

20th March 2008, 8.30am – 2.00pm  
One Whitehall Place, London

**POST**  
EVENTS

Be there.

# E-Business Strategy

## A Post Seminar

- How are buying trends changing and how will the growing online distribution channel impact your business?
- Can insurers, brokers and aggregators co-exist profitably, and will the aggregator model transfer to commercial lines?
- How can the latest technologies benefit your online trading enterprise?
- What can you do to manage the change process effectively and ensure buy-in from partner companies?

# E-Business

Some things in life you just don't want to miss...

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Expert analysis by



# E-Business Strategy

## A Post Seminar



Whether insurers and brokers like it or not, the internet has become an important part of their business, even in commercial lines. As the channel grows, the need to meet the many challenges of marketing and selling complex products online is stronger than ever. Now is the time to ask, is your business ready for the E-Business revolution?

Post has developed a brand new half day seminar, E-Business Strategy, to enable you to bring your online proposition up to scratch. You will leave this event better equipped to solve problems and grasp opportunities, ensuring your e-business strategy is one step ahead of your competitors'.

Refine your strategy and ensure a competitive e-trading proposition: register for E-Business Strategy today!

### Who should attend?

- Insurers
- Brokers
- Aggregators
- Software providers
- Usability consultants
- Heads of e-commerce
- Digital strategy directors
- Heads of distribution
- Electronic trading managers
- Sales directors
- E-business managers
- Marketing directors
- Heads of product development
- IT directors
- Brand managers

## Sponsors



At CGI, we're in the business of satisfying our clients. For over 30 years, we have been helping clients cut costs and improve performance by moving performance up and expenditure down – we've operated based upon the principles of owning clients' problems and delivering quality services to solve them. A leading IT and business process services provider, founded in 1976, CGI has 25,000 professionals operating in 100+ offices, giving us close proximity to our clients. Through these offices, we offer local partnerships and a balanced blend of global delivery options to ensure clients receive the combination of value and expertise they require to deliver real business benefit. CGI defines success by exceeding expectations and helping clients achieve results.



Empowering the business user, Duck Creek Technologies' EXAMPLE Platform® is designed with rapid product development in mind. Duck Creek Technologies focus on developing new solutions that improve the way the insurance industry process their business. The flexibility of the EXAMPLE Platform® allows:

- a rapid and flexible product build and deployment capability
- an accelerated web based underwriting applications delivery platform
- the ability to "breathe" life into existing legacy systems
- a strategic and centralised product development environment
- a tactical to strategic model for implementation



Insurecom's groundbreaking business solution, agencyPlus, is empowering a growing number of large consolidating insurance brokers to break free from the constraints of ageing legacy systems.

Built from the ground up, using the latest modern technology, together with a unique consultative approach, Insurecom is enabling brokers to meet their strategic business goals more efficiently than ever before.

Insurecom's end-to-end broker solution delivers substantial productivity benefits, by creating a single view of all customer data and automating processes including FSA compliance; whilst driving accelerated growth through the ability to make agile maneuvers into new markets.

Insurecom is dedicated to ensuring their clients deliver a superior customer experience.



Kewill Systems Plc is a leading provider of global solutions for the dynamic supply network. The dynamic supply network enables enhanced responsiveness to customers through flexible connectivity between partners and systems, providing improved visibility and effective compliance, bridging the gap from a traditional rigid supply chain. With over 35 years experience in the supply chain space, Kewill is a long-time innovator of software focusing on business integration, order management, transportation management, international trade logistics, service logistics and visibility solutions for global trading communities. Kewill's domain expertise in the insurance sector specialises in the collection, transformation and delivery of information electronically between insurers, brokers and their software house partners. Our solutions minimise costs, increase business efficiency and reduce the risks associated with the delivery of accurate information, securely and to deadlines, and supports regulatory standards and compliance requirements.



Foolproof is one of the UK's leading user experience consultancies that specialises in working with clients to improve the sales performance of their e-commerce sites. Our approach combines strong methodology with hard-headed commercial thinking. Our most common advice to clients is "Only break a rule when it makes you money": a reminder that creativity and inventiveness are worthless unless they are applied within a rigorous framework, and an understanding of our clients' business. All the senior team at Foolproof have real-world business experience at a senior level. We think this makes us more commercially-minded than most other consultancies in our field.



Total Systems have over 30 years experience in delivering sophisticated solutions to the UK General Insurance market. Total's solutions portfolio includes market leading software for policy administration, dynamic price optimisation and electronic document management.

Developed to meet the challenges of a shifting insurance market where new affinity channels and aggregators are becoming increasingly prevalent, Total's Ultima solution empowers insurers to bring new products to market exceptionally quickly. Irrespective of route to market, Ultima is a robust, scalable, flexible and cost-effective policy administration platform.

# E-Business Strategy

A Post Seminar  
Programme

20th March 2008  
One Whitehall Place, London

8.30am

Registration

9.25am



**Chairman's welcome**  
**Ant Gould, editor-in-chief,**  
**Post Magazine**

9.30am



**How do consumers really shop online?**

- How are buying trends changing and how will this growing distribution channel impact the market?
- How is the industry rising to the challenge of changing consumer expectation?
- Practical things you can do to prepare your business for success in this channel

**Peter Ballard, managing partner, Foolproof**

10.00am



**Assessing the real impact of aggregators on your business**

- What benefits and problems have aggregators brought the insurance industry so far?
- With competition increasing all the time, what should smart aggregators do next?
- The relationship between aggregators and traditional distribution models: can we all co-exist?
- Can the aggregator model transfer to commercial lines, and what will be the impact if it does?

