

Bringing the promise of connected insurance to life



That's where Octo Telematics and SAS can make all the difference. Octo's insurance IoT platform gives insurers the ability to ingest data from any type of sensors or sources on vehicles, including OEM and after-market assets. Plus it uses a host of advanced SAS analytics tools – so users enjoy ready access to deep, powerful insights on drivers and their vehicles.

Solving customers' most critical business challenges can be daunting. That's where the right partners can make all the difference. The SAS Partner Program, an actively managed network of strategic partnerships, creates new avenues for delivering and implementing SAS solutions. The resulting partner ecosystem puts customers at the center of a powerful network of providers, all ready to deliver the most advanced analytics capabilities available. They bring industry- and topic-level expertise to every engagement, giving SAS customers the full range of capabilities required to create a world-class analytics infrastructure – all running on the SAS Platform. The result? The ability to generate deeper insights faster to achieve the business results required for success in this data-driven economy.

Go where the data is with Octo and SAS®

If you're looking to make more informed decisions about personalized insurance through telematics and IoT, there may be no more powerful combination than Octo and SAS solutions.

Insurers are already using these capabilities to bring their connected auto insurance strategies to life:

- **Driving Score:** Insights to guide risk pricing based on contextualized and individualized driving characteristics such as acceleration, braking, cornering and phone use. Insurers are using various and dynamic parameter combinations to reinvent how premiums are calculated.
- **Crash Detection and Early First Notice of Loss:** Powerful algorithms help insurers move from a reactive footing to proactive decision making by precisely identifying crash events. They are also transforming customer relationships by being ready and present at the moment of greatest need – and making their business processes more efficient along the way.
- **Crash Reconstruction:** Using analytics, insurers can receive a crash dossier liability and severity assessment of claim.
- **Driver Feedback:** This is the basis for a relevant, rewarding customer relationships built on data insights from driving behavior. As a result, insurers are encouraging safer driving and reinventing their customer engagement programs for the age of the connected consumer.
- **SaaS solution:** SAS analytics tools are used as a service solution by customers to generate deeper insights faster to achieve the business results required.



IoT-enabled vehicle sensors are unleashing an unprecedented torrent of data. There's great value in that data – but only if you have the analytics and platform to make sense of it.

Benefits

SAS and Octo Telematics have partnered closely to deliver integrated IoT and telematics-based analytics capabilities specifically for insurers. What does that mean for you?

- More effective market segmentation based on individual risk profiles that are constantly updated using live data.
- More accurate risk pricing to deliver improved lifetime value by rewarding low-risk drivers and pricing riskier segments more appropriately.
- Reduced claims costs through more efficient claims, better FNOL and improved body shop selection, resulting in faster claims processing.
- Fewer fraudulent claims through crash analytics.
- Competitive differentiation and the ability to build new value propositions that allow for personalized pricing and enhanced servicing.
- Ongoing customer engagement for the connected age – and a more transparent and trusting relationship between insurers and their customers through driving behavior feedback, tips, push notifications, gamification features and loyalty/rewards programs.
- Ease of adoption: For organizations currently running SAS tools, shifting from static data to dynamic data is easily done, due to the integration between Octo Telematics and SAS.

Let's Talk

Interested in putting the power of Octo Telematics and SAS to work in support of your connected insurance strategy? We can help. Just email IoTInsurance@sas.com to get the conversation started.

To learn more, please visit sas.com/iotgo.

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