DATA, ANALYTICS & TECHNOLOGY AWARDS FOR INSURANCE 2015

CELEBRATING INNOVATIVE ADVANCES IN INSURANCE TECHNOLOGY

19 | 11 | 15
Altitude 360 | London

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ENTRIES NOW OPEN!
Entry closing date 18 Sep 15
Post are pleased to announce the opening of the Data, Analytics & Technology Awards (DATA) for Insurance 2015! Created to reward and acknowledge the greatest achievements in the digital insurance and technology space and provide a night of celebration for the whole industry.

Previously known as The Digital Insurance & Technology Awards, these refreshed and revamped awards will put the spotlight on the brightest stars in insurance technology. With two new categories and a simpler and fairer entry process this is your chance to take victory!

ENTRY CLOSING DATE: FRIDAY 18 SEPTEMBER 2015
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AWARD CATEGORIES

INDIVIDUAL AWARDS

INSURANCE TECHNOLOGY LEADER OF THE YEAR
Awarded to a CIO, chief digital officer, IT director or other board-level technology/digital executive. The winner will be an individual within an insurer, brand/bancassurance company, intermediary or managing general agency who has consistently demonstrated excellence in leadership, innovation and quality in the use, and promotion, of IT and the digital agenda in their organisation to deliver greater efficiency, better customer service and ultimately business growth. The size of organisation is immaterial.

• 100 words why this person should win
• The individual’s contribution to the business (up to 250 words)
• Why they have made a difference (up to 250 words)
• The results/outcomes of their contribution (up to 250 words)
• Testimonials optional (up to 250 words)

NEW FOR 2015!
UNSGH INSURANCE IT/ANALYTICS EMPLOYEE OF THE YEAR
We are repeatedly told that the insurance industry’s heartbeat is its people. But for every senior practitioner who is in the spotlight, there are hundreds of workers who go unnoticed externally, but are appreciated within their own firms for their efforts in delivering projects, improving processes and keeping customers happy. These people may not be line managers or have direct reports, but their efforts and achievements this year will have made a crucial mark on the business they work for. This award will seek to give these unsung superstars their moment in the limelight, and will be awarded to someone who has demonstrated outstanding commitment and achievement in their work, and through their quality and professionalism stands out in their organisation as a high performer in the application and management of IT, digital initiatives and/or data analytics.

• 100 words why this person should win
• The individual’s contribution to team/business (up to 250 words)
• Why they have made a difference (up to 250 words)
• The results/outcomes of their contribution (up to 250 words)
• Testimonials optional (up to 250 words)

YOUNG INSURANCE/ANALYTICS EMPLOYEE OF THE YEAR
Awarded to any technology, digital or analytics employee engaged in insurance related work under the age of 30 who has demonstrated outstanding commitment and achievement in their work, and through their quality and professionalism stands out in their organisation as a high performer in the application and management of IT, digital initiatives and/or data analytics.

• 100 words why this person should win
• The individual’s contribution to team/business (up to 250 words)
• Why they have made a difference (up to 250 words)
• The results/outcomes of their contribution (up to 250 words)
• Testimonials optional (up to 250 words)

ORGANISATIONAL AWARDS

DIGITAL INSURANCE COMPANY OF THE YEAR
Covering both business-to-consumer and business-to-business relationships, this award will reward the insurer, brand/bancassurance company, intermediary or managing general agency that has embraced the digital agenda to fully engage customers through an omni-channel approach, to enhance their insurance journey. Evidence of success in generating profitable business as part of a holistic response to the digital shift will be among the key considerations. The judges will also be looking for evidence of enhanced customer service and an integrated adoption of tools such as data analytics.

• 100 words why this person should win
• Your digital goal/s (up to 250 words)
• How these goal/s were met (up to 250 words)
• The results/outcomes (up to 250 words)
• Testimonials optional (up to 250 words)

INSURANCE TECHNOLOGY DEPARTMENT OF THE YEAR
Awarded to a department within an insurer, brand/bancassurance company, intermediary or managing general agency that can demonstrate how it developed or implemented initiatives that have helped the wider organisation meet its technology/digital objectives. This could include greater competitiveness or improved customer service. The size of organisation is immaterial.

• 100 words why this person should win
• Your digital goal/s (up to 250 words)
• How these goal/s were met (up to 250 words)
• The results/outcomes (up to 250 words)
• Testimonials optional (up to 250 words)

INSURANCE TECHNOLOGY/DIGITAL PROJECT TEAM OF THE YEAR
Awarded to an outstanding project team within an insurer, brand/bancassurance company, intermediary or managing general agency that has implemented an end-user project that has been exceptionally well-managed. The winning team will demonstrate how well the project has been run and what lessons have been learnt, how customer expectations have been surpassed, innovation introduced by the project and measurable outcomes for the project.

