2019

INNOVATE

Digital Transformation Made SMARTer

Driving to Simple

Enabling Agility and Speed through Digitization

Raja Singh,
Senior Vice President & General Manager
Vlocity Insurance & Financial Services

#innovateUS2019

Vlocity™ | salesforce appexchange premier partner

A Leader in Industry Cloud Software

Vlocity by the Numbers

#1 Fastest growing AppExchange Company (over 5,000+)

700 Experts worldwide

100% Native apps on Salesforce

The Cloud100 Forbes 2018 & 2017 WORLD'S BEST CLOUD COMPANIES

500M Customers Transformed

250M

100M

v1 v2 v3 v4 v5 v6 v7 v8 v9 v10 v11 v12 v13 v14 v15 v16 v17 v18 v19 v20 v21

sky, FASTWEB, neustar, DC.gov, NYC HEALTH+HOSPITALS, TORONTO, DOH DEPARTMENT OF HEALTH, Anthem, Principal, Telfort, kpn, MetLife, T-Mobile, podo, Cellcom Israel, NN, TELUS, Harvard Pilgrim Health Care, NEW YORK LIFE, TXU energy, Health Plans, Allstate, FARMERS INSURANCE, ZURICH, Telia, SaskTel, TELECOM, unum, TIM, SSC SPC Canada, SEGUROS MONTERREY, PG&E, Liberty Mutual, CENTENE Corporation, PACIFIC LIFE, BELONG, Brighthouse FINANCIAL, Cox AUTOMOTIVE, NYCERS, USDA, AG2R LA MONDIALE, Blue Cross Blue Shield of Michigan, Easy Choice HEALTH PLAN, eurofiber, just energy, eni, ascot, mobile, Humana, ABN·AMRO, Claro, T-Mobile, ORANGA TAMARIKI, HAGERTY, ENGIE, ENGIE Electrabel, AVISTA, British Gas, OPTUS, lattelecom, hmsa, WellCare Health Plans, inwi, SecurityHealth Plan, CRÉDIT AGRICOLE, galp, ROGERS, verizon, COX, orange, Cigna, v'sble, globo.com, RSA, TELSTRA, zen, of Tennessee, business oregon, CenturyLink, vodafone

Vlocity Insurance & Financial Services Representative Customers

New York Life LIFE AGENCY AUTOMN. + CONTACT CENTER	MetLife MULTI-LINE CONTACT CENTER	Principal GROUP RETIREMENT SALES & SERVICE	Allstate. You're in good hands. CLAIM AUDIT + AGENT APPOINTMENTS	Liberty Mutual. SPECIALTY LINES QUOTE, RATE & APPLY	Farmers Insurance COMMERCIAL QUOTE, RATE & APPLY	Hagerty POLICY LIFECYCLE	Zurich PERSONAL LINES, QUOTING/POLICY ADMIN
Unum GROUP DISABILITY MARKETPLACE	Seguros Monterrey New York Life LIFE & HEALTH QUOTING AND SERVICE	Farmers Insurance MULTI-LINE CONTACT CENTER	nationale nederlanden BROKER PORTAL WITH eApp	NN Japan CONTACT CENTER	Crédit Agricole LIFE QUOTING & RATING PORTAL	AZUR PERSONAL LINES QUOTE, RATE & APPLY	abd Insurance & Financial Services COMMERCIAL BROKERAGE
Anthem BlueCross BlueShield GROUP SALES & DIGITAL BROKER PORTAL	WellCare Health Plans MEDICARE SALES	Delta Dental INDIVIDUAL SALES & DIGITAL SHOPPING PORTAL	Harvard Pilgrim Health Care INDIVIDUAL SALES & DIGITAL SHOPPING PORTAL	Humana SMALL GROUP QUOTE-TO-CARD AND SETUP	CaliforniaChoice Your Health. Your Choice. DIGITAL BROKER CONTACT CENTER	Centene Corporation CHANNEL MANAGEMENT + DIGITAL PORTAL	Blue Cross of Idaho GROUP SALES & DIGITAL BROKER PORTAL

Surveyed 300 C-Level Insurance Executives

Evenly Distributed Across Geographic Regions

Newsweek VANTAGE

Line of Business Represented	
Life & Annuities	45%
Health	33%
Group	12%
P&C Commercial Lines	8%
P&C Personal Lines	3%

Company Size	
$5 Billion+	6%
$1 – $4.9 Billion	18%
$1500 – $999 Million	24%
$100 – $499 Million	48%
Under $100 Million	4%

Distribution Channels	
Captive Agent	62%
Broker	60%
Independent Agent	54%
Direct to Consumer	48%
Bancassurance	31%

