



# OUTSIDE-IN COMPETITION FORCES INSURANCE INDUSTRY INNOVATION

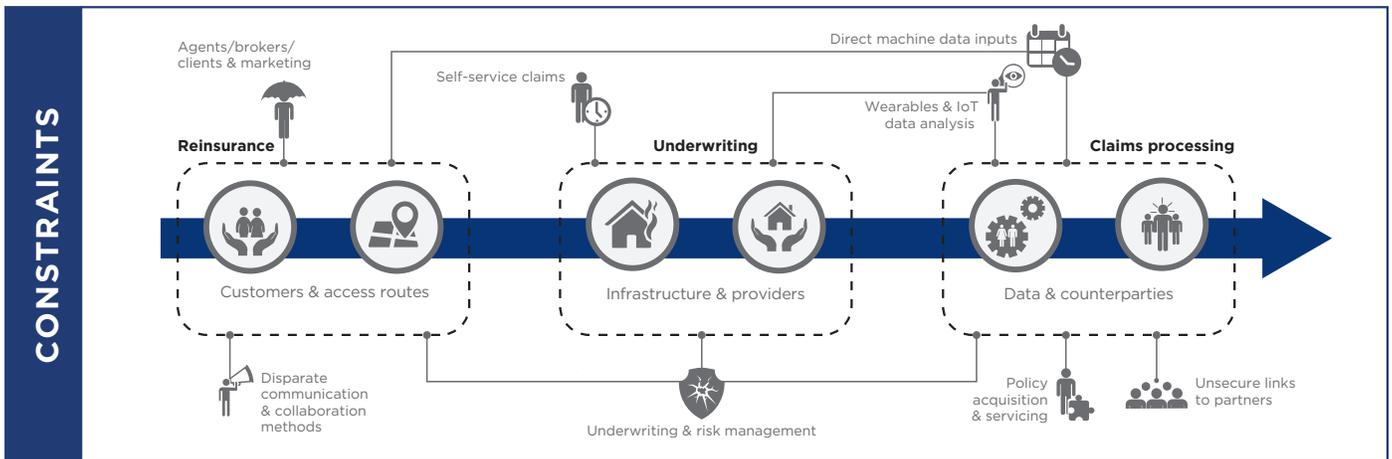
Insurance companies need to add value in the competitive, connected and data-driven world of online products and services, all amid increased security risks and regulation.

## Industry trends

New competitors are disrupting the industry by introducing digitally-driven business models that offer consumers new levels of personalization and choice. Established firms are now competing with cost and value comparison websites, non-conventional purchasing models, mobile/social products and customer services. Key industry trends include:

- Pricing pressures have intensified in an expanding market
- Companies are tapping online and cloud-based services to innovate
- Data analytics capabilities are becoming more essential, particularly as telematics develop
- Global demand is rising for self-serve insurance products
- The value consumers place on recognized brand names is diminishing

**66% of insurers agree that big data is enabling non-traditional providers to move into the industry<sup>1</sup>.**



**Lack of information integration across reinsurance, underwriting and claims processing processes is creating the following business and technology constraints:**

### Business constraints

- Data security, protection and backup requirements are increasing as customers become more connected
- Lack of participation in collaborative peer ecosystems hampers efforts to keep pace with new competitors
- The industry, conservative by nature, must find visionaries who can spot and seize available digital opportunities
- Rising pricing pressures hinder the ability to invest in digital strategies that can modernize industry offerings

### Technology constraints

- Digital technologies aren't integrated, making it impossible to meet online, self-serve consumer demands
- An inability to quickly access and analyze data on trends and customer behavior stalls development and delivery of consumer-friendly products
- Dispersed business partners, service providers and mobile customers slow service delivery and inhibit partnerships
- Unresponsive product purchasing and customer service systems erode customer satisfaction
- Siloed IT makes it impossible to provide high-performance connectivity to an increasingly mobile and demanding client base

### Conclusion:

Insurance companies must enable cost-effective, secure customer access to products and services and easy collaboration with innovators.

### Conclusion:

Firms need flexible IT and interconnection strategies that bring them closer to partners and customers to deliver high-quality, customized solutions.

