



10<sup>TH</sup> ANNUAL

# Insurance-Canada.ca Technology CONFERENCE

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Last modified Mar. 2, 2012

7:30	<b>REGISTRATION</b>				
8:30	<b>STRATEGY</b> <b>TURNING INFORMATION INTO INSIGHT</b> <i>Neil Isford, IBM</i> Using business analytics to strengthen customer care & insight, risk/finance optimization and claims processing <b>G A</b> <i>(Grand Ballroom West)</i>		<b>STRATEGY</b> <b>CHALLENGES AND OPPORTUNITIES FOR BROKER DISTRIBUTION</b> <i>Panel: Andrew Cartmell, SGI Canada; Rick Orr, IBAO; Greg Purdy, Pathway Partners Ltd.; Moderated by Doug Grant, Insurance-Canada.ca</i> Markets and products evolve; employees move on; new tools appear, AND the customer is changing <b>D G T G</b> <i>(Grand Ballroom Centre)</i>		
9:20	<b>LEADERSHIP</b> <b>THE INSURANCE FRAUD RACE: USING INFORMATION AND ANALYTICS TO STAY AHEAD OF CRIMINALS</b> <i>Dan McKenzie, SAS Canada</i> Explore the latest advances in fraud detection and prevention for insurers <b>T G A</b> <i>(Grand Ballroom West)</i>	<b>LEADERSHIP</b> <b>A NEW VISION FOR THE P&amp;C INSURANCE INDUSTRY</b> <i>Chuck Johnston, Oracle Insurance</i> A new approach to implementing changes which will reduce product cycle times, improve competitiveness <b>T T</b> <i>(Grand Ballroom Centre)</i>	<b>LEADERSHIP</b> <b>CREATIVE DISRUPTION IN INSURANCE</b> <i>Craig Weber, Celent</i> Disruption impacts us daily. Strategies required to manage discomfort and capitalize on creative disruption <b>G G</b> <i>(Osgoode Ballroom West)</i>		
10:05	<b>NETWORKING, EXHIBITS &amp; COFFEE</b>				
10:30	<b>SHOWCASE</b> <b>GAME-CHANGER: HOW ANALYTICS CAN IMPROVE PROFITABILITY</b> <i>Paul R. Crowder, FICO</i> Insurance advanced analytics to improve performance in fighting fraud and underwriting accuracy <b>T G A G</b> <i>(Grand Ballroom West)</i>	<b>SHOWCASE</b> <b>NOVA SCOTIA: A NEARSHORE SOLUTION FOR INSURANCE &amp; TECHNOLOGY TALENT</b> <i>Stephen Lund, Nova Scotia Business Inc.</i> Nova Scotia's experienced insurance and technology talent, and cost competitive business environment <b>T G</b> <i>(Sheraton C)</i>	<b>SHOWCASE</b> <b>BIG DATA: THE FUTURE OF UNDERWRITING</b> <i>Mark Cairns, RSA; Jamie Rodgers, CGI; Paul MacDonald, PwC; Dan Adamson, OutsideIQ</i> Improved commercial lines underwriting by combining data: social, news, filings, insurer, broker & premium sources <b>T P T S</b> <i>(Sheraton AB)</i>	<b>SHOWCASE</b> <b>OPTIMIZING ONLINE CUSTOMER EXPERIENCE: A CANADIAN INSURANCE CONTEXT</b> <i>David Jones, Compuware</i> Quality on-line, mobile and other customer end-user experience requires strategies using a framework <b>T G G</b> <i>(Osgoode Ballroom West)</i>	<b>SHOWCASE</b> <b>PAPERLESS INSURANCE: THE FUTURE IS HERE</b> <i>Oren Friedman, TELUS</i> Straight-through transactions: E-signatures, Cloud work-flow automation, Smart forms, and Mobile devices <b>D T M T</b> <i>(Grand Ballroom Centre)</i>
