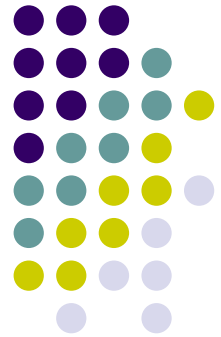


# Technology & Microinsurance



Prepared for & Presented at Microinsurance  
Conference, 13-15, Nov 2007  
Mumbai India

A Presentation by Karpagam Sankaranarayanan,  
& R Krishnaswamy, Gradatim IT Ventures

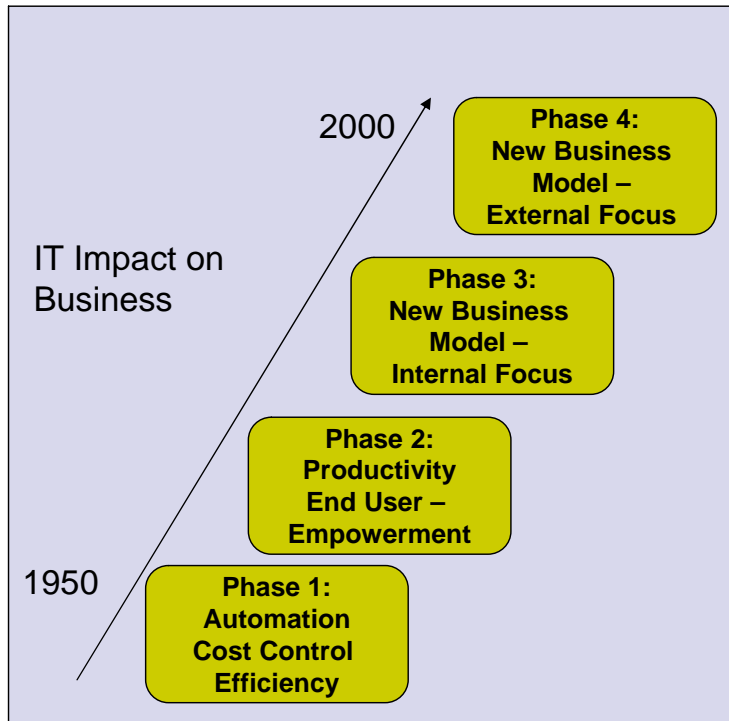


## AGENDA

- Business Value of Technology
- Microinsurance Eco System & Needs
- Approach to Technology
- Technology Road Map for Microinsurance Industry
- Way Forward



# Business Value of IT



## IT Objectives:

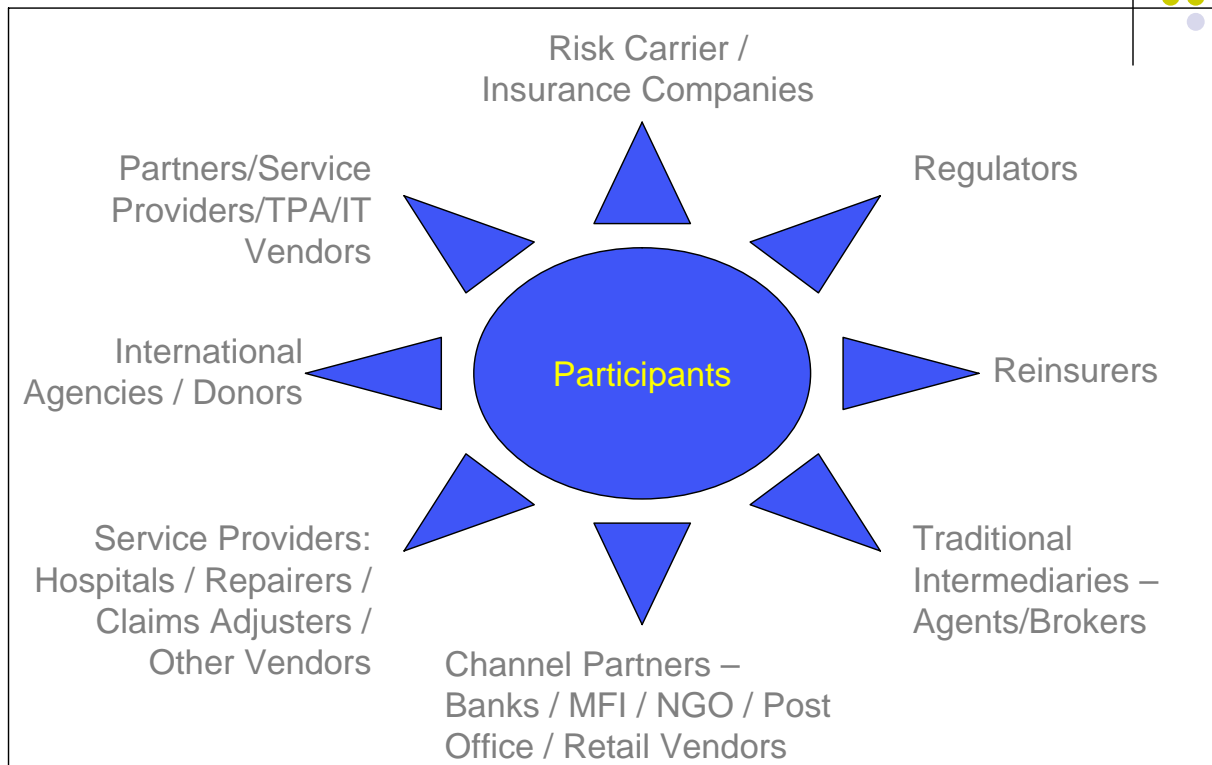
- To simplify
- To Standardize
- To reduce cost
- To scale
- To improve efficiency
- To improve control and governance
- To reduce risk
- To collaborate in the market place