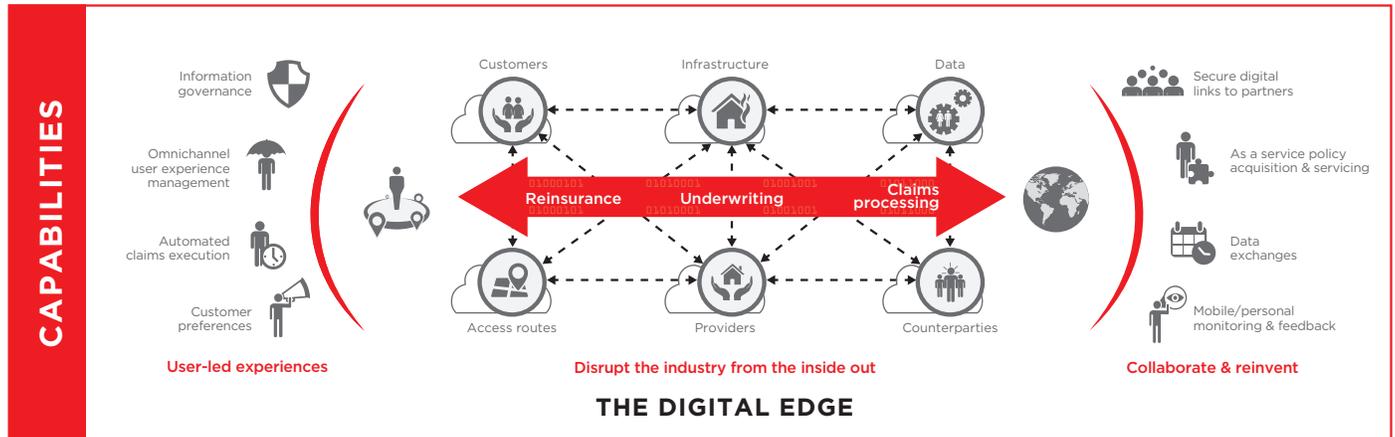


EQUINIX

WHERE OPPORTUNITY CONNECTS

1. Capgemini, "Big & Fast Data: The Rise of Insight-Driven Business," 2015.

Constraints become capabilities when infrastructures shift from being siloed and fixed to integrated and dynamic.



Business and technology need to change. To expedite this transformation and meet the growing digital demands, insurance businesses must re-architect their IT infrastructures. This re-architecture creates capabilities that were previously not possible to achieve.

#### Business-enabled

- Direct and private connectivity ensures safe interactions and access to sensitive information
- Access to dense industry ecosystems uncovers opportunities to deliver differentiated products and services
- Innovating through partnering accelerates the creation of value-added solutions
- Optimizing network and cloud connections on a vendor-neutral interconnection platform reduces costs

#### Technology-enabled

- Integrating dynamic digital technologies supports superior service to dispersed customers
- Real-time data access, processing and analysis delivers timely, personalized insights
- Proximity to partners and customers optimizes product delivery
- Streamlined internal communications improve service and customer satisfaction
- Internetworked IT delivers superior connectivity right out to the edge

The digital edge is where to localize delivery of cloud-supported services to your customers, employees and partners.

#### How interconnection and Equinix accelerate digital business and technology transformation

- **Shorten the distance** between your applications and data, customers, employees and partners
- **Localize traffic and services** across all the locations and markets you need to reach and regionalize services globally
- **Integrate and deliver via ecosystem exchanges**, leveraging multiple clouds and SaaS providers to increase your rate of change while interconnecting with digital partners
- **Locate data and analytics closer to users** for improved response times and distributed scale, reducing the amount of data traversing networks

#### The Equinix ecosystem advantage

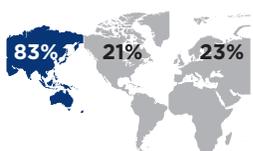
Equinix is where insurance firms, partners and customers come together and leverage an Interconnection Oriented Architecture™ (IOA™) that enables them to harness the power of direct and secure interconnection. The Equinix insurance ecosystem consists of more than 44 companies worldwide, 1,400+ networks, 2,500+ cloud and IT service providers and more than 8,000 global businesses.

#### Architect your digital edge on Platform Equinix™

Insurance businesses need to re-architect their IT infrastructures on a platform that supports dynamic bandwidth and connectivity to enable the analytics and control needed to provide end-to-end visibility and insight. They need to put interconnection first in their digital IT transformation strategies. A sure path to that goal is to harness the power of an IOA on Platform Equinix.

**4**  
of the top  
**10**

Four of the top 10 insurance companies use Equinix as their global interconnection provider of choice



Equinix averages of year-over-year insurance customer growth



Plan your digital platform with the **IOA Knowledge Base**, an open repository of blueprints and design patterns based on the best practices of market leaders across more than 600 production implementations. The IOA Knowledge Base has codified solutions to business and technology constraints. Visit [Equinix.com/ia](http://Equinix.com/ia) to learn more and see how your infrastructure can transform to meet the needs of your business.

#### About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most interconnected data centers. In 40 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies.

# Packet Fusion

**Ellen Pensky**

*ellen@bumblebeemarketing.net*

**PACKETFUSION**



Connecting the Dots to the Cloud