



# ECOSISTEMI ASSICURATIVI: A CHE PUNTO SIAMO?

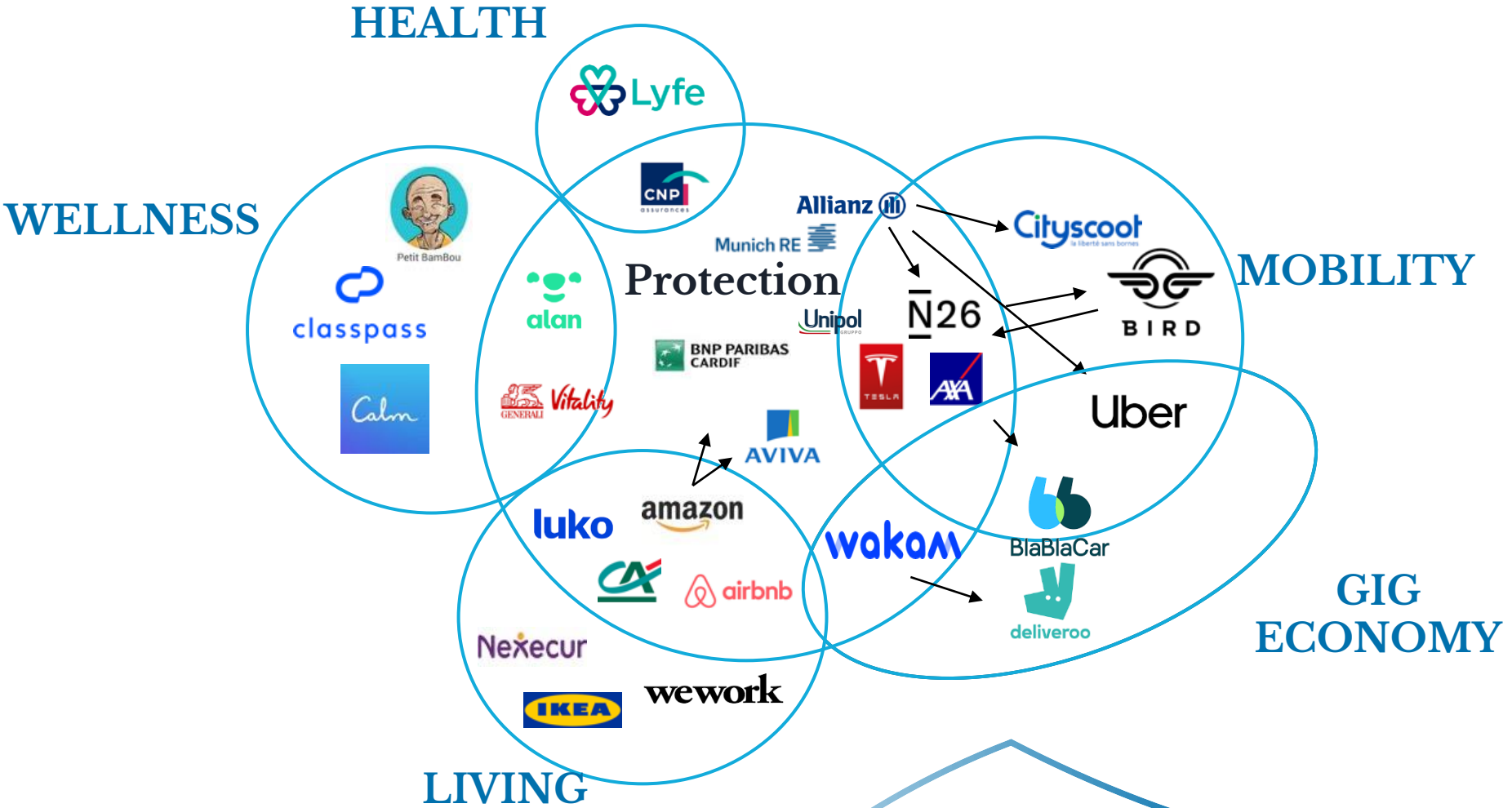
L'INTEGRAZIONE DI ECO-SISTEMA  
DAL PRODOTTO ALLA DISTRIBUZIONE  
ABILITATO DALL'INNOVAZIONE TECNOLOGICA