Microinsurance Industry is in the unique position of having to cross all the four stages at one go

Adopted from: Gartner Press

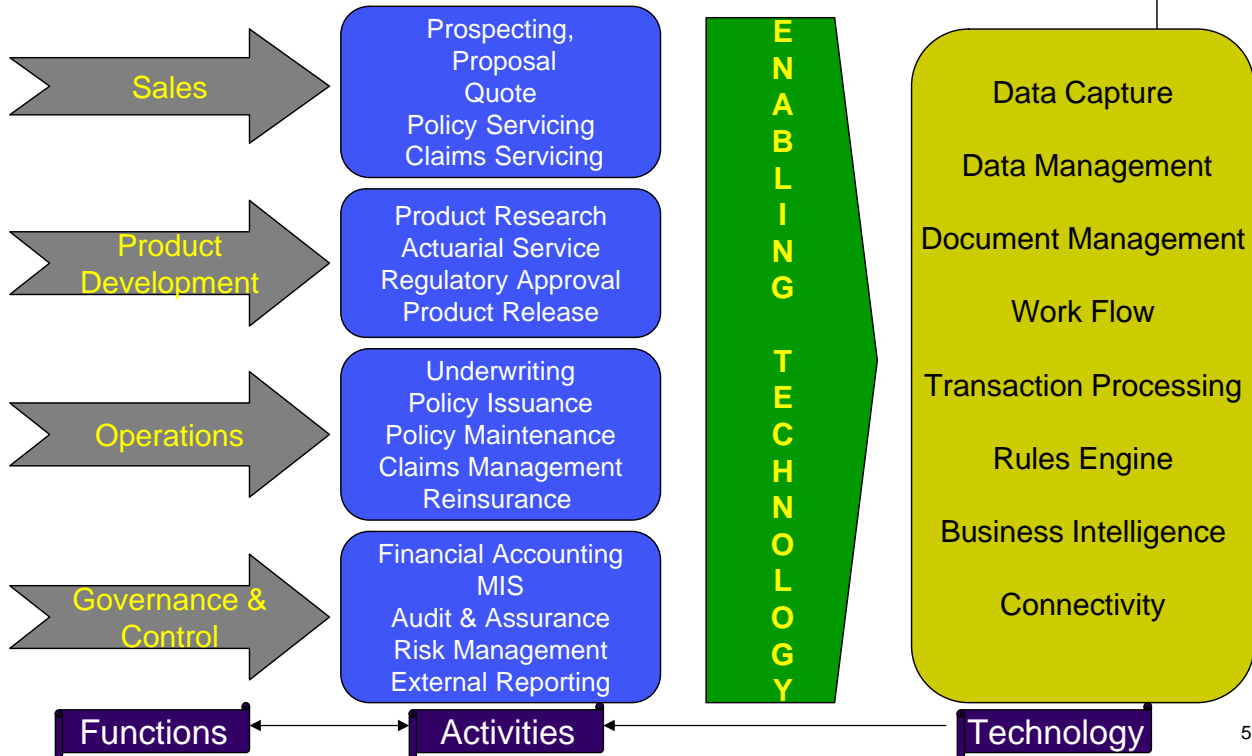
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# Microinsurance Industry – Eco System

