



The Digital Customer Experience

Strategies for Successful Engagement

March 9-10, 2015 — Metro Toronto Convention Centre

Agenda: Monday, March 9, 2015 (Morning)

7:30	Registration & Coffee <i>Sponsored by Applied Systems, CGI and SAP</i>		(Exhibit Set-Up)
8:30	<i>Conference opens: Welcoming Address</i> The Influence of Technology on Insurance: Recently Analysts' Perspectives <i>(Hall 105)</i>		
8:55	The Individual Enterprise: How Mobility Redefines Business Christian Corso, IBM Partner <i>(Hall 105)</i>		
9:40	Coffee Break <i>Sponsored by Guidewire, Xpertdoc, Xactware and Cognizant</i>		
10:10	Cyber Risk: A Two-Edged Sword Gregory Eskins, Marsh Canada Paul Hancock, Crawford Canada Pawel Stefanski, IBM <i>Moderator:</i> Jamie Bisker, Industry Analyst & Thought Leader <i>(Hall 107)</i>	<u>10:10</u> Broker Marketing Emerges Again <i>Moderator: Wendy Watson, ORBiT</i> <i>(Hall 105)</i>	
		<u>10:50</u> The State of Insurance and Trends Driving Innovation at Applied Jeff Purdy, Applied Systems <i>(Hall 105)</i>	
		<u>11:15</u> The 'eSolution Evolution': Adopt. Embrace. Enjoy." Pat Durepos, Keal Technology <i>(Hall 105)</i>	
11:30	Leveraging Technology for a More Dynamic Cyber Risk Insurance Product Mark Orosz, Oceanwide Gary Miller, CGI Phil Baker, Creechurch Underwriter <i>Moderator:</i> Monique Hesseling, SMA <i>(Hall 107)</i>	<u>11:40</u> Brokers Winning Customers Applied Systems; Brovada; Keal; ORBiT <i>Moderator: Jeff Pearce, CI Top Broker</i> <i>(Hall 105)</i>	
12:15	Lunch <i>Sponsored by Guidewire, Xpertdoc, Xactware and Cognizant</i> <i>(Exhibit Hall 106)</i>		(Exhibits Open)

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12:15	Lunch <i>Sponsored by Guidewire, Xpertdoc, Xactware and Cognizant</i> <i>(Exhibit Hall 106)</i>		(Exhibits Open)
1:15	Enabling Next-Generation Customer Engagement Brian Walker, hybris software, an SAP company <i>(Hall 107)</i>	<u>1:15</u> IBAO Hosts – Match Game! Traci Boland, IBAO <i>(Hall 105)</i>	Vendor Connect Tours <u>12:45</u> Broker Systems / Connectivity Telematics
1:45	Mobility: Why the larger strategy (and not just BYOD) is so important Graham Chalk, TELUS <i>(Hall 107)</i>		
2:15	Modernization Beyond Core Systems Peter Symons, Mariner Innovations <i>(Hall 107)</i>	<u>2:00</u> Collaboration is Key Kevin Warren, IBRI <i>(Hall 105)</i>	
2:45	How Insurers Can Win with the Internet of Things Mike Clifton, Cognizant <i>(Hall 107)</i>	<u>2:45</u> Brokers and Cyber Risk Jad McGregor, Abex Serge Solski, Waterloo Security <i>(Hall 105)</i>	Vendor Connect Tours <u>3:30</u>
3:15	Coffee Break & ICTA Registration <i>Sponsored by Guidewire, Xpertdoc, Xactware and Cognizant</i>		Business Transformation (1) Business Transformation (2)
4:00	[All Delegates Welcome]	<u>Keynote:</u> The Digital Conundrum: Digital is Binary, Consumers are a Continuum Kimberly Harris-Ferrante, Gartner <i>(Hall 105)</i>	
4:45		ICTA Awards Annual Insurance-Canada.ca Technology Awards Presentation Ceremony <i>Sponsored by EIS Group, IGATE, and IBM</i> <i>(Hall 105)</i>	
5:15		ICTA and ICTC Welcoming Reception <i>Sponsored by Silanis and Telus</i> <i>(Exhibit Hall 106)</i>	(Exhibits Open)
6:30	Day 1 Closed		