*8 giugno 2022*

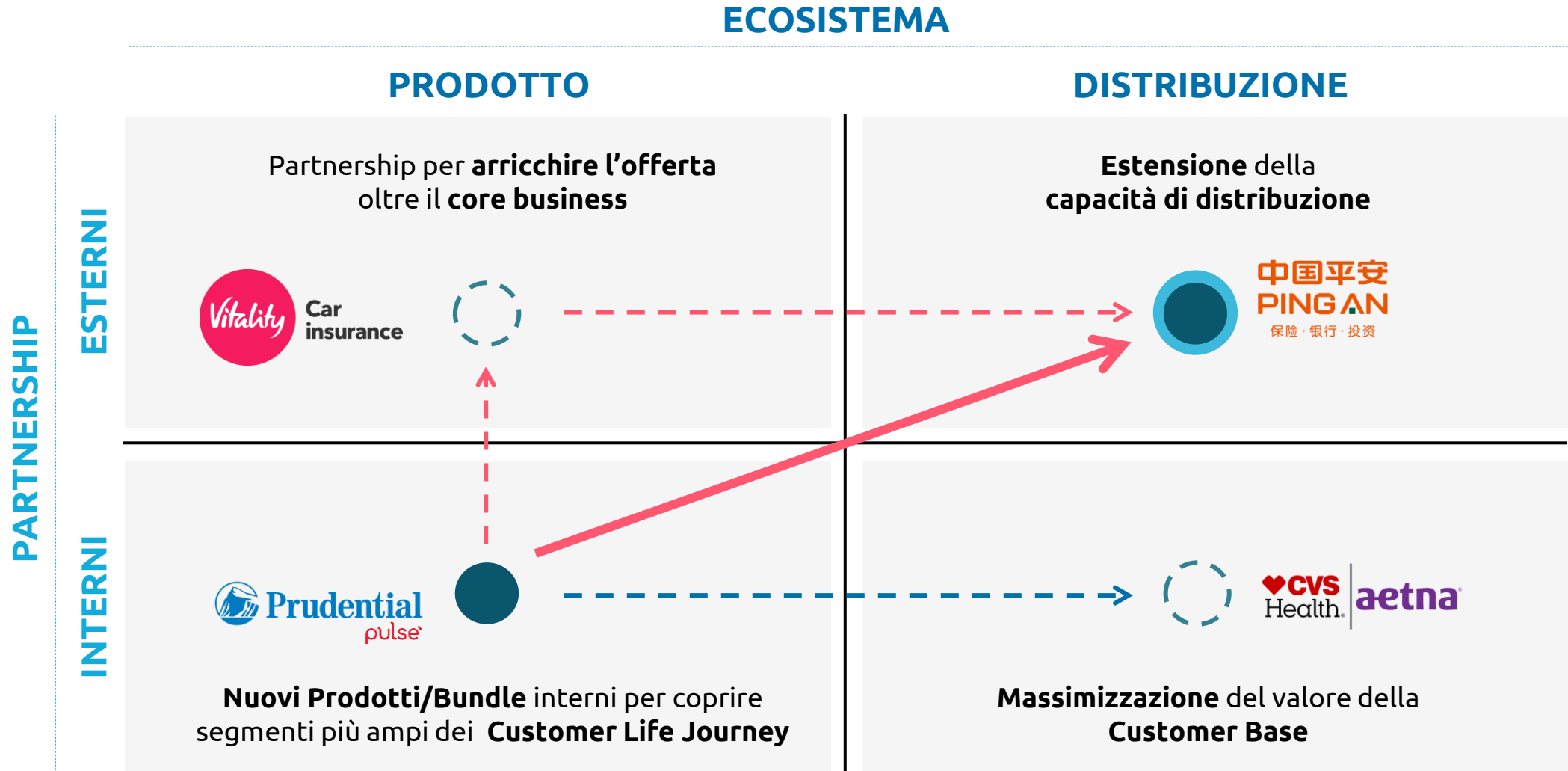
**MATTEO BONATI**  
INSURANCE DIRECTOR - CAPGEMINI ITALIA