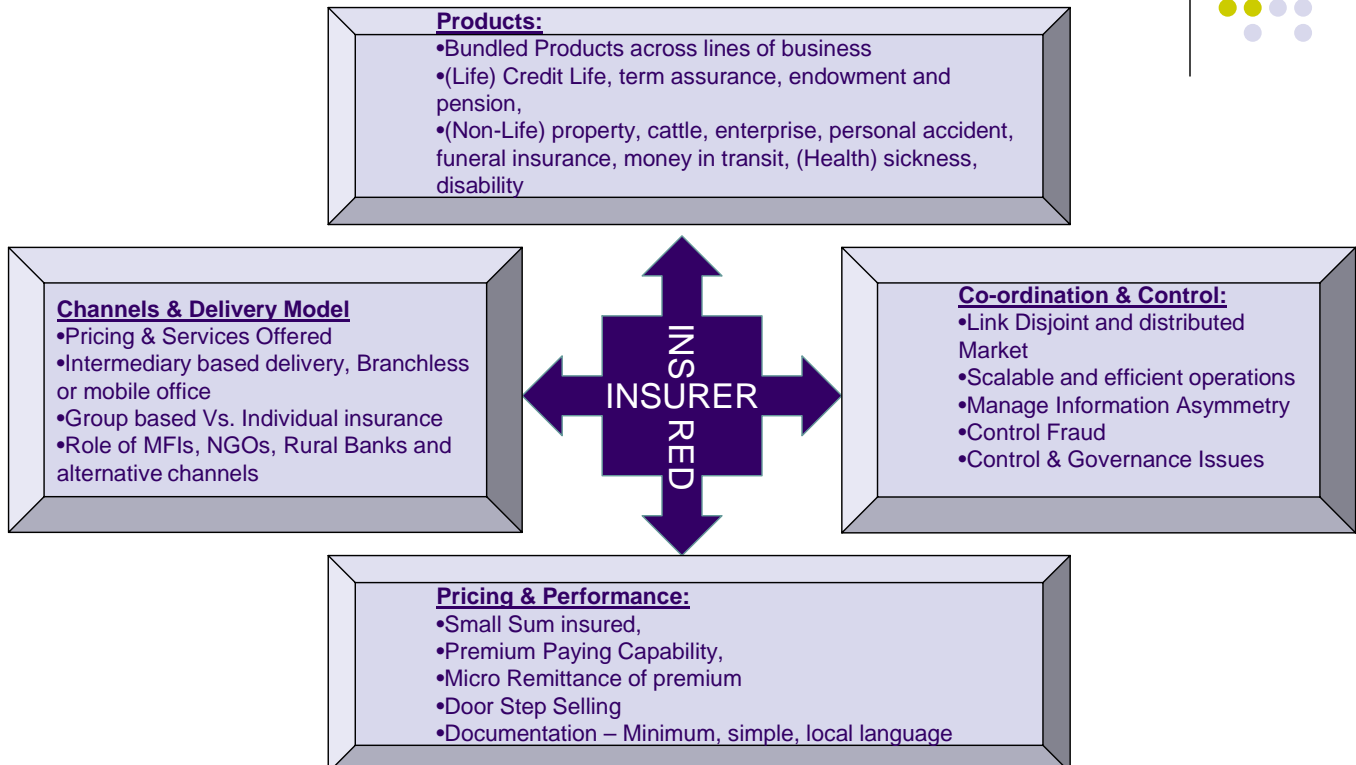


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# Microinsurance Capability Roadmap



# Uniqueness of Microinsurance Market



# Microinsurance Technology Enablers



	Efficiency Factors	Technology
Product Efficiency	Product Features Product relevance Product Pricing Product Innovation & Flexibility	Product Configurator Business Analytics
Process Efficiency	Operations Design Service Delivery – U/W, Claims, Collections & Payments	Transaction Processing System - SOA, j2EE/dot.net framework Workflow System & Document Management System ID, pattern mapping
Place (Distribution) Efficiency	Sales Management – Quote to policy conversion Servicing	Multi Channel, Multi Device Enablement Mobile Devices
Business Effectiveness	Managing 3Ps of Marketing Increasing the Revenue Containing Cost Policies & Procedures in Place	Reporting MIS BI

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## A Guidance Note for Technology Development for Microinsurance Industry



- Create a new price performance envelope
- Problem cannot be solved with old technologies – innovative and hybrid solutions needed
- For gaining scale solution should be adaptable and transportable
- Product development must start from rethinking functionality
- Process innovation to take into consideration infrastructural issues
- Product must work in hostile environment
- Heterogeneity of the consumer group
- Broad architecture of the system to facilitate frequent changes

