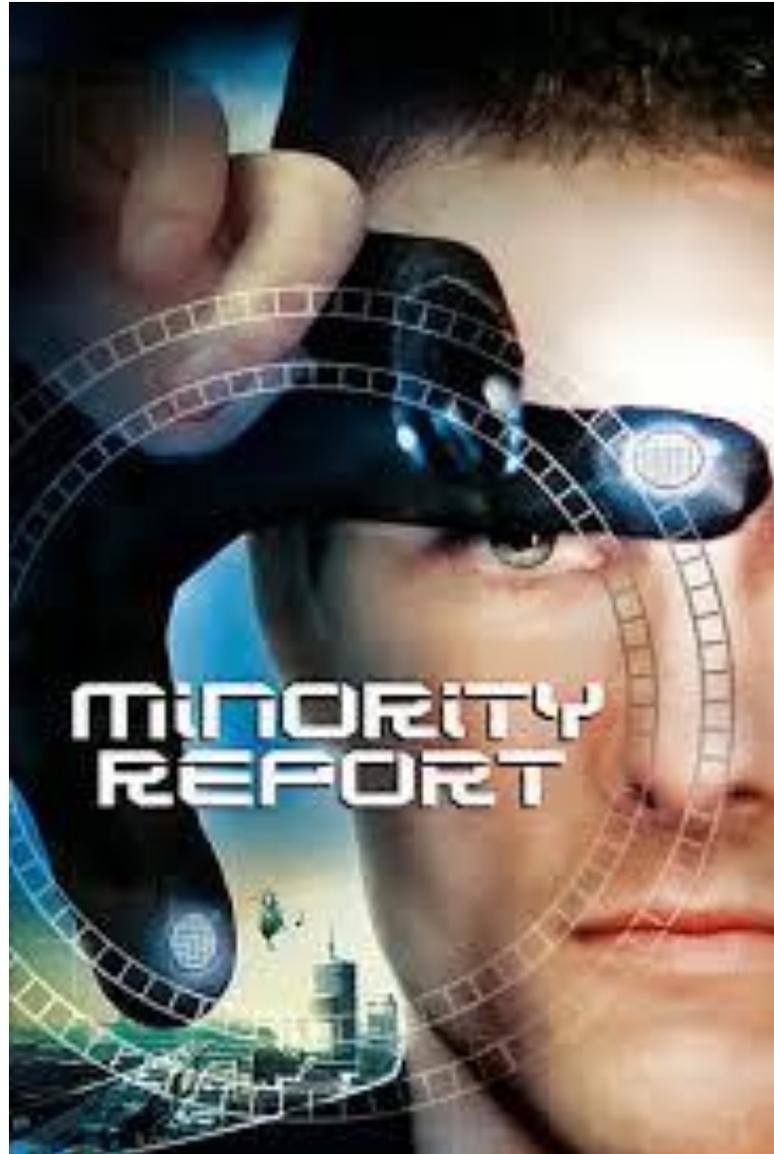
• **Learning** and **building knowledge**,