• 100 words why this person should win
• Your digital goal/s (up to 250 words)
• How the project was initiated and lessons learned (up to 250 words)
• The results/outcomes (up to 250 words)
• Testimonials optional (up to 250 words)

OUTSOURCED PARTNER OF THE YEAR
Awarded to recognise excellence in the provision of IT systems and services, the winner will be a supplier of hardware, software, analytics, data storage and/or digital services to the European insurance sector that has achieved significant business success in the past 12 months, and can demonstrate high levels of customer satisfaction and business benefits from the users of its offerings. The size of organisation is immaterial.

• 100 words why this person should win
• Your partner’s strategic goal/s (up to 250 words)
• How this/these goal/s were met (up to 250 words)
• The results/outcomes (up to 250 words)
• Testimonials optional (up to 250 words)
AWARD CATEGORIES

PROJECT AWARDS

BEST TELEMETRICS-BASED PROJECT OF THE YEAR
Awarded to a telematics-based product, innovation or service that has delivered measurable benefits to the organisation/s that is/are using it. The winner should be able to provide evidence of success in generating profitable new business and/or enhancing customer experience utilising the technology.

- The summary (100 words why you should win)
- The issue you addressed (up to 250 words)
- The solution for the issue (up to 250 words)
- The results/impact of the project (up to 250 words)
- Testimonials optional (up to 250 words)

NEW FOR 2015!

DATA ANALYTICS PROJECT OF THE YEAR
Awarded to an analytics-based project that has delivered measurable benefits to the organisation/s that is/are using it. The winner should be able to provide evidence of success in generating profitable new business, reducing churn and/or enhancing a digital customer service utilising the likes of - but not limited to - predictive analytics and/or decisioning.

- The summary (100 words why you should win)
- The issue you addressed (up to 250 words)
- The solution for the issue (up to 250 words)
- The results/impact of the project (up to 250 words)
- Testimonials optional (up to 250 words)

BUSINESS INTELLIGENCE PROJECT OF THE YEAR
Awarded for the most outstanding project – cloud-based or otherwise-related to the management or use of 'Big Data' (using the broader based Forrester definition which embraces both structured and unstructured data on an extreme scale) completed during the past 12 months within an insurer, brand/bancassurance company, intermediary or managing general agency.

- The summary (100 words why you should win)
- The issue you addressed (up to 250 words)
- The solution for the issue (up to 250 words)
- The results/impact of the project (up to 250 words)
- Testimonials optional (up to 250 words)

BEST BUSINESS PROJECT DEPENDENT ON MOBILE TECHNOLOGY
Awarded for the most outstanding IT project completed during the past 12 months within an insurer, brand/bancassurance company, intermediary or managing general agency utilising mobile technology. This could include a mobile app that run on a mobile phone or other device with built-in 4G capability; or the use of a mobile device to fulfill a process to the betterment of the internal organisation or customer experience.

- The summary (100 words why you should win)
- The issue you addressed (up to 250 words)
- The solution for the issue (up to 250 words)
- The results/impact of the project (up to 250 words)
- Testimonials optional (up to 250 words)

BEST USE OF IT TO ADDRESS REGULATORY CHANGE
Awarded to the organisation that can demonstrate the best strategic use of technology or analytics to meet the challenges of regulatory change. The winner will be an insurer, brand/bancassurance company, intermediary or managing general agency that has adopted a project that has enabled it to face regulatory upheaval head on - whether locally in the UK or across international jurisdictions - to minimise the impact on shareholders and customers.

- The summary (100 words why you should win)
- The issue you addressed (up to 250 words)
- The solution for the issue (up to 250 words)
- The results/impact of the solution (up to 250 words)
- Testimonials optional (up to 250 words)

GREEN INSURANCE IT INITIATIVE OF THE YEAR
Awarded for the best strategic use of technology or analytics to boost a company’s green credentials, increased energy efficiency and position it for future business success. Open to all insurers, brand/bancassurance companies, intermediaries or managing general agencies who are using IT to run a greener operation, whether through a single project or as part of an overall strategy.

- The summary (100 words why you should win)
- The issue you addressed (up to 250 words)
- The solution for the issue (up to 250 words)
- The results/impact of the solution (up to 250 words)
- Testimonials optional (up to 250 words)

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CUSTOMER EXPERIENCE AWARD - INTERMEDIARY
Awarded to an insurance organisation that can demonstrate how the adoption of a new development or innovation has helped it better connect with its intermediary/broker/agent partners to meet their objectives and achieve greater competitiveness during the past 12 months. The winning entry could focus on improving the speed to market for products, greater pricing flexibility and general ease of doing business with. The size of organisation is immaterial.