salesforce Deloitte. Digital Vlocity™

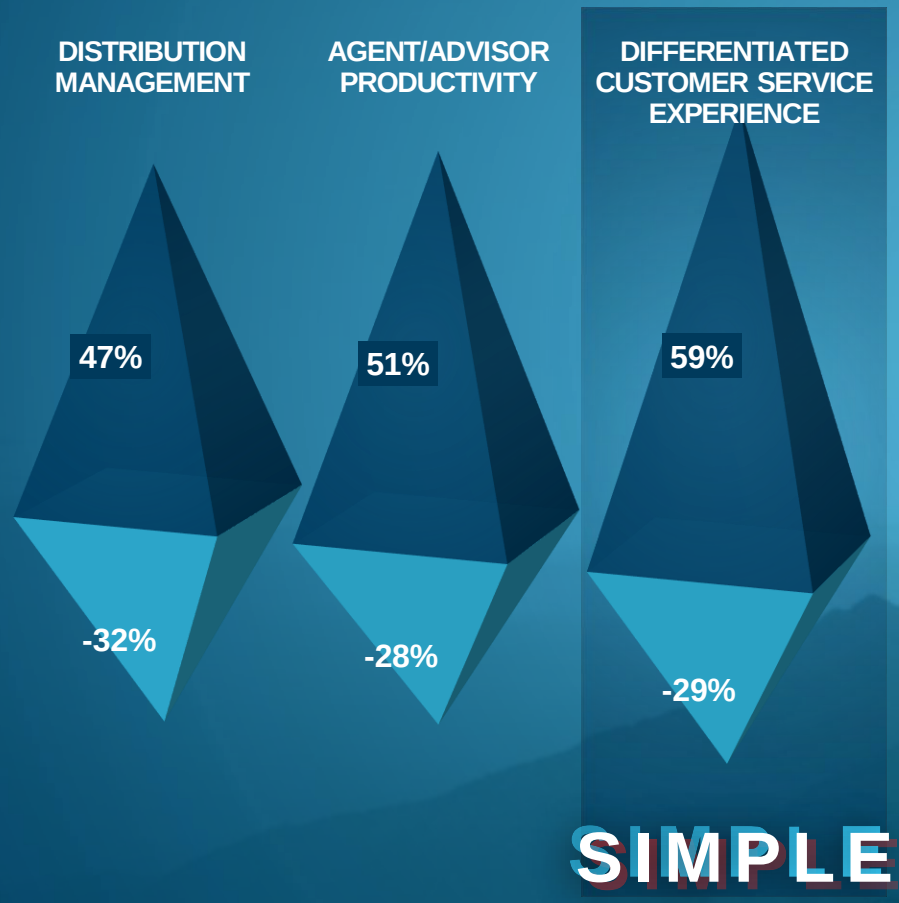
CELENT

Download at **vlocity.com/community/newsweek-insurance-survey**

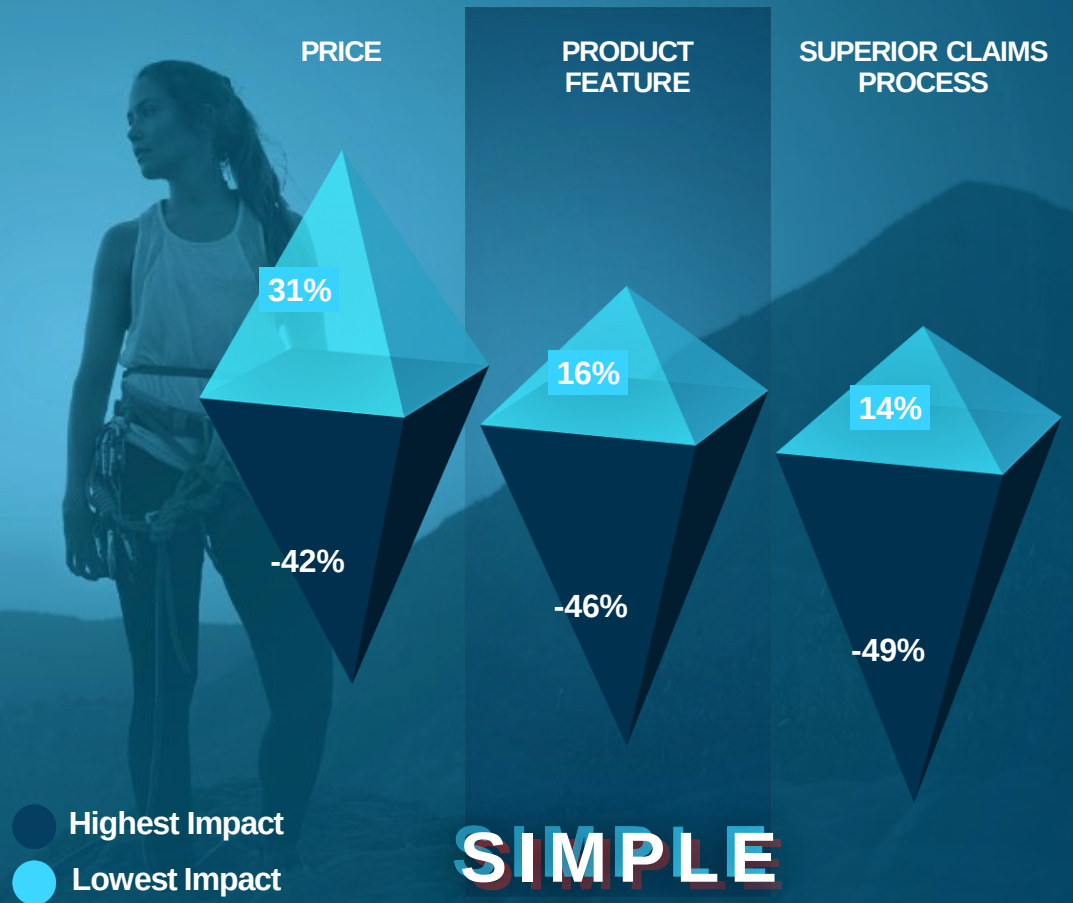
SIMPLE

Basis of Successful Competition

