

D-rive by Deloitte

Enter the UBI fast lane with an end-to-end solution

D-rive is a mobile-based telematics solution that captures, scores, and reports policyholder's driving behaviors while engaging drivers through a mobile app and online portal. Insurers are empowered with their own portal — a one stop shop for access to a shared database of driver data, advanced analytics, and customer service capabilities.

Telematics: An evolution in auto insurance

Telematics is creating new opportunities in auto insurance and reflects a broader movement toward "connected consumers" and shifting customer expectations. The auto insurance industry is quickly approaching broad adoption of telematics and usage-based insurance (UBI). Ten major U.S. auto insurers, representing over 50% of the market, have already or are planning to introduce telematics solutions by the end of 2014.¹ The challenge insurers will likely face is how to develop a strategic response to the new industry landscape.

Telematics helps insurers to gather data on the driving behavior of policyholders, but its significance goes beyond improved underwriting equations. Telematics reflects a new era of increasingly connected consumers who may be willing to share data in exchange for a perceived value. Insurers who utilize the behavioral data and policyholder connectivity offered by telematics could uncover benefits that could potentially accelerate top line growth and improve the bottom line.

Getting in the game

Insurers have several decisions to make to bring an effective telematics-based UBI solution to policyholders:



Data and data collection

How will I capture telematics data? For how long should I collect data?



Leveraging the data

How will I accumulate enough data to drive credible risk selection and pricing?



Analytics and predictive modeling

Do I want to use the data beyond pricing?



Customer engagement

What can I offer my policyholders to increase engagement and loyalty?

¹ Source: SNL Financial, Deloitte Analysis.

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D-rive
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Introducing D-rive: An innovative telematics solution to meet your UBI needs

Designed specifically for auto insurers, D-rive is a cloud-based telematics solution that features data capture, real-time trip scores, behavioral “fingerprinting” for driver identification, driver scoring, data bureau access for larger volumes of data, and customized engagement with policyholders.



- Data captured continuously and efficiently by the mobile app
- Mobile app reduces costs and operations versus OBD
- Second Generation technology provides efficient battery life and data accuracy
- Transparent scoring and advanced analytics can drive improved insurer ratings
- Unique behavioral “fingerprint” technology allows D-rive to identify drivers by their distinctive driving characteristics
- Data bureau supports faster arrival at minimum regulatory ratings/data threshold²
- Mobile app allows for customized feedback on driving behavior
- Online portals facilitate two-way dialogue between drivers and insurers

The D-rive value proposition

- **Speed to market** — Enter the market and amass data quickly from a shared data pool
- **Cost effective** — Reduce costs through low upfront investment, shared data, and the use of a mobile app
- **Flexible/transparent** — Customize data algorithms to score drivers based on the behaviors most important to you as an insurer
- **End-to-end solution** — Work with Deloitte to help reduce risk, complexity, and costs
- **Mobile** — Tap into your policyholders’ mobile lifestyle to drive adoption, engagement, and retention
- **Backed by Deloitte** — Benefit from Deloitte’s vast insurance experience that spans technology analytics and regulation

What we offer

- **An end-to-end solution** — From strategy to implementation to product enhancement, D-rive supports insurers in building and growing their telematics program:
 - **Strategy:** Focused strategy planning sessions with the insurer team and go-to-market playbooks
 - **Implementation:** Initial integration between D-rive and insurer systems as well as ongoing support through operational playbooks on topics
 - **“Winning” in the market:** After launching an initial strategy, D-rive provides insurers support to maintain and evolve their telematics program

Deloitte’s telematics solution offers a cost-effective and comprehensive way to accelerate your entry into the UBI market. For more information, please connect with D-rive:



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For more information, please visit www.deloitte.com/d-rive

² Source: Quartz Article “Car Insurance companies want to track your every move — and you’re going to let them” July 9, 2013.