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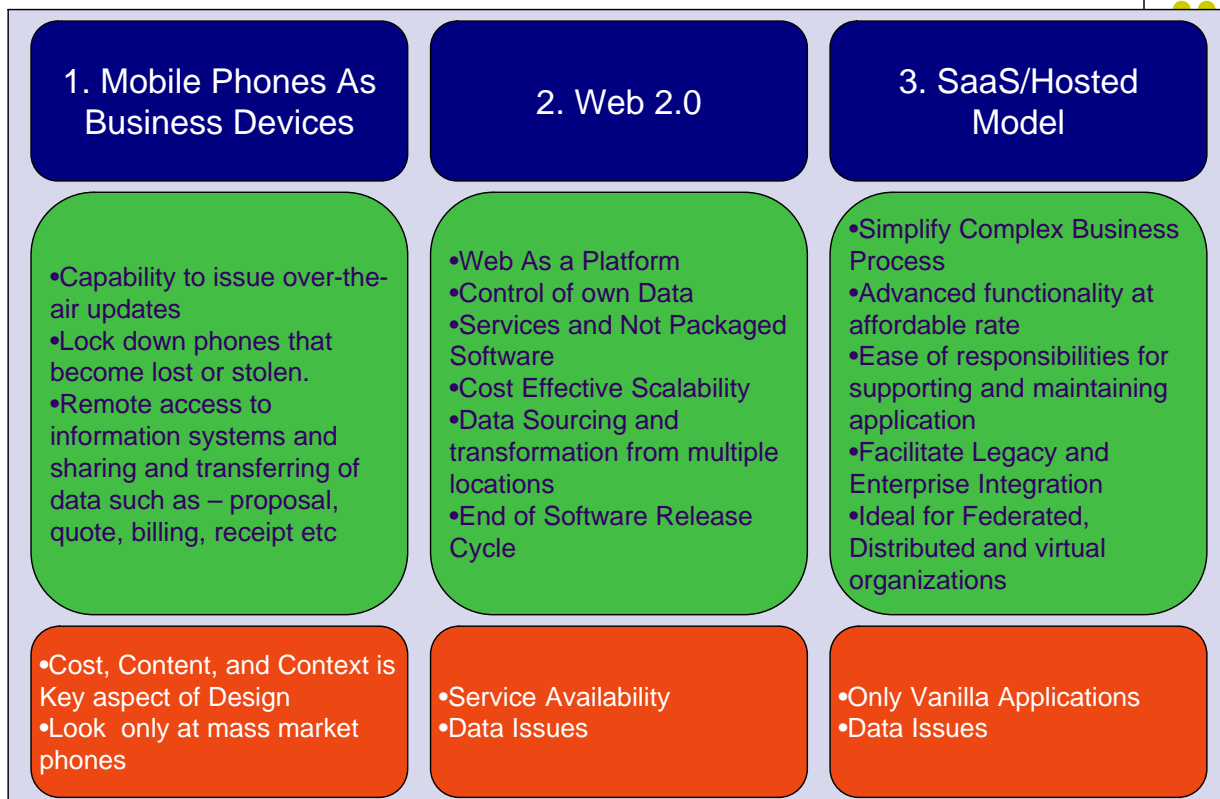
## Principle Based Approach to Technology



- Simple but not simplistic
- Design for future build for present
- Select Appropriate technology
- Reuse as much As possible
- Adopt Component Based Business Model
- Integrate, Integrate, Integrate
- Innovate

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## Three Tech Trends to Watch



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## Recommendation



- Industry standards for Data and Information Sharing – for selling and fraud control
- Shared Infrastructure and Application Development– Reducing the cost of IT infrastructure, development and maintenance
- Innovation is the key – current business model, products, delivery model, and transaction process to be deconstructed and reconstructed using IT

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## About Gradatim IT Ventures



- Gradatim is a Privately held IT company with holding entities in India, Australia and Singapore
- Gradatim delivers externally provisioned Business Process Management Services, for Micro Transactions built on a Data Room Model and delivered using On-Demand Technology platforms combined with high end skilled services
  - The company's mission is to simplify Business operations through innovative combination of Technology and Services
  - Infrastructure, Hardware, Solution and High End Platform Hosted and Provided by Gradatim
  - Technology is fully web enabled and can be accessed by Insurance Clients through a Secure Environment
  - Gradatim provides External Services using Platform in-built with multiple Delivery channels for Customer Relationship Management
  - Technology Updates and Maintenance completely managed by Gradatim's highly skilled IT Personnel
  - Plug-In, Plug-Out Model. Very small Time to Deploy. Customizable

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Any Questions?

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Thank You

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