Top 3 – Highest Impact

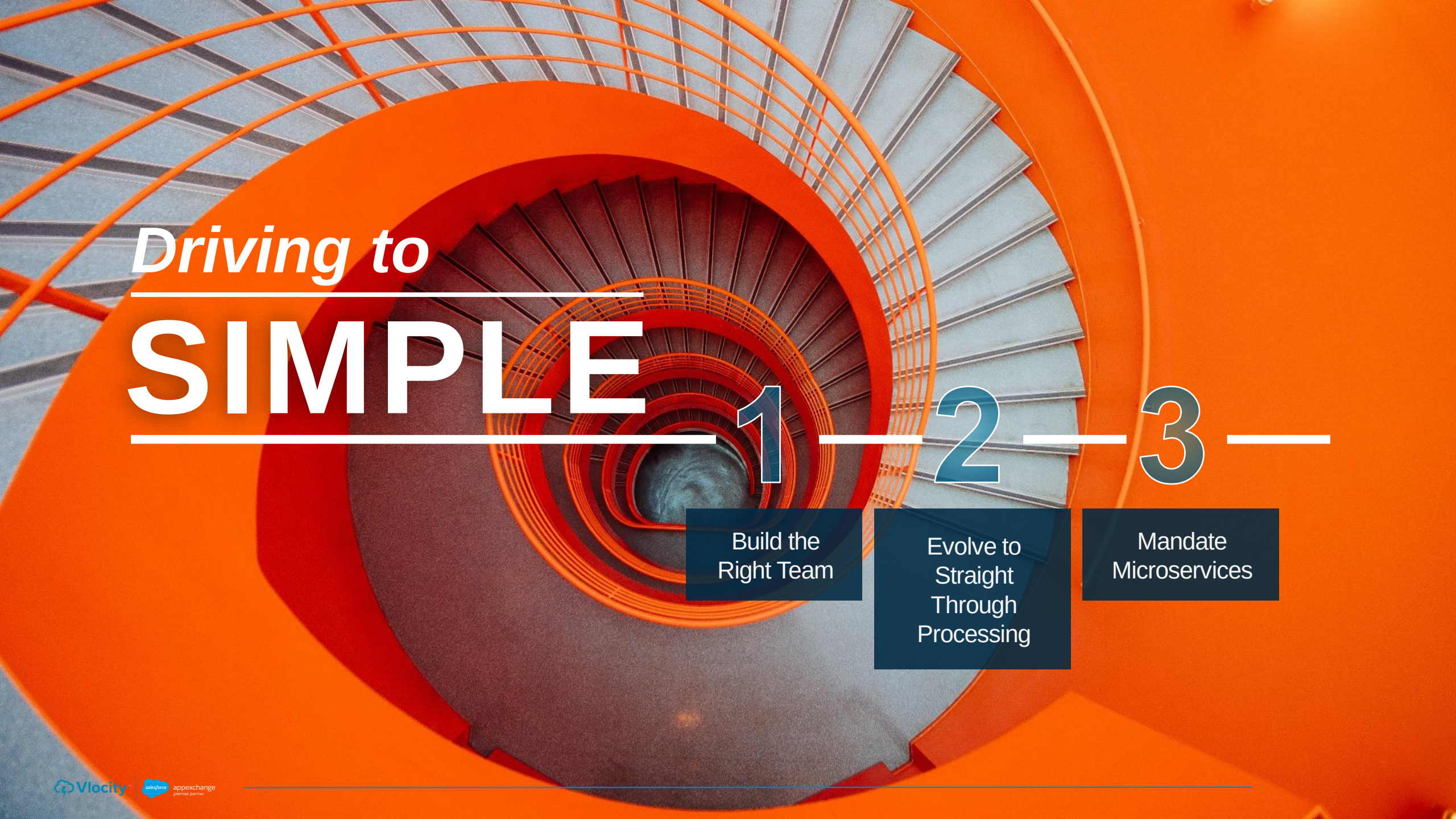


Top 3 – Lowest Impact



Highest Impact

Lowest Impact


Driving to
SIMPLE
1
Build the Right Team
2
Evolve to Straight Through Processing
3
Mandate Microservices