11:05	<b>SHOWCASE</b> <b>UTILIZING YOUR DATA TO POSITIVELY IMPACT CLAIMS OUTCOMES</b> <i>Randall Day, FINEOS + Ian Bridgman, Claim Analytics</i> Data can offer operational insight to impact claims trends, and can be used to improve processes <b>C T A T</b> <i>(Grand Ballroom West)</i>	<b>SHOWCASE</b> <b>TURNING SOCIAL INSIGHT INTO ACTION</b> <i>Brad Worth, Capgemini</i> Comb social media sites and integrate with an organization's existing CRM and BI systems <b>G A S</b> <i>(Osgoode Ballroom West)</i>	<b>SHOWCASE</b> <b>REDESIGNING THE COMMERCIAL PROPERTY RISK ASSESSMENT LANDSCAPE</b> <i>Jeff Sutton, iClarify</i> The visual and quantifiable intelligence provided by iClarify in the Commercial space, & 2012 plans <b>D P T G</b> <i>(Sheraton AB)</i>	<b>SHOWCASE</b> <b>HOW TO BENEFIT FROM CORE SYSTEMS IN THE CLOUD</b> <i>Philippe Lafreniere, Exigen</i> Better economies of scale, elastic scalability, flexible sourcing options and efficient use of resources <b>T G T G</b> <i>(Sheraton C)</i>	<b>SHOWCASE</b> <b>ONCE AND DONE: DRIVING TOWARD THE IDEAL STATE</b> <i>Charles Samolczyk, Brovada; Marilyn Russell, Dominion; Andrew Cartmell, SGI Canada; Sean Graham, KTX;</i> The processes and technologies a carrier will offer to streamline a broker's workflow, to better compete <b>D P T</b> <i>(Grand Ballroom Centre)</i>
11:40	<b>SHOWCASE</b> <b>INCREASING NEED FOR DATA MANAGEMENT</b> <i>Marc Smith, SAS</i> Good data is an essential base for good analytics <b>T G A</b> <i>(Grand Ballroom West)</i>	<b>SHOWCASE</b> <b>ENGAGING ASTRID SWANSON: COMMUNICATING WITH MILLIONS, ENGAGING INDIVIDUALS</b> <i>Lorne Gladstone, Centric</i> Customers demand info at lightning speed and via multiple channels <b>G A G</b> <i>(Sheraton C)</i>	<b>SHOWCASE</b> <b>'MY WAY': IN THE NEW LANDSCAPE EVERY INSURANCE CARRIER WILL SPECIALIZE</b> <i>Doug Roller, Accenture</i> Choosing how and where to compete in this marketplace will become increasingly important <b>G G</b> <i>(Sheraton AB)</i>	<b>SHOWCASE</b> <b>ENTERPRISE MOBILE APPLICATIONS</b> <i>Stefan Van Overtveldt, MajescoMastek</i> Success? Provide data, security management and integration with the rest of the business <b>T G M</b> <i>(Osgoode Ballroom West)</i>	<b>SHOWCASE</b> <b>BROKER TRANSACTIONS – MEASURING COST VERSUS REVENUE</b> <i>Renee Durepos, Keal</i> Understand the net costs to determine where to push for more automation <b>D T G</b> <i>(Grand Ballroom Centre)</i>