**Mike Powell, consultant – general insurance, Defaqto**

10.30am

Questions, comments and observations

10.45am

Coffee and networking

11.15am



**Technology Focus**

Key providers of technology to the insurance industry will give their expert perspectives on where the market is going, and how the latest products will take it there. A series of short presentations will be followed by an interactive panel session. If you would like to submit a question in advance, please email [claire.dickinson@incisivemedia.com](mailto:claire.dickinson@incisivemedia.com).

**Maximising commercial lines profits in a digital age**

- The scene: An industry in constant flux
- The facts: Buying trends
- The fears: Aggregators and direct channels want a slice of a traditionally broker led market
- The solution: What part of the market direct brands and aggregators are likely to focus on. What brokers will need to do to set them apart from the "one size fits all" alternative.
- Action points for commercial brokers to implement straight away

**Philip Walter, chief executive officer, Insurecom**

11.25am

**The art of getting data moving**

This short session will focus on how Kewill's deep understanding of insurance and technology is helping insurers, brokers and software houses derive value from electronic trading.

**Debbie Baker, business unit director – insurance, Kewill**

11.35am



**How telematics technology will influence the insurance industry**

The use of telematics in insurance is, according to Datamonitor, the most innovative product development in today's insurance industry. This session will look at how integrating such technology into an insurer's proposition can increase revenues, facilitate accurate risk management, simplify the claims process, ensure compliance with MID and deliver far richer Management Information.

**Mark Grant, business development manager, Total Systems**

11.45am



**Will online social networking and new technologies redefine your market?**

- Social networking – Opportunity or passing fad?
- Market Segmentation – Moving towards personalised insurance products?
- Predictive Analytics – "Big Brother" or increased opportunity?

**Jim Woods, business development manager, Duck Creek Technologies**

11.55am

**Technology panel discussion**

**Philip Walter, chief executive officer, Insurecom**

**Debbie Baker, business unit director – insurance, Kewill**

**Mark Grant, business development manager, Total Systems**

**Jim Woods, business development manager,**

**Duck Creek Technologies**

12.15pm

**E-Business strategy in practice: an insurer case study**

- Preparing your business for online trading through effective technological and cultural change management
  - Ensuring your customers get everything they need from your site... and that you get the most out of them
  - Measuring online customer retention rates and satisfaction levels
- Speaker: to be confirmed

12.45pm

Questions, comments and observations

1.00pm

Lunch and networking

**This event has been Carbon Offset**

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A Post Seminar

20th March 2008

One Whitehall Place, London

## How to register

Mail:

Complete the form below and send to:

**Oliver Nevill, Post Events**

**32-34 Broadwick Street, London, W1A 2HG**

**Fax: 020 7316 9563**

**Telephone: 020 7316 9405**

**Email: [postevents@incisivemedia.com](mailto:postevents@incisivemedia.com)**

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**Be there.**

Code: 987654321

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Job Title   
Company   
Address   
  
Town  Postcode   
Tel  Fax   
Mobile   
Email

#### 2nd Delegate

Title  First name   
Surname   
Job Title   
Company   
Address   
  
Town  Postcode   
Tel  Fax   
Mobile   
Email

#### Invoicing Contact - (if different from above)

Title  First name   
Surname   
Job Title   
Company   
Address   
  
Town  Postcode   
Tel  Fax   
Mobile   
Email

### Please complete your head of department's details

Title  First name   
Surname   
Job Title   
Department   
How many in your department?   
Direct Tel   
Email

#### Please tick option

If booked by 28th Feb 2008	If booked after 28th Feb 2008
<input type="checkbox"/> Standard rate £345+VAT @17.5% (£60.38)=£405.38	<input type="checkbox"/> £445+VAT @17.5% (£77.88)=£522.88
<input type="checkbox"/> Subscriber rate £295+VAT @17.5% (£51.63)=£346.63	<input type="checkbox"/> £395+VAT @17.5% (£71.13)=£454.13
<input type="checkbox"/> Claims Club member rate £245+VAT @17.5% (£42.88)=£287.88	<input type="checkbox"/> £345+VAT @17.5% (£60.38)=£405.38

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  - Please make cheques payable to Incisive Financial Publishing Ltd
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  - Special Group discounts: Please call 020 7316 9405
  - Please note, lunch, tea and coffee are included in the cost of the Conference
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  - Venue Details: One Whitehall Place, Whitehall, London, SW1A 2HD
  - For any additional information, please contact the organisers:  
Post Magazine Events, 1st Floor, 32-34 Broadwick Street, London W1A 2HG  
Tel: 020 7316 9672 Email: [postevents@incisivemedia.com](mailto:postevents@incisivemedia.com)
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**SAVE**

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**Call 020 7316 9405**

### Commercial Opportunities

If you are interested in any commercial opportunities at Post Events please contact: **Thomas Cull** on 020 7316 9334 or [thomas.cull@incisivemedia.com](mailto:thomas.cull@incisivemedia.com)