Battle Grounds of Simplicity

Simplicity is a Multi-Discipline Endeavor

Transformation is in the Team Structure

BUSINESS OWNER
Business Vision, Market Savvy
Competitive Intelligence

- Exec Team
- Marketing
- Sales

UX DESIGNER
Design Expert,
Competitive Intelligence

- Marketing

PRODUCT EXPERT
Rate & Rule Knowledge
Data Source Awareness

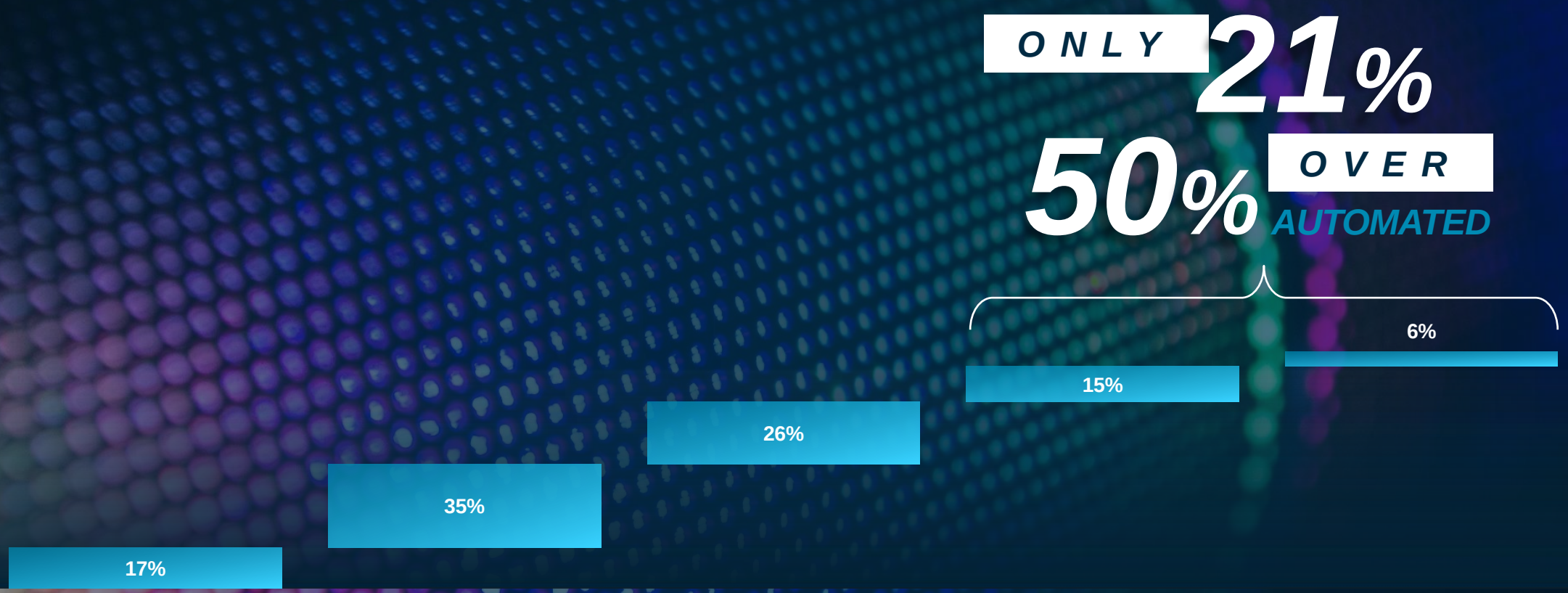
- Actuarial
- Underwriting

TECHNOLOGIST
OmniScript & Product Set-Up
Rapid Prototyping Methods

- Product
- Engineering

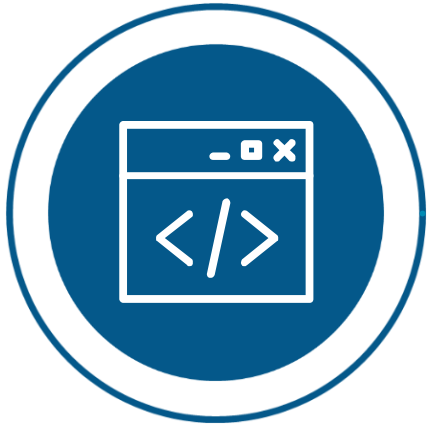
Buyer Preferences versus Executive Perspectives

