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Technologies

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SEIZING THE SMALL COMMERCIAL INSURANCE OPPORTUNITY

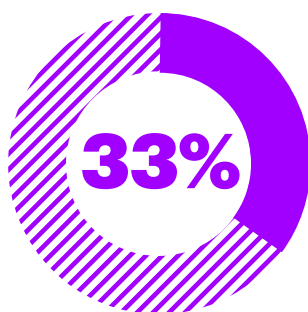
**THE ACCENTURE -
DUCK CREEK ADVANTAGE**

THE SMALL COMMERCIAL INSURANCE MARKET IS RIPE FOR DISRUPTION

Small commercial customers in North America are increasingly willing to purchase their cover through direct, digital channels. With disruption on the horizon, small commercial carriers need to rethink how they will compete in this evolving market. For those that get it right, the prize is a bigger slice of a \$100 billion sector where no single player yet has more than 4 percent market share.

Small commercial is one of the most exciting opportunities in the insurance market today.

Each year, 33 percent of small businesses look to switch insurance providers and one million new small businesses are created in the US. But this market remains poorly served by most of the existing players.



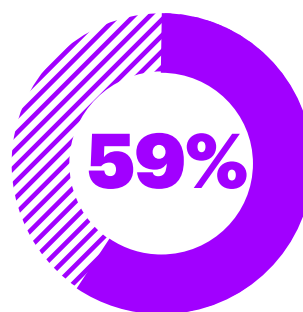
of small businesses look to switch insurance providers

Accenture research shows:

- Small business owners find purchasing insurance—online or through an agent—to be time-consuming and confusing.
- They find the product to be complex and inflexible.
- And they are not sure whether they have purchased the right coverage for their need.

Today's digital experiences do not meet their needs or expectations:

- 57 percent of small business owners start the purchasing journey online.
- But only a minority are able to complete the process online.
- 59 percent would prefer not to have an intermediary.



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START WITH THE CUSTOMER'S NEEDS

To win in this market, carriers will need to do more than simply offer direct, fast and easy online purchases. They must design customer-centric experiences that address small business owners' insurance challenges:

- Reduce time and spare frustration
- Understand customers' needs and offer tailored services
- Be transparent and provide educational content
- Serve customers throughout their lifecycle

Carriers can choose from four plays:

- Strengthen an existing agency-driven business model
- Build a new, direct channel to market
- Distribute through digital intermediaries
- Pursue affinity relationships

Whichever route you go, you need to have the right platform in place to:

- Pivot to new digital business models and interactive experiences
- Strengthen efficiency and operational performance

A PLATFORM FOR OPERATIONAL EXCELLENCE AND DIGITAL INNOVATION

Carriers need to reinvent themselves and deliver compelling digital agent and customer experiences to grow and remain relevant in the small commercial marketplace. Accenture and Duck Creek can help you embed the brilliant basics of operational efficiency into your business model and build a platform for digital innovation.

Shape your future

Small commercial carriers should shape their own futures, not have them dictated by the technologies they use. The Duck Creek OnDemand software suite gives you the agility to transform your business at speed, put new ideas into play quickly and easily, and evolve your products, channels and customer experiences to meet the needs of a changing market.

**SaaS delivery
Headless user interface
Low code configuration
Rapid deployment out of the box
Easy maintenance**

Accenture—the leading partner for Duck Creek implementations

Not only does Accenture have unrivalled experience with the Duck Creek platform; we can also help you to build the operating model and user experience that will drive a successful transformation of your business. We won't help you just to replace a core insurance system, but also to leverage it to deliver game-changing experiences to your employees, customers and agents.

A PARTNERSHIP FOR YOUR ENTIRE DIGITIZATION JOURNEY

Whether you wish to establish a new direct operation or modernize an existing small commercial business, Duck Creek and Accenture offer a single partnership, for the entire journey—from conceptualization to design to implementation and operation.