• 100 words why you should win
• The issue you addressed (up to 250 words)
• The response (up to 250 words)
• The results/impact of that response (up to 250 words)
• Testimonials optional (up to 250 words)

CUSTOMER EXPERIENCE AWARD - CONSUMER
Awarded to an insurance organisation that can demonstrate how the adoption of a new development or innovation has helped it better connect with its customers - whether individuals or business clients - in the past 12 months. The winning entry could focus on the front end (underwriting and policy inception), mid-term (communication) or how the organisation deals with a claim. The size of organisation is immaterial.

• 100 words why you should win
• The issue you addressed (up to 250 words)
• The response (up to 250 words)
• The results/impact of that response (up to 250 words)
• Testimonials optional (up to 250 words)
NEW ENTRY PROCESS

• Following conversations with previous entrants and the Data, Analytics & Technology Awards for Insurance (DATA) judges we have updated our entry process.

• The form now begins with a 100 word “why you/this person should win...” declaration. We have broken the process after this down to make it easier.

• Every category now has individual questions that require answers of a maximum of 250 words each. Please note that judges will only read up to the word count limit for each section. You will gain no advantage by writing at greater length.

• All categories will have either three or four sections to complete. For example, the Insurance Technology Leader of the Year category entry form asks the following:
  - 100 words why this person should win
  - The individual’s contribution to the business (up to 250 words)
  - Why they have made a difference (up to 250 words)
  - The results/outcomes of their contribution (up to 250 words)
  - Testimonials optional (up to 250 words)

IF YOU HAVE ANY QUESTIONS REGARDING THIS NEW FORMAT PLEASE DO NOT HESITATE TO CONTACT US.

ELIGIBILITY

• Entries should tell the story of your achievement in whichever category or categories you are entering.

• You should read the entry criteria for the categories you are interested in carefully and ensure that you are entering the most appropriate categories.

• Each category states who is eligible to enter. The vast majority are open to any FCA-regulated general insurance broker or independent intermediary operating in the UK general insurance market.

• You may enter more than one project or programme in a category. Joint entries are permitted and this should be clearly stated on the entry form. However, the judges reserve the right to assess if an entry really is a joint effort.

• You may also enter the same project or programme into more than one category if it fits more than one criteria. But be warned the lazy duplication of entries without no or minimal changes may count against you. The multiple entries would need to be tailored to the relevant categories.

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2015 ENTRY ADVICE

COVERING STATEMENT & EVIDENCE

• Your 100 word “why you should win...” declaration and your word statements answering the questions thereafter can by all means refer to background material (see below) that has been included. However please remember the entry should be able to stand on its own, and that this material should merely support the submission. As such the statement and evidence should first “whet the appetite” and then “tell a story” that backs this up.

• In recent years judges have seen declarations that fail to engage and statements that only really get to the point towards the end. This is one of the key reasons that this year the evidential part of the submission form is split into easily defined areas to help respondents focus on the questions at hand.

• Another drawback of some entries in previous years has been the failure to include clear and measurable evidence of achievement or explanation of why the achievement is significant or innovative. The judges are harsh on entries that do not include a clear statement of objectives and targets supported by evidence that these targets were reached.

• Sometimes, for example with training, the targets may be to match externally set standards. If so, these should be stated with an indication of how achievement of those targets has been measured. In other categories, business growth may be the target: again, this should be clear and the achievement of it demonstrated in measurable terms.

• When entering “of the year” categories, the judges are expecting to review matters that have come to fruition (i.e. with measurable results) over the previous 12-18 months. All the information contained in the entries and marked confidential will remain so, and will not be released without the permission of the entrant.

• Supporting evidence - which may include designed PDFs - is certainly allowed (see below), but in the name of fairness and equality all entries must initially stick to using the entry form, and include any supplementary information including charts, graphs, photos and info-boxes in the supporting material NOT the declaration or statement.

• Any supporting figures or third-party commendations should be robust and able to stand up to scrutiny by the judges if required.

SUPPORTING MATERIAL

• In most categories supporting material is optional. But the most important point to focus on when preparing any background material and supporting evidence is that it is quality and relevance that matter, not quantity.

• So if a marketing campaign’s success is being partially judged on the media coverage it achieved, include links to examples of that coverage.

• Research documents, customer brochures, staff newsletters and training manuals all help demonstrate to the judges in a practical way what the entrant has achieved and should be included where relevant. The panel of judges will also review relevant websites so full addresses and access codes should be provided.

• But superfluous documents and PDFs which add nothing will more than likely harm the chances of a submission, rather than support it, and are not advised. Also in order to focus your mind on which supporting evidence is most relevant there is a limit of 3 attachments as a maximum to what can be included.

QUESTIONS & QUERIES

We are here to help! If you have any questions please do not hesitate to contact a member of the Post team. Pick your categories and start your entries now. GOOD LUCK!