Adoption of Straight Through Processing



Evolution to Straight Through Processing

Automate



Automated Quote to Bind Workflows, including Payments and Doc Gen

Enrich

Supplement User Input with API Available Data

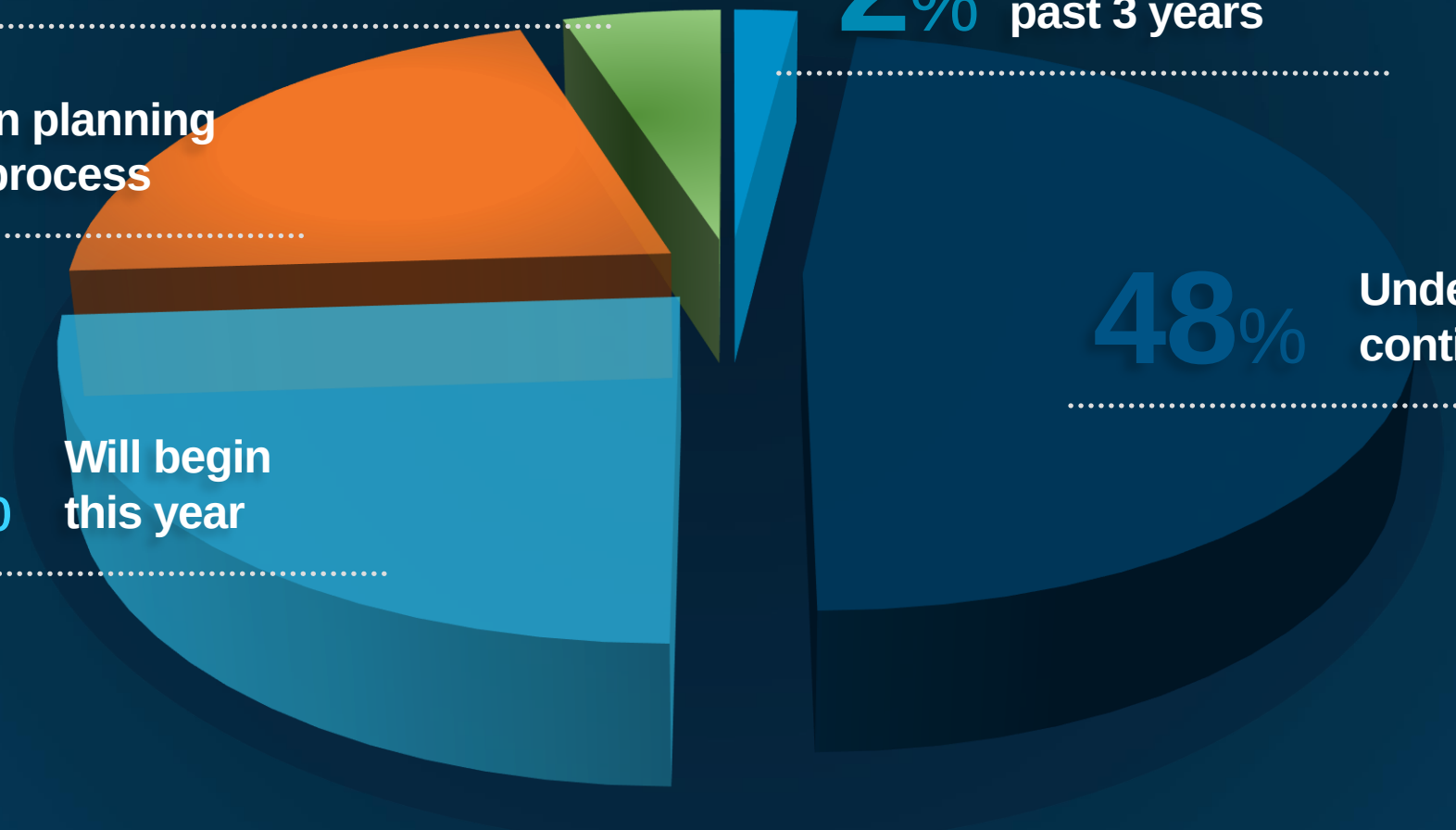
Refer

Rule Sets to Reduce Flow to Human Underwriters

Learn & Decision

Closed Loop Learning to Underwriting Decisions

It’s the Early Days of AI & Advanced Analytics



5% Not under consideration

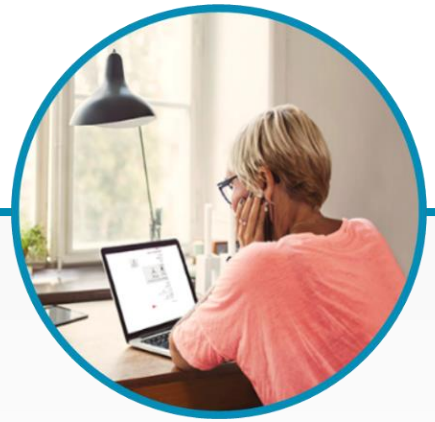
2% Completed in past 3 years

21% In planning process

48% Underway and continuing

24% Will begin this year

Simple on the Surface needs Sophistication Below



OFFER

QUOTE

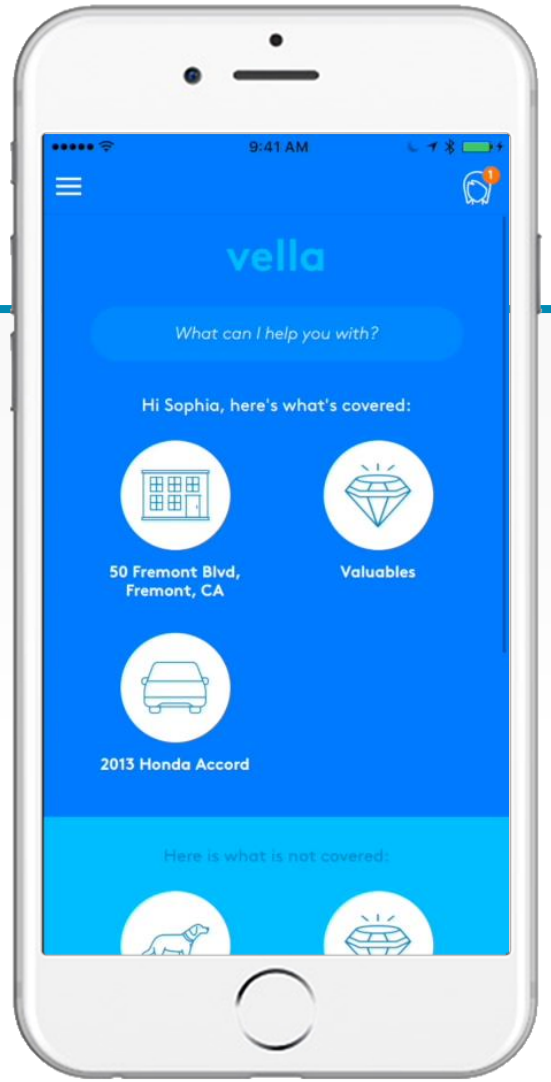
BUY - ISSUE

OmniChannel Microservices

- Contact Targeting
- Product Selection