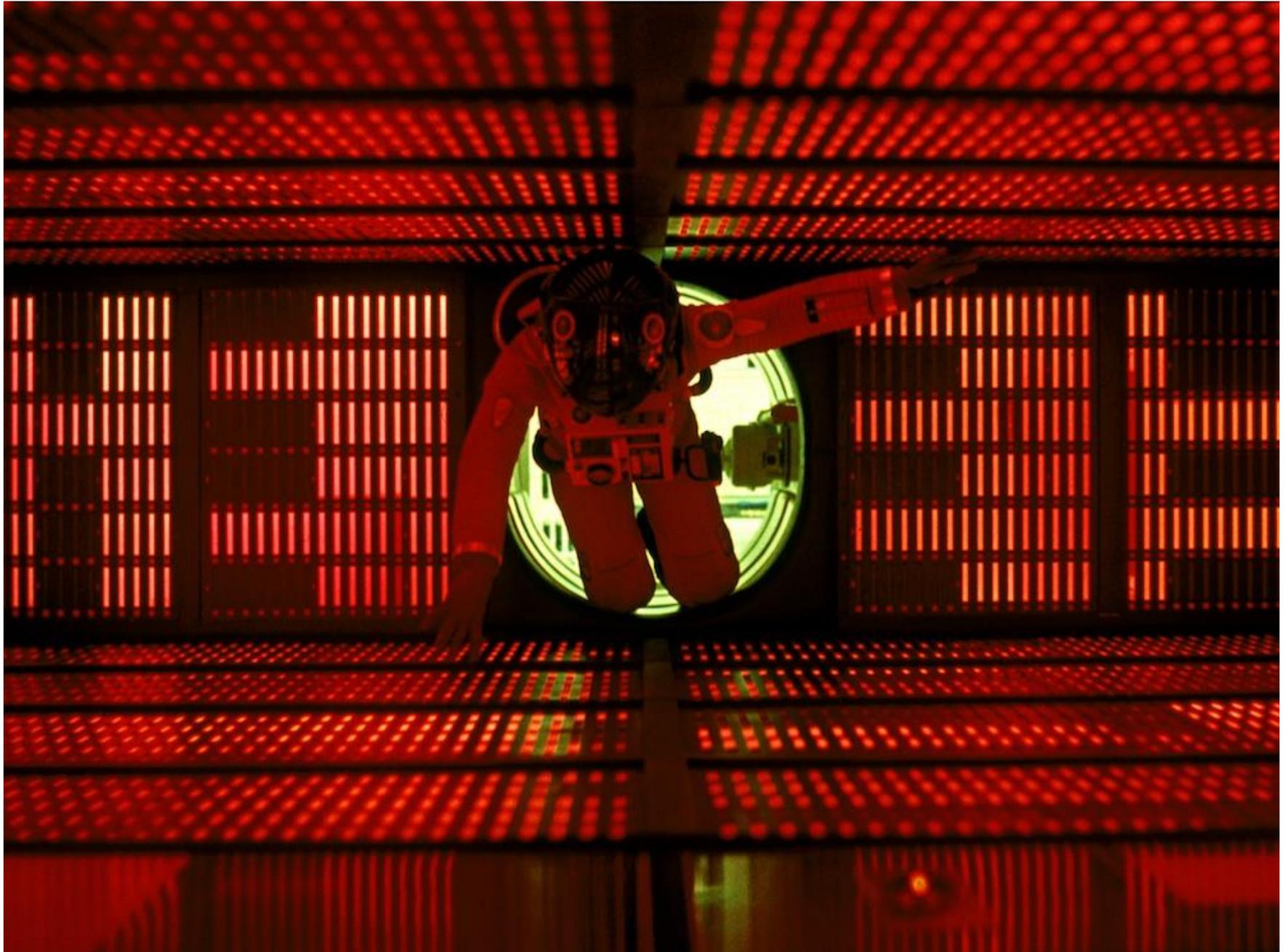


• **Understanding natural language** and



• **Interacting** more naturally **with humans** than traditional programmable systems





By 2020...

‘50% of all businesses will be making decisions using artificial intelligence and prediction’

Gartner

A Call to Action for Insurers

- Weather Related Damage is Increasing



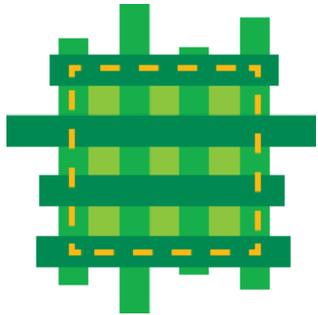
Worldwide insured losses totaling \$11.8 billion in 2014 from five most destructive weather events.

\$2.3 billion of weather-related damage in the US in 2014

Over the last 30 years weather-related loss events is x5 in North America, x2 in Europe and x4 in Asia

Converged Insights are Critical

Business data, weather data,
location data, contextual data,



via cognitive analytics

will transform
Enterprise-wide decision making

The End of Uncertainty?



Insurers as Risk Managers?



- Drive greater risk mitigation strategy
- Develop early warning indicators
- Proactively identify and mitigate risk

Needs

- Internal Change
- 'New' Relationships
- New Business Models

How do we show the **ROI** ?

As We 'Innovate to Zero Risk'

- What will Your World Look Like ?



- New Roles and Professions?
- Impact on Organisational Structures
- Different forms of Leadership?



'Come gather 'round people
Wherever you roam
And admit that the waters
Around you have grown
And accept it that soon
You'll be drenched to the bone
If your time to you is worth savin'

**Then you better start swimmin'
Or you'll sink like a stone**

For the times they are a-changin'.

Thank You

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