- **Duck Creek’s largest and most experienced implementation partner:**
Accenture has 60-plus Duck Creek clients and over 1,600 Duck Creek practitioners.
- **Small commercial leadership:**
Accenture has extensive assets, research, consulting expertise and design experience in this market. We have created operating and underwriting models specifically for small commercial insurance.
- **Consulting solutions:**
Accenture complements Duck Creek implementations with fully integrated consulting and change management services.
- **Build your future workforce:**
We can help carriers shape their organization and workforce for the future, including structuring their business groups to take advantage of configurability for speed to market.
- **Innovation Center:**
Accenture’s Digital Insurance Solution Center has partnered with startups and fintech companies to create new business models and solutions for small commercial insurance that leverage the Duck Creek platform.
- **Industrialized deployment:**
Over 75 percent of our Duck Creek Solution Factory team members are Duck Creek University certified for Policy, Billing, or Claims.
- **Get into production in less than a year:**
Accenture has created a set of accelerators specific to Duck Creek to speed up implementation for small commercial insurers.
- **Digital experience design:**
We have developed leading-edge digital user experiences powered by the Duck Creek platform for small commercial insurance.
- **Experience in live cloud deployments:**
Accenture is the only organization to have completed live Duck Creek OnDemand implementations in the small commercial sector.

HOW DUCK CREEK AND ACCENTURE ARE HELPING LEADING CARRIERS TO DISRUPT THE SMALL COMMERCIAL MARKET

Developing an omnichannel small commercial insurance company from start-up to launch

We are helping a North American insurance group to fast-track the launch of a new small commercial insurance product and company offering the market better coverage, a fresh brand, a digital platform and a unique customer experience.

Resources from Accenture, Fjord, Bloom, Avanade, and Duck Creek spanning three continents worked together to:

- Define the product, market positioning, customer segments and value realization plan.
- Design a signature brand and an omnichannel experience.
- Develop a multi-cloud digital platform, powered by the fastest-ever OnDemand implementation of the full Duck Creek Suite.
- Deliver a new solution and an operating model connecting several client group companies.

DELIVERING A LEADING-EDGE EXPERIENCE FOR INDEPENDENT AGENTS

A leading commercial insurer in North America engaged Accenture and Duck Creek to build a digital platform to serve its independent agent community. The online marketplace allows independent agents to quote, issue, and service small business policies across several lines of business, including umbrella, workers' compensation, commercial auto, and management & professional liability.

Accenture:

- Led the program management, design, build, and delivery of the platform.
- Developed and rolled out a game-changing solution in just 15 months.
- Worked with Fjord to conduct immersive, ethnographic research and develop a platform tailored to the needs of the people who would use it.
- Leveraged modern microservices and APIs to connect multiple policy administration systems to the front-end.
- Integrated a technology stack spanning AngularJS, .NET, BizTalk, MSMQ, OpenText Process Suite, xPression, SQL databases, and more.

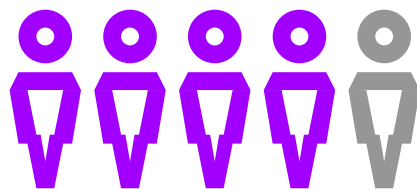
ARE YOU READY FOR THE TIPPING POINT?

Existing direct and digital small commercial offerings fall short of customer and carrier expectations, but the market is rapidly approaching a tipping point as competition heats up:

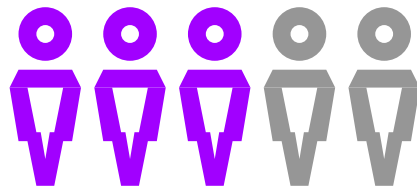
- Four of the top five carriers have launched or are preparing a direct offering.
- Three of the top five brokers have or are preparing direct or affinity offerings.
- New affinity plays are gaining traction in the market.

These developments mean that every small commercial carrier needs to evaluate whether it has a defensible position and whether it is ready to go on the attack for more market share.

Contact us today about how Accenture can help you to transform your organization to compete in today's challenging small commercial market.



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Three of the top five brokers have or are preparing a direct offering

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ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world’s largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With 469,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com

ABOUT THE DUCK CREEK AND ACCENTURE PARTNERSHIP

Duck Creek Technologies is a leading provider of P&C insurance software and services to global insurers of all sizes. As Duck Creek’s only Premier Platinum Partner, Accenture utilizes the best people, processes and industrialized tools. These provide clients with two essential benefits: predictable delivery results and reduced implementation risk. With Accenture and Duck Creek, we believe you get the best of both worlds: market-leading P&C software and services and an implementation partner committed to bringing digital innovation and delivery certainty to achieve outstanding results. With over 1,700 Duck Creek practitioners, and a longstanding implementation track record, Accenture is the acknowledged Duck Creek expert.

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