



Asia/Pacific Insurance Strategies

AN IDC FINANCIAL INSIGHTS RESEARCH ADVISORY SERVICE

The insurance industry today is marked by changes, such as consolidation, demutualization, and a strong trend toward specialization. Competition among insurers has intensified, and improving financial performance is of paramount importance. At the same time, scrutiny from outside constituencies — including financial analysts, regulators, and policyholder interest groups — has amplified the demand for information and analysis. This environment demands best practices in all aspects of insurance company operations — financial management, product development, information systems, and client services. By providing you with guidance on the strategic and operational impact of information technology on the insurance industry, including its structure, companies, sales channels, and products, IDC Financial Insights' *Asia/Pacific Insurance Strategies* enables your firm to be better equipped in handling the specialization required to remain competitive.

Approach

IDC Financial Insights' *Asia/Pacific Insurance Strategies* provides clients with strategic advice and timely data. Our ongoing and continual interactions with our clients assist them to make better informed decisions so as to improve their competitiveness and operations. Our research advisory service provides ongoing research reports, analyst access, Webcasts, admission to round tables, and content-rich conferences such as the annual Asian Financial Services Congress.

Topics Addressed

Throughout the year, this service will address the following topics:

- Channel management and product distribution insurance agents versus alternative channels
- Competitive posture: Competing as a coherent insurance enterprise
- Engaging consumers more effectively through business intelligence and analytical tools
- Globalization and liberalization of insurers in Asia: Challenges and opportunities
- Modernizing insurers' legacy systems: How insurers should reshape their core applications
- Implementing risk management at insurers: Areas for consideration
- Importance of innovative Web technologies: SOA, Web 2.0 — help or just hype

Key Questions Answered

Our research addresses the following issues that are critical to your success:

- How are insurers sourcing their business applications? Which are the emerging technology firms supporting the insurance industry?
- How are insurers using analytics to make better informed decisions or manage their operations?
- What are the implications of the changing market and competitive dynamics of technology vendors that support — or want to support — the insurance industry?
- What are the insurance business implications of changing demographics on marketing and distribution, customer service, and product development?
- What are the strategic and operational implications of IT's impact on the insurance industry: its structure, companies, customers, sales channels, and products?
- What are the technology implications for insurers of shifts in market, competitive, regulatory, and political environments?

Who Should Subscribe

IDC Financial Insights' *Asia/Pacific Insurance Strategies* provides business managers and executives within insurance carriers, diversified financial institutions, and the technology product managers and marketers that support the industry, with timely and accurate data and advice. Our ongoing and continual interactions with our clients truly assist them to make better informed decisions and improve their operations and competitiveness.

Return on Research Investment

Core Benefits for Technology Buyers

- Concise briefings and guidance on key IT trends and challenges impacting insurers
- Impact analysis of current and emerging technologies on insurance operations
- Guidance concerning changing insurance technology provider landscape
- Core benefits for technology solution providers
- Competitive positioning and recommended partnerships
- Distinct extension of internal market research to validate market strategies
- Guidance for more responsive customer-centric marketing campaigns

Standard Subscription Deliverables

IDC Financial Insights values building client relationships and strives to foster a partnership with each client through continuous analyst interaction; timely delivery of current, concise, and relevant research; as well as custom research when needed. Each advisory service delivers strategic research covering business and technology issues. A summary of the basic service deliverables available to subscribers includes the following:

- Analyst inquiry time specific to the advisory service area
- 24 x 7 research access via www.idc-fi.com
- Discounted admission to specific IDC Financial Insights or IDC conferences
- Complimentary forum invitations (Web conferences, industry briefings)

Join Our Community

Our IDC Insights Community is designed to enable technology buyers to engage with our industry analysts, share knowledge and best practices, and connect with colleagues. To participate in our community, members create a profile to:

- Participate in our discussions in our blogs, forums, and polls
- Learn about and share best practices, tips, tricks, and tools related to business/technology alignment
- Network with colleagues and join groups within each industry
- Provide feedback to IDC's industry analysts and hear what we're up to

Visit us at: <http://idc-insights-community.com> and join our conversations.

Related Offerings

Related offerings to our industry-specific research practices include IT Spending Guides — segmented regional and country-level analysis by solution area; Go-to-Market Services (GMS) — a modular set of deliverables to assist clients in extending their market reach, validating their market strategy, and producing more responsive customer-centric marketing campaigns; and IDC Advisory Tools — a growing set of solutions designed to ensure clients that technology purchasing and deployment decisions are optimized. In addition, IDC Financial Insights experts are available for individualized consulting engagements to address specific challenges or to customize the results of our syndicated research offerings..

FOR MORE INFORMATION, PLEASE VISIT WWW.IDC-FI.COM OR EMAIL INFO@IDC-FI.COM.



IDC Financial Insights provides independent research, custom consulting, and detailed multiclient studies on the technology issues and challenges facing the financial services industry. Its global research covers topics of strategic importance to corporate and retail banks, insurance carriers, and asset management, securities, and brokerage firms. In addition to the United States, local practices in Asia/Pacific, Canada, Europe, and Latin America add in-depth regional viewpoints. IDC Financial Insights is headquartered in Framingham, Massachusetts, USA. IDC is the premier global provider of market intelligence, advisory services, and events

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