NETWORKING, EXHIBITS AND COFFEE ALL DAY

### FUNCTIONS:

- C** = Claims
- D** = Distribution
- T** = Information Technology
- P** = Policy Management
- G** = General

### TECHNOLOGY

- A** = Analytics
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12:20	<b>LUNCHEON AND ICTA AWARDS CEREMONY</b> (Grand Ballroom East)					NETWORKING, EXHIBITS AND COFFEE ALL DAY
1:55	<b>CONFERENCE &amp; ICTA KEYNOTE PRESENTATION</b> <b>2012: THE AGE OF DIGITALIZATION FOR INSURANCE</b> <i>Kimberly Harris-Ferrante, Gartner</i> <b>G G</b> (Grand Ballroom East) Embracing new technologies and business models will be a requirement to stay competitive in the next 5 years					
2:45	<b>SHOWCASE</b> <b>FRAUD DETECTION AND PREVENTION</b> <i>Gordon Alexander, IBM</i> Business analytics and optimization can be your most powerful allies in fighting insurance fraud <b>C G A T</b> (Grand Ballroom West)	<b>SHOWCASE</b> <b>GOING MOBILE AND BEING SOCIAL: INSURER PROGRESS AND PLANS</b> <i>Mark Breeding, SMA</i> Social in insurance is rapidly moving from avant-garde to mainstream. Explore trends and developments. <b>T G S M</b> (Osgoode Ballroom West)	<b>SHOWCASE</b> <b>THE NEW LANDSCAPE OF CLAIMS HANDLING</b> <i>David Himes, Gore Mutual Insurance; and Sean Cassidy, Uniban</i> Improve claims processing efficiency and customer service; reduce indemnity and administrative costs <b>C T T G</b> (Sheraton AB)	<b>SHOWCASE</b> <b>ENSURE YOU ARE INSURING THE RIGHT ADDRESS</b> <i>Steve Sigal, DMTI Spatial</i> Build towards a location smart enterprise; use best practices of enterprise Location Intelligence <b>D P G</b> (Sheraton C)	<b>SHOWCASE</b> <b>THE TOP TECHNOLOGY INVESTMENTS TO IMPROVE BROKER COMPETITIVENESS</b> <i>Glen Piller, iter8; and Jeff Ives, Ives Insurance</i> Top technology investments to improve new business, enhance customer service and better compete <b>D G</b> (Grand Ballroom Centre)	
3:15	<b>NETWORKING, EXHIBITS &amp; COFFEE</b>					
3:40	<b>SHOWCASE</b> <b>THE LINK BETWEEN LAPSE RATES AND THE CUSTOMER EXPERIENCE</b> <i>Patrick Surry, Pitney Bowes</i> Using analytics to deliver relevant, 1:1 customer communications and effective Cross Channel dialogue. <b>G A G</b> (Grand Ballroom West)	<b>SHOWCASE</b> <b>ENHANCED RISK MANAGEMENT: THE FUTURE OF INSURANCE AND CYBER SECURITY</b> <i>Salim Hasham &amp; Allan Buitendag, PwC Canada</i> Insurers: embrace the future and rethink your approach to balancing risk and reward <b>G T G</b> (Osgoode Ballroom West)	<b>SHOWCASE</b> <b>BENCHMARKING THE WAY IT WAS MEANT TO BE: DETAILED, INSIGHTFUL, AND EASY</b> <i>Margaret Bodman, TD Meloche; and Eugene Lee, Guidewire</i> Claims Comparative Analysis: providing benchmarking data to a superior level of accuracy and granularity <b>C T T G</b> (Sheraton AB)	<b>SHOWCASE</b> <b>THE CHOICES YOU MAKE: CORE SYSTEMS SELECTION</b> <i>Bill Garvey, Eastern Shore Consulting; and Mark Breeding, SMA</i> Research on insurer's plans and priorities in the core space and insights into selecting vendors <b>T G T</b> (Sheraton C)	<b>SHOWCASE</b> <b>COMMERCIAL LINES PROCESSING: TODAY'S CHALLENGES &amp; FUTURE DIRECTIONS</b> <i>Kevin Campbell, Policy Works</i> Review of significant milestones and challenges overcome. How mobile may further enhance the value proposition <b>D P M T</b> (Grand Ballroom Centre)	
4:15	<b>LEADERSHIP</b> <b>DEMYSTIFYING ANALYTICS: GAINING HINDSIGHT, INSIGHT, AND FORESIGHT IN INSURANCE</b> <i>Tami Frankenfield &amp; Peter Husar, Deloitte</i> Demonstrations, frameworks, accelerators, advanced visualization and predictive insights bring analytics to life <b>T P A</b> (Grand Ballroom West)	<b>LEADERSHIP</b> <b>TELEMATICS: LEARNING TO DRIVE IN THE NEW LANDSCAPE</b> <i>Panel: Marcia Berner, ACORD; Jeff Rieder, Ward Group; Michael Tidy, ZTR Controls; Moderated by Colin Smith, RMS</i> Integrated use of telecommunications and computing in vehicles - uses in Canada and how it may evolve <b>T G M T</b> (Osgoode Ballroom West)	<b>LEADERSHIP</b> <b>THE BROKER OPTIMIZATION STUDY</b> <i>Doug Johnston, Applied Systems</i> Attributes of a broker's office that deliver sustainable growth, profitable retention, efficient operations and profitability <b>D G</b> (Grand Ballroom Centre)			
5:00	<b>CONFERENCE RECEPTION AND SPONSOR DRAWS IN EXHIBIT HALLS</b>					
6:00	<b>CONFERENCE CLOSE</b>					

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