

Summit Location: Oriental Ballroom, Arcade Level - 2nd Floor

7:30 AM Registration & Continental Breakfast

Start your day with us in the Oriental Gallery to meet and greet your industry peers. Check in at the registration desk just outside the Gallery on the second floor, and then enjoy the delightful breakfast selections before moving into the Oriental Ballroom for an energizing and productive day.

9:00 AM Next-Gen Technologies - Modernize, Optimize, and Innovate

Hear about the vital role next generation technologies will play in shaping the insurance business of tomorrow. SMA will discuss how Next-Gen technologies offer possibilities not only for innovation, but also for modernizing and optimizing today's insurance operations.

Speaker: Deb Smallwood, SMA Founder

9:15 AM Experience in Action: Innovation and Next-Gen Tech

In this fast-paced session, insurance executives will share their insights, experience, and provocative thoughts about innovation in insurance.

*Speakers: Scott Sinclair, EVP and COO, Transamerica Life Canada
Judy DeLaRosa, VP, Online Platforms & Solutions Mgr., Chubb
Nick Suizzo, Lead Management Consultant - Enterprise Innovation, Allstate*

10:00 AM Social Media: Translating the Buzz into Real Business Value

Learn how insurers are turning the buzz surrounding social media into real business value. SMA will share research, insights, and examples of what is working and what is not, and talk about how insurers are moving to the next phase of social media implementation.

Speaker: Karen Furtado, SMA Partner

10:20 AM Morning Break: Innovation Interlude

10:35 AM Analytics & Big Data: Hype, Hope, and Happening

Analytics and big data are areas that offer great promise for the insurance industry. But how much is hype, and when can insurers expect to see value? Explore the promise of big data and discuss the many ways insurers can gain value now with both traditional and advanced analytics.

*Speakers: Mark Breeding, SMA Partner
Monique Hesseling, Head of Personal Lines Segment Development, Zurich General Insurance Marketing
Jeff Nicholson, VP Global Marketing – Customer Analytics, and Interaction, Pitney Bowes Software*

11:20 AM Cloud/SaaS: New World with New Ways to Win

Delivery and sourcing options are continuing to evolve, with cloud computing and SaaS maturing rapidly. This session explores what the trends mean and frames these technologies in the context of the insurance business.

Speaker: Karen Furtado, SMA Partner

MODERNIZE • OPTIMIZE • INNOVATE

Next-Gen in Action

cloud
mobile
social media
collaboration
analytics & big data

MEDIA SPONSOR

INSURANCE &
TECHNOLOGY

PLATINUM SPONSOR





September 24, 2012 · Boston · Mandarin Oriental

AGENDA

11:45 AM SMA Next-Gen Innovation Awards

SMA Innovation in Action awards will be presented to organizations that have successfully implemented a key project or solution that best leverages one or more of the five Next-Gen technologies.

12:00 PM Lunch

1:00 PM Mobile Technologies: Insurance in Your Pocket

Learn how insurers are using advanced mobile technologies to modernize the face they show to the world. Find out how they are optimizing agent and customer-facing processes and leveraging innovative interactions to acquire and retain customers.

Speakers: **Mark Breeding**, SMA Partner

Mike Albert, VP, Product Development, Agencyport Software

Tom Stumpek, VP & CIO, Electric Insurance Company

1:30 PM Interactive Ideation: Discovering Together

Participate in a hands-on, immersive, quick-fire brainstorming experience leveraging Spigit's crowdsourcing capabilities. Experience what Next-Gen technologies can do for you as we take on a key challenge in insurance.

Speakers: **Karen Furtado**, SMA Partner

Annie Lawrenson, VP, Customer Experience, Spigit

2:45 PM Afternoon Break: Caffeine Collaboration

3:00 PM Modernize.Optimize.Innovate: Explore with Insurance Executives

Kathy Burger, Editorial Director at Insurance & Technology, will moderate a panel of industry executives as they discuss the opportunities, advantages, and challenges in leveraging Next-Gen technologies in the insurance industry.

Moderator: **Kathy Burger**, Editorial Director at I&T

Panelists: **Bryan Fowler**, VP, CIO, Oregon Mutual Insurance

Peter Seremetis, Director, Financial Services Solutions, Xerox

Hugh Anderson, Senior Industry Principal, Financial Services/Insurance, SAP

Julie Trowbridge Dillman, SVP EBIA & eBusiness, The Travelers Companies

4:00 PM Closing Remarks: Adding Next-Gen to Your Agenda

Take away some actionable advice on utilizing Next-Gen technologies to improve your competitive position, whether your organization is already mature in these areas or just getting started. The day's insights will be distilled with SMA's distinctive Call to Action.

Speaker: **Deb Smallwood**, SMA Founder

4:30 PM Cocktail Reception



GOLD SPONSORS



SILVER SPONSORS