- Data Pre-Fill

- Product Eligibility
- Rating
- Underwrite

- Payment
- Issue
- Doc Gen
- Doc Delivery

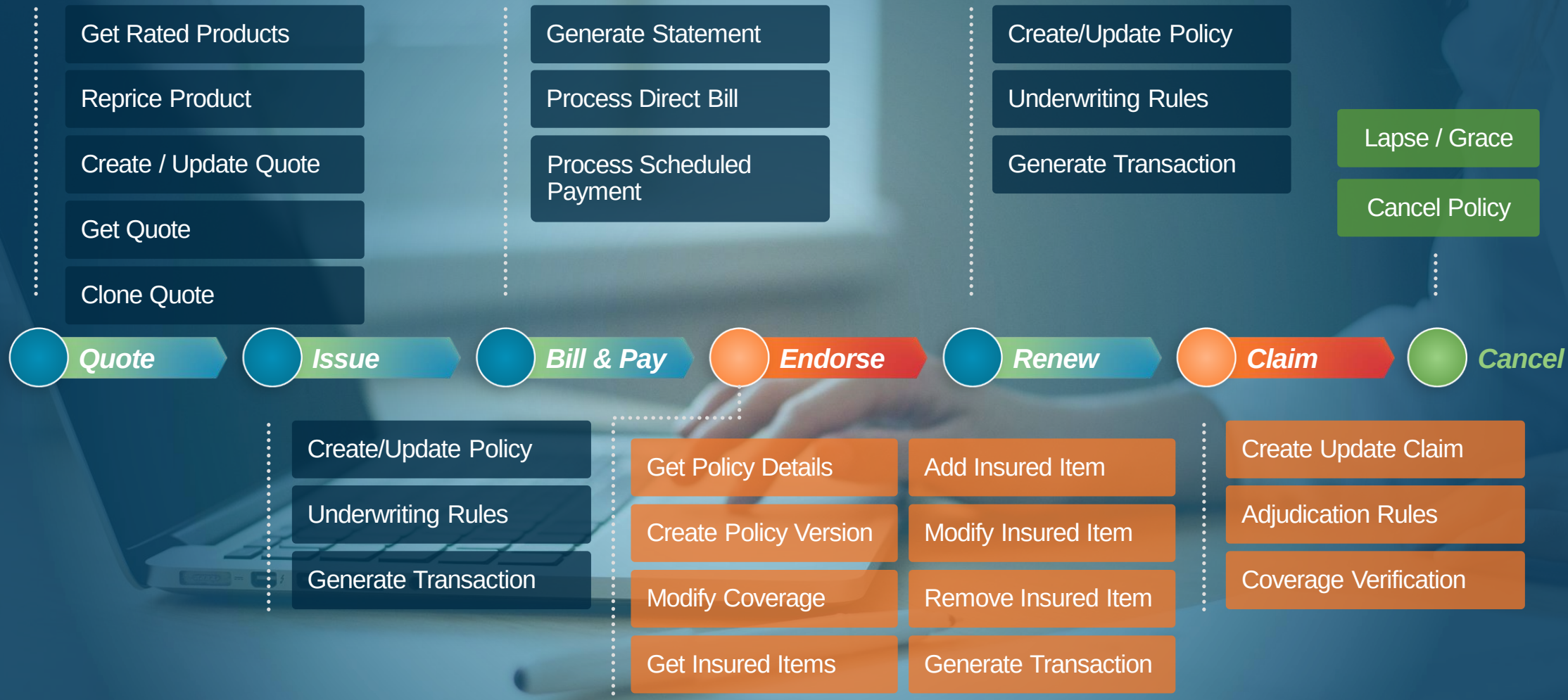


Adopt the Amazon Services Mandate

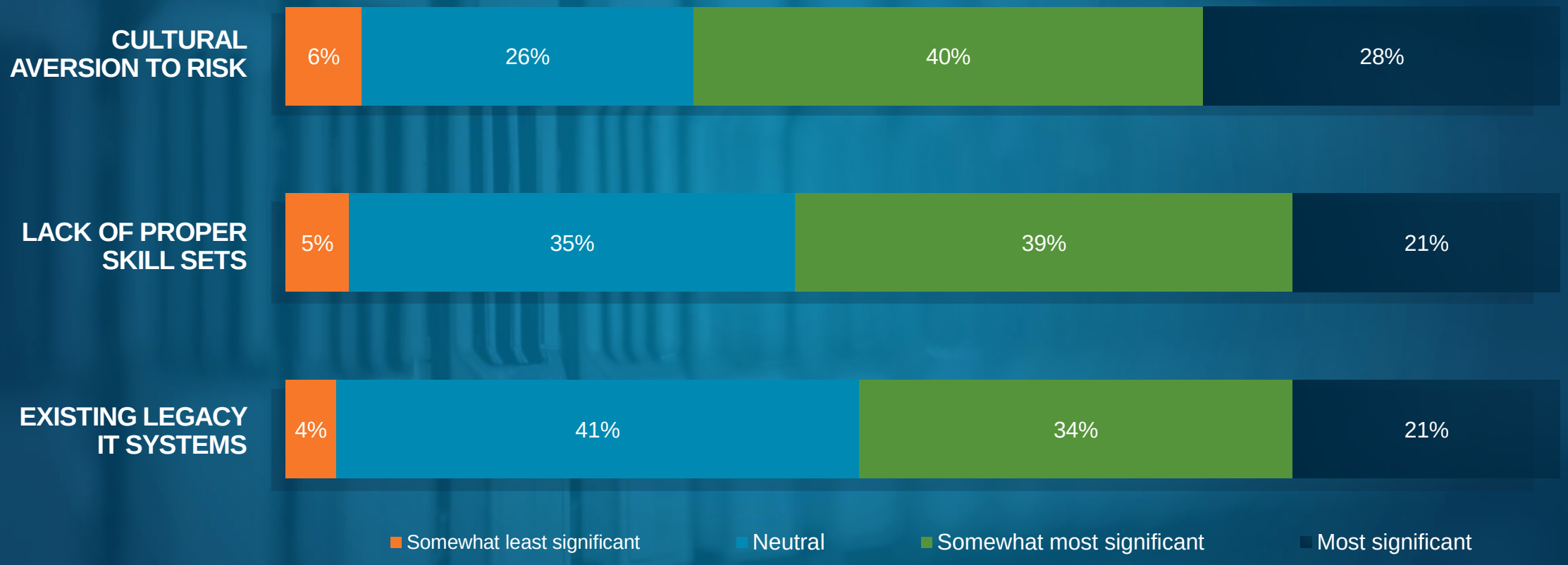
1. All teams will henceforth expose their data and functionality through service interfaces.
2. Teams must communicate with each other through these interfaces.
3. There will be no other form of inter-process communication allowed: only communication via service interface calls over the network.
4. It doesn't matter what technology they use.
5. All service interfaces, without exception, must be designed from the ground up to be externalizable.

Paraphrase from Amazon Internal Memo, 2002

Vlocity Policy Administration Services



What's Stopping Your Digital Transformation?



