

Nationwide Insurance

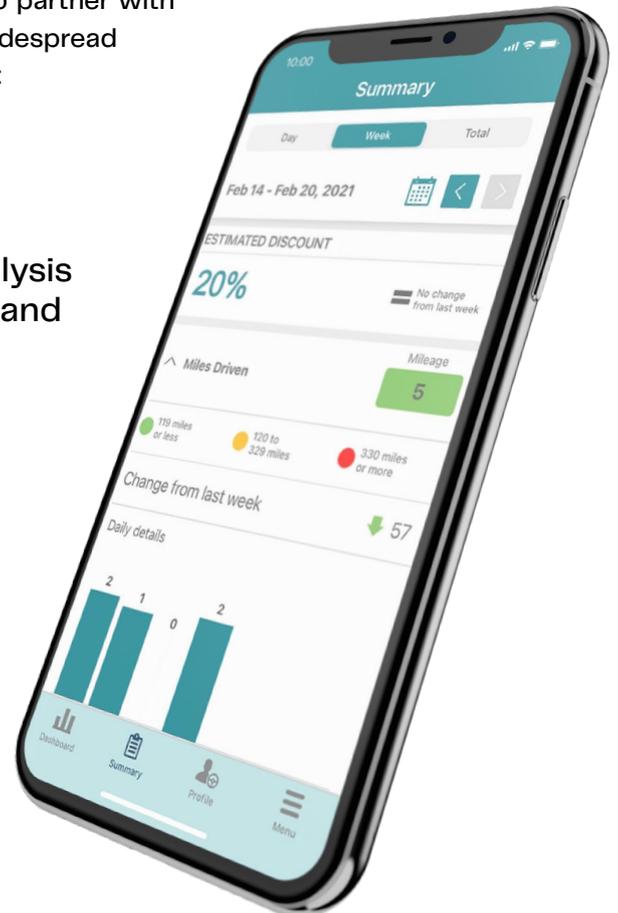
“Telematics is fundamentally shifting the way personal automobile insurance is rated and underwritten...But creating an engaging program that is easy for members to use and understand takes thought and effort. We’re pleased to have IMS as a partner who has worked with us from the start and look forward to learning how we can evolve SmartRide to meet consumer demand.

Larry Thursby, VP of Property and Auto Product/Pricing – Nationwide

Challenge

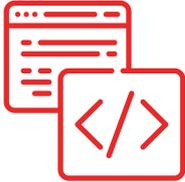
Often on the cutting edge of industry trends, Nationwide identified usage-based insurance (UBI) as a disruptive concept and strategically decided to be both an insurance telematics pioneer and market leader in the United States. Recognizing the resource challenges and technical complexities to build an in-house solution, Nationwide chose to partner with a telematics service provider to enable, support and scale a widespread usage-based insurance program. Key decision criteria included:

1. Comprehensive, end-to-end usage-based insurance solution with data collection, analysis and management; as well as data integrity and security
2. Knowledgeable technology provider with an understanding of the auto insurance industry
3. Technology provider who can assist with active policyholder engagement and focused customer experience
4. Clear product roadmap and vision

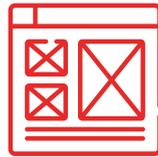


Solution Overview

Nationwide selected IMS, a leader in connected car and insurance telematics solutions, to respond to its technology needs while balancing marketing and branding goals for policyholders. IMS's UBI solution was selected with the following capabilities in mind:



Data collection, transmission and analysis utilizing IMS's award-winning IMS DriveSync® connected car platform



Customer-branded experience, including end-user portal for policyholder coaching and feedback



Logistics and fulfillment of OBD devices



Dedicated account management, program training and consultative guidance on end-to-end program design



Policyholder phone support for technical issues



End-to-end security model and architecture for data management

With IMS's help, Nationwide introduced SmartRide – a usage-based insurance program using an OBD device that plugs into the onboard diagnostic port of the vehicle to collect mileage information and driver behavior data. Participants are able to receive coaching and feedback based on driving behavior via a branded portal, while also earning discounts up to 40% for safe driving, as well as a 10% discount during the first policy period following enrollment. IMS also assisted with the strategic transition from pilot to production, including:

1. Training of Nationwide customer care centers
2. Scalability testing for the IMS DriveSync connected car platform
3. End to end testing for end user fulfillment, data collection and transfer, portal interactions and discount display
4. Technical release planning for future rollout

IMS worked alongside Nationwide to successfully, and smoothly expand SmartRide across the US in less than 18 months. Nationwide selected IMS as its exclusive technology partner for new state entries of the OBD-based SmartRide program. This exclusive partnership operationalized IMS as the sole OBD-based SmartRide solution provider to Nationwide for new state entries.

Key Program Facts

- Nationwide remains committed to its deployment of usage-based insurance as early indicators show that telematics can be more predictive by up to 10 times versus traditional factors when assessing risk.
- Nationwide feels that the data collected through the OBD-based SmartRide solution will help them understand their members needs for years to come.
- Nationwide envisions that usage based insurance will continue to gain momentum in the coming years and will continue to invest in the technology associated with this initiative.



IMS is pleased to expand our partnership with Nationwide. Our DriveSync connected car platform continues to deliver on the necessary data collection, data analysis and analytics customers that Tier 1 customers, like Nationwide, require to accurately and successfully support solid experiences to their policyholders.”

David Lukens, Senior Vice President, North America – IMS

Why IMS?

- Stability and scalability of both the IMS UBI solution and back-end IMS DriveSync connected car platform.
- Experience and expertise in UBI deployments – and extensive knowledge of the insurance vertical.
- Best-in-class security model and architecture that is reliable and proven.
- High actuarial-grade data quality, including expertise in data collection, data analysis and data cleansing.
- Strong patent portfolio to protect the intellectual property used in customer programs.
- Ability to provide a solution that meets defined technology requirements while addressing the marketing needs and branding goals of insurers.
- Focused responsiveness and on-going program support, including strong communication and collaboration with customer program teams.
- Proven technology platform that is future-proof to work with multiple sources of high-quality data collection (OBD hardware, mobile smartphone, OEM embedded).
- Strong technology roadmap including integration with policy and claims management systems as well as automotive OEMs.



About IMS (Insurance & Mobility Solutions)

IMS is a vehicle and driving data business delivering connected solutions to global insurers, mobility operators and governments. Our People-Powered Technology™ enables innovative risk-based pricing, customer engagement, behavioral modification and claims management, supported by our unrivalled industry experience and proven customer success.

With offices in the UK, Europe and North America, IMS captures and analyzes over 1 billion kilometers, 22 million driving hours and 80 million trips per month through our fully data-source agnostic IMS DriveSync® platform.

More info at WWW.IMS.TECH



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