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7:30	Registration & Coffee <i>Sponsored by Applied Systems, CGI and SAP</i>		<i>(Exhibits Open)</i> Vendor Connect Tours <u>10:35</u> Core Systems (1) Core Systems (2)
8:30	<i>Welcoming Comments</i> The Influence of Technology on Insurance: Near-Term <i>Analysts' Perspectives</i> <i>(Hall 105)</i>		
8:55	"Customer Experience (CX): The Big Picture" David Smith, IGATE <i>(Hall 105)</i>		
9:35	Customers Come First in Rapid Core Systems Deployment <i>Case study in rapid deployment of core technology combining Agile and Lean</i> Pascal Lavoie, Industrial Alliance Auto and Home & Philippe Lafreniere, EIS Group <i>(Hall 105)</i>		
10:15	Coffee Break <i>Sponsored by IGATE and Mutual Concept Computer Group</i>		
11:00	Telematics Beyond UBI: Value Add and Customer Engagement Phil Henville, Quindell David Gallagher, Quindell <i>(Hall 107)</i>	<u>11:00</u> Status of Customer Engagement Mark Breeding, SMA <i>(Hall 105)</i>	
		<u>11:25</u> The Virtual Office: Keeping It Real Francis Dion, Xpertdoc <i>(Hall 105)</i>	
11:40	Broker-Friendly Telematics is a Reality Blair Currie, IMS Hugh McTavish, Godfrey-Morrow Lara Ghaddar, IMS <i>(Hall 107)</i>	<u>11:50</u> The e-Signatures Advantage Witold Beilinski, The Co-operators Andrea Masterton, Silanis eSignatures <i>(Hall 105)</i>	
12:15		Lunch <i>Sponsored by IGATE and Mutual Concept Computer Group</i> <i>(Exhibit Hall 106)</i>	

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12:15	Lunch <i>Sponsored by IGATE and Mutual Concept Computer Group</i> <i>(Exhibit Hall 106)</i>		(Exhibits Open)
1:15	How Location Can Mitigate Risk To Your Portfolio Steve Sigal, DMTI Spatial <i>(Hall 107)</i>	<u>1:15</u> Personalized Customer Service Jennifer Wilson, Interactive Intelligence <i>(Hall 105)</i>	Vendor Connect Tours <u>12:40</u> CAMS (Cloud, Analytics, Mobile, Social) Communications
		<u>1:35</u> Insurance Service Providers Sean Cassidy, Benchmark IME Mathew Raymond, Benchmark IME <i>(Hall 105)</i>	
1:45	Insuring the Digital Native Without Leaving Traditional Customers Behind Lisa Woodley, NTT DATA <i>(Hall 107)</i>	<u>1:55</u> Core Systems Reaching Out Neil Betteridge, Guidewire Fazi Zand, EIS Group <i>(Hall 105)</i>	Senior Leaders Round Table <i>(by invitation)</i> 1:15 - 4:30
		<u>2:15</u> Blueprint for Customer-Centricity Kevin Meadows, Accenture <i>(Hall 105)</i>	
2:15	Operationalizing Big Data and Analytics <i>Moderator: Rick Rass, Commercial Insurance Analytics</i> <i>(Hall 107)</i>	<u>2:15</u> Blueprint for Customer-Centricity Kevin Meadows, Accenture <i>(Hall 105)</i>	<div style="border: 1px solid black; padding: 5px; width: fit-content;"> Exhibits close after Coffee Break </div>
2:45	Coffee Break <i>Sponsored by IGATE and Mutual Concept Computer Group</i>		
3:15	Modern Core System Data Improves Marketing Rich Barbarino, OneShield <i>(Hall 107)</i>	<u>3:15</u> Getting Engaged with Reality: Bringing Communications to Life <i>Moderator: Doug Grant, Insurance-Canada.ca</i> <i>(Hall 105)</i>	
3:35	Modern Core System Data Improves Underwriting & Claims Neil Betteridge, Guidewire <i>(Hall 107)</i>	<u>3:50</u> The Internet of Things: Impact on Communications <i>Moderator: Doug Grant, Insurance-Canada.ca</i> <i>(Hall 105)</i>	
3:55	Policy and Claim Systems Moving to Tomorrow <i>Moderator: Joe Golobic, Park Lane Resources</i> <i>(Hall 107)</i>		
4:30	The Influence of Technology on Insurance: Looking Ahead Analysts' Perspectives & CIO Commentary Closing Remarks <i>(Hall 105)</i>		
5:00	Conference Closed		

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