Vlocity Digital Insurance Platform

100% Built & Run on Salesforce

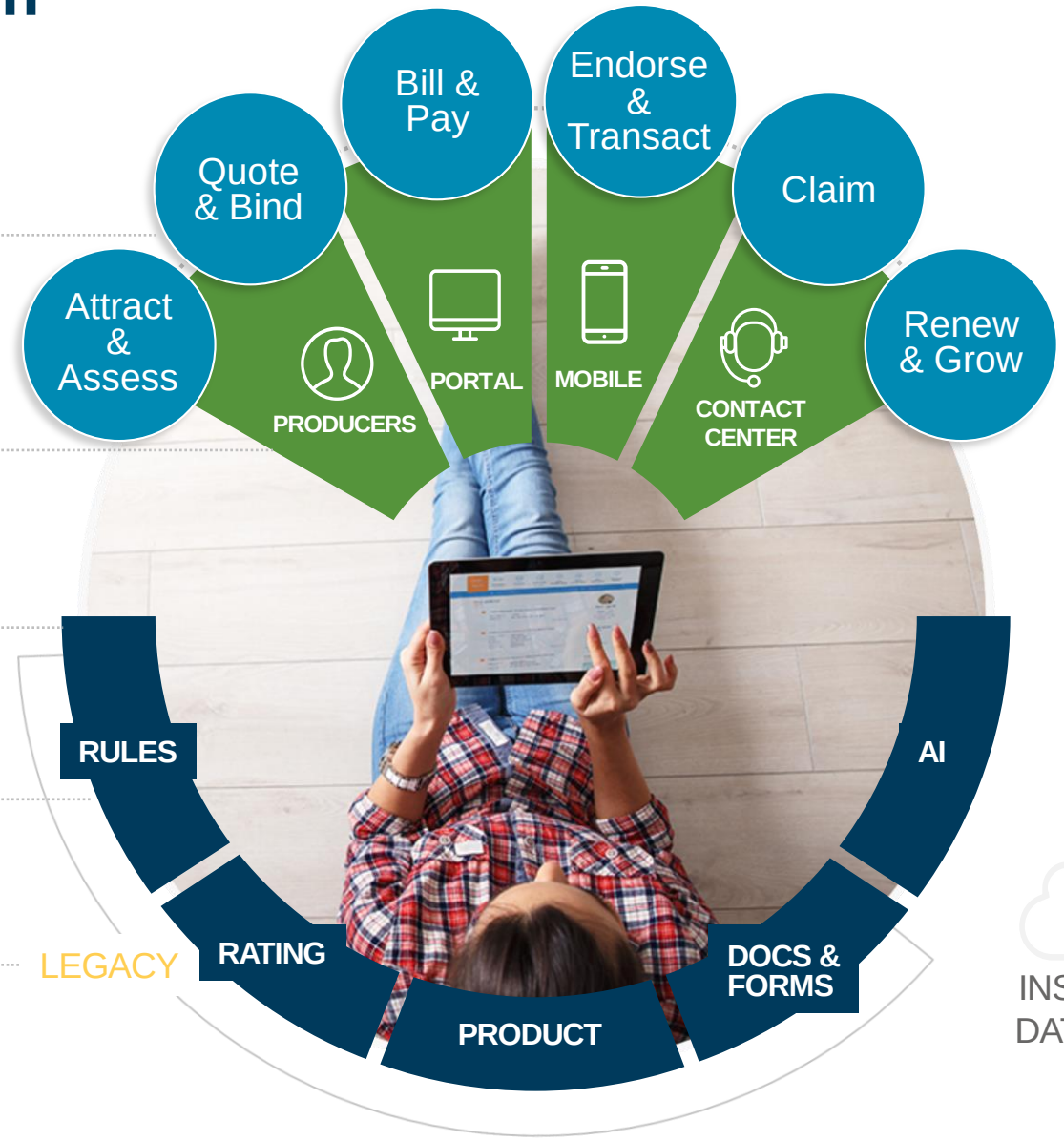
COMPLETE POLICY LIFECYCLE

DIGITAL OMNICHANNEL

AGILE MIDDLE OFFICE

INDUSTRY OBJECTS

LOW CODE INTEGRATION



INSURANCE DATA MODEL

Vlocity Insurance Solution Map

Vlocity Deployment Strategies

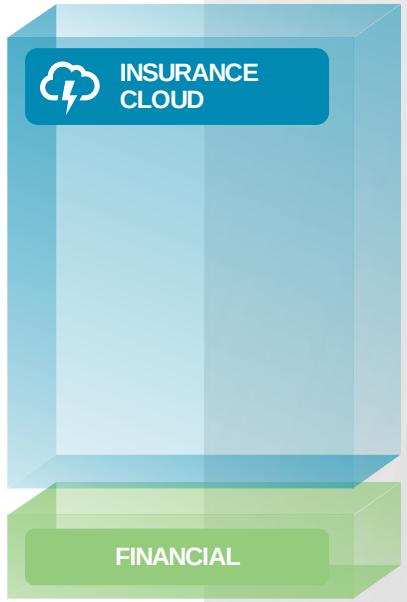
Agile Engagement Layer

- Agile Guided Interactions
- Low Code Portals
- Seamless Journeys within Salesforce

Legacy Modernization

- Declarative Product, Ratings, Rules & Docs
- Rapid Deployment
- Low Risk Encapsulation

Core in the Cloud



- Personalized Insurance
- Complete Cloud
- Legacy Elimination

Vlocity Digital Insurance Architecture

DIGITAL CLIENT FRAMEWORK

Interaction Management
- Role-based Authorization
- Click-Tracking

Vlocity Cards
- State-based Display
- Templates
- Dynamic Actions

Vlocity OmniScript
- Dynamic Forms
- 25+ Controls
- Fully-Styled
- Proposal Generator
- DocuSign Connectors
- Client-Side Call Outs
- Expression Engine
- Product Selection
- Product Configuration

