# Digital Mobility Vendors

Selecting the right vendor for digital mobility implementations can be a very tricky task. Since digital technology is itself new and emerging, very few vendors have the knowledge and expertise in technology as well as its implementations. This can only be identified through a thorough selection process. Many of the established names in the IT industry are behind the learning curve when it comes to digital mobility and are expensive options.

There are 4 types of organizations competing in the mobility space that offers digital mobility sales solutions

TYPE I
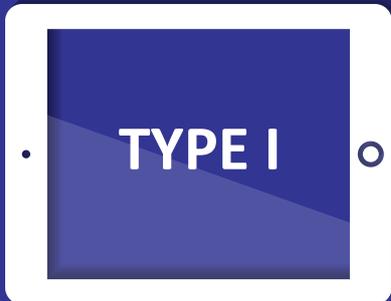
- Large MNC's
- System integrators
- Ticket size - 1 Million USD and above
- Mostly undertake bespoke projects

This includes large corporations with multinational presence, who are system integrators. Most of these companies have expertise in web/server-based solutions. Such organizations prefer undertaking digital mobility projects involving the entire lifecycle of Insurance policies, rather than digital mobility sales solutions alone since their ticket size is much below a million USD.

Such organizations do undertake bespoke digital mobility projects for clients now and then but only because of ongoing technology contracts with these clients. Clients give them projects more because of brand value and loyalty, than any proven success in digital mobility. For an insurance company, however, this is an expensive option as the value derived from it does not justify the high costs.
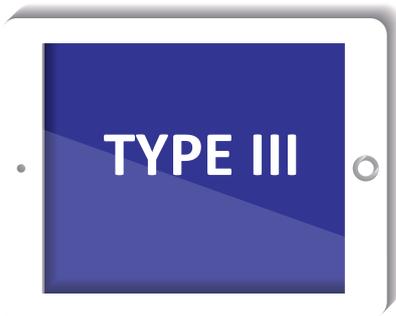
TYPE II
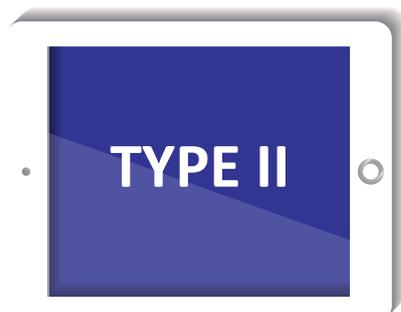
- Small and medium - sized
- Design software based on business requirements
- No specific domain expertise
- Ticket size - 5000 to 10,0000 USD

These are small and medium-sized organizations that design software based on business requirements and have no specific domain expertise. They work on bespoke projects and deal in contracts ranging from USD 5000 to USD 100,000. They have little or no expertise either in the insurance domain or in digital mobility sales solutions. Such companies usually move from one domain to another depending on the projects they have in hand.

Most of these organizations do not have a dedicated team that specializes in multiple operating platforms and programming within mobility. They have little knowledge of processes related to insurance selling and policy generation. They find it extremely difficult to understand various types of Insurance products. This results in high turnaround time especially if products are to be integrated into digital mobility sales solutions. There are instances where the solutions become redundant as the vendor is unable to configure existing or new products into the digital mobility sales solution.

Although they offer neither a SaaS solution nor a configurable off-the-shelf product, they are cheaper compared to Type I companies. Also, the actual project timelines for them to develop a digital mobility sales solution is anywhere from 2-3 years.

TYPE III

These are small or medium organizations that specialize in insurance core systems. Most of them are reluctant to get into the front-end systems as their strength lies in insurance core systems. They develop part of the digital mobility sales solutions (business illustration, FNA modules, etc.), and offer them along with their core systems to gain a competitive edge. They do not offer a configurable off-the-shelf product which can be interfaced with the core system. Most of them are not domain experts in digital mobility sales solutions but are rather specialists in core systems.

- ▶ Specialize in web-based systems
- ▶ Reluctant to get into the front-end systems
- ▶ Mostly develop part solutions
- ▶ Superior technology in digital

TYPE IV
DIGITAL EXPERTS

Digital experts operate only within the digital space and have the domain expertise in digital mobility technology as well as insurance. They have extensive experience in digital mobility projects across geographies and use a superior technology stack that includes various effective tools for digital mobility sales application development. They are also capable of playing a consultative role in the whole spectrum of mobility projects.

For clients, such organizations offer the following benefits:

- Lower costs
- Protection of investment as it is easy to migrate to different languages/platforms/operating systems
- Superior quality of product application
- A nimble and user friendly user interface (UI) as well as enhanced user experience (UX)
- Low demands from the management in terms of time and effort required to be put into the project. As these organizations are domain experts, they are seldom dependent on the clients for transfer of knowledge other than client specific information

- ▶ Have domain expertise in digital mobility technology and Insurance
- ▶ Extensive implementation experience in digital mobility projects across geographies
- ▶ Superior technology stack
- ▶ Play a consultative role

SELECTING THE RIGHT DIGITAL MOBILITY PARTNER

Choosing the correct digital mobility partner, or partners, is critical to implementing the optimal digital mobility solution. Insurance providers have an interesting array of potential digital mobility partners at the ready, including wireless carriers, systems integrators, VARs (value-added resellers), software solution developers, and even the mobile device manufacturers.

Criteria to consider when selecting a partner include:

F R O S T & S U L L I V A N

REPORT

01

Breadth and depth of solution portfolio

A best-in-class provider will offer choices and will provide solutions that can scale to the insurer's evolving needs.

02 **Device/OS agnostic**

The potential partner must be willing and able to support multiple mobile device types and operating systems.

03 **Industry partnership ecosystem**

Insurance companies should expect easy, one-stop-shop access to the following types of support: Needs analysis, ROI analysis, process mapping, solution configuration/integration/customization, employee training, and implementation management.

04 **Vertical-specific expertise**

Given the unique characteristics and needs of insurance companies, a deep and thorough knowledge of an insurer's information and communications requirements is an absolute necessity. Vendors should not be allowed to force-fit an under-featured, horizontal solution onto a field agent or a policy holder.

05 **Geographic reach**

The geographic coverage of the insurance provider—whether it's local, state, or national—will dictate requirements here.

06 **Pricing model(s) and flexibility**

Deployments can be priced on an annual license basis or according to the SaaS (Software as a Service) price model. The hosted SaaS delivery model charges on a per-device, per-month basis which enables the insurer to avoid capex spending—hence, making the mobile solution a more affordable and practical investment.

07 **Post-deployment service and support capability**

Mobile solutions are only effective if they remain operating properly and dependably. A single source for managed care and support across all of the solution's elements should be required. The more savvy providers will also work closely (and directly) with insurers during the initial post-deployment period, in order to minimize and address any initial launch difficulties.

OUR PRESENCE ACROSS GEOGRAPHIES

Toronto, Canada

Pune, India

Kuala Lumpur, Malaysia

AccelTree Software

Your Digital Vision Our Digital Platform

www.acceltree.com

+91-20-6734 2000

info@acceltree.com

604, Supreme HQ, Mumbai-Bangalore Highway, Baner, Pune - 411045, Maharashtra, India