Vlocity Mobile
- iOS
- Android
- Low-Code

SERVICE INTERFACES

Vlocity Integration Procedures (Automated Functions | Scheduled Batches | Declarative API)

Rating | Quote Mgmt | Rules Services | Policy Mgmt | Billing Mgmt | Endorsements | Claim Mgmt | Cancel-Lapse

METADATA-DRIVEN ENGINES

Rating Algorithms
- Factor Tables
- Functions & Calcs
- Aggregations
- Pre/Port Processing

Product Definition
- Product Attributes
- Coverage Specs
- Insured Item Specs
- Rating Attributes

Configuration Rules
- Eligibility Rules
- Relationship Rules
- Attribute & Attribute Value Rules

State-based Rules Engine

State Model

Vlocity Intelligence
- Profile Attributes
- Machine Learned Ranking Algorithm
- Offer Resources

Producer Appointments & Credentials

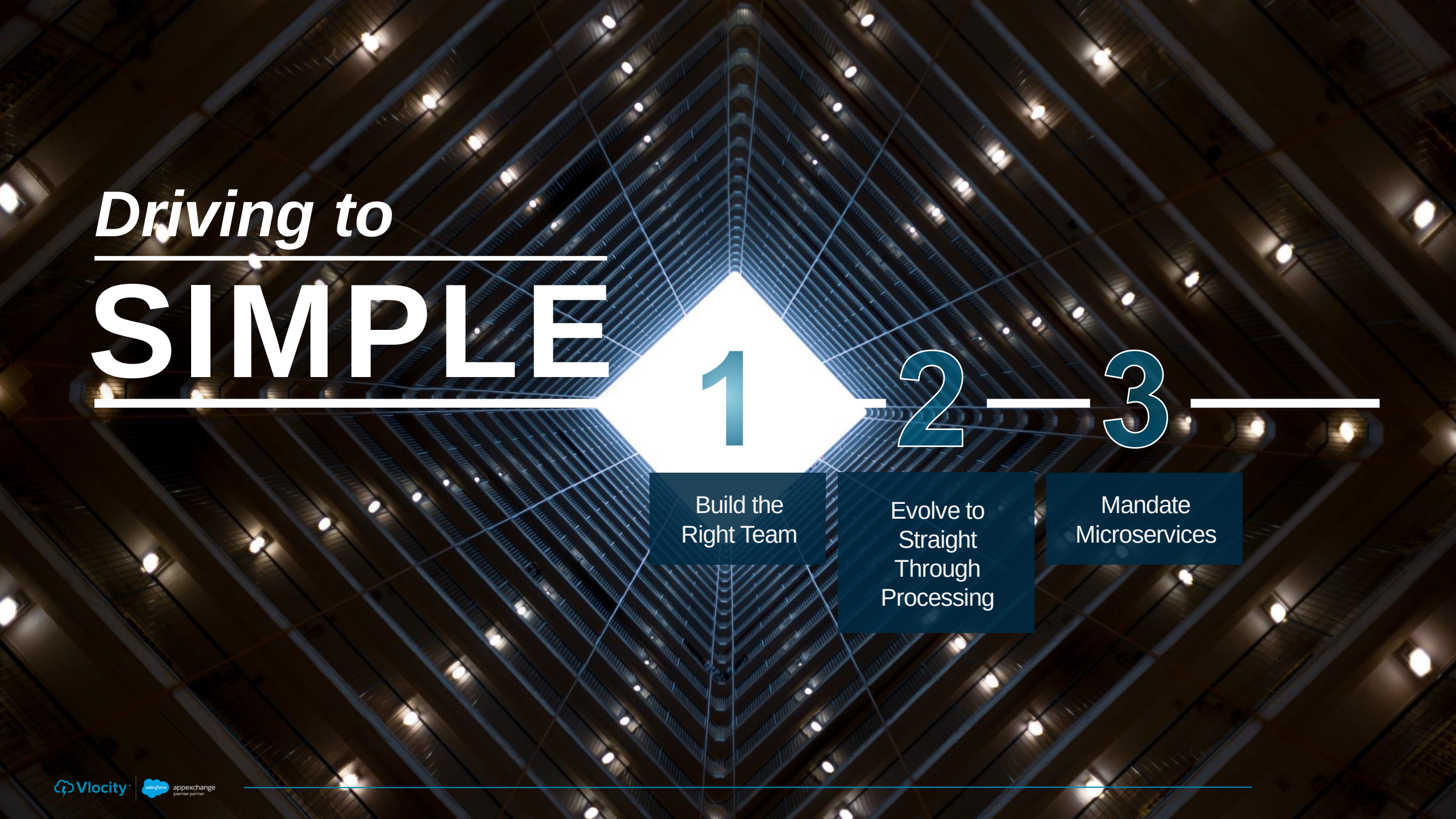
Document Templates

DATA & INTEGRATION

Data Transformation
- Salesforce ETL
- Data Mapping
- JSON <> XML
- Transform Functions

Call Outs
- REST
- SOAP
- APEX Remote Actions
- Custom Formats

Industry Data Model
- Party Model
- Policy Model
- Claims Model
- Billing Model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Evolve to Straight Through Processing
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Vlocity, a Forbes Cloud 100 company and strategic Salesforce ISV, delivers industry-specific cloud and mobile software that embed digital, omnichannel processes for customer-centric industries. Built in partnership with Salesforce, the global leader in CRM, Vlocity is one of Salesforce's fastest growing partners.