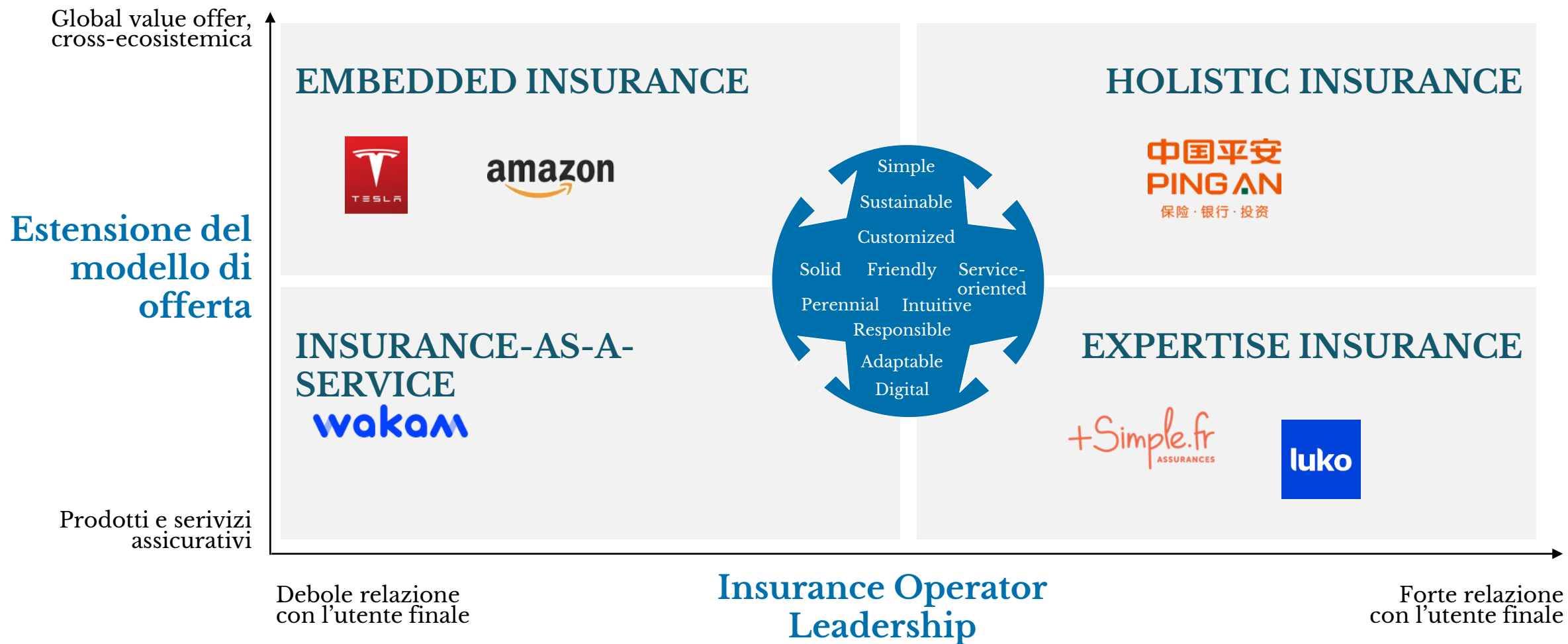
# LE COMPAGNIE ASSICURATIVE STANNO COGLIENDO NUOVE OPPORTUNITÀ CAVALCANDO LA PERMEABILITÀ DEGLI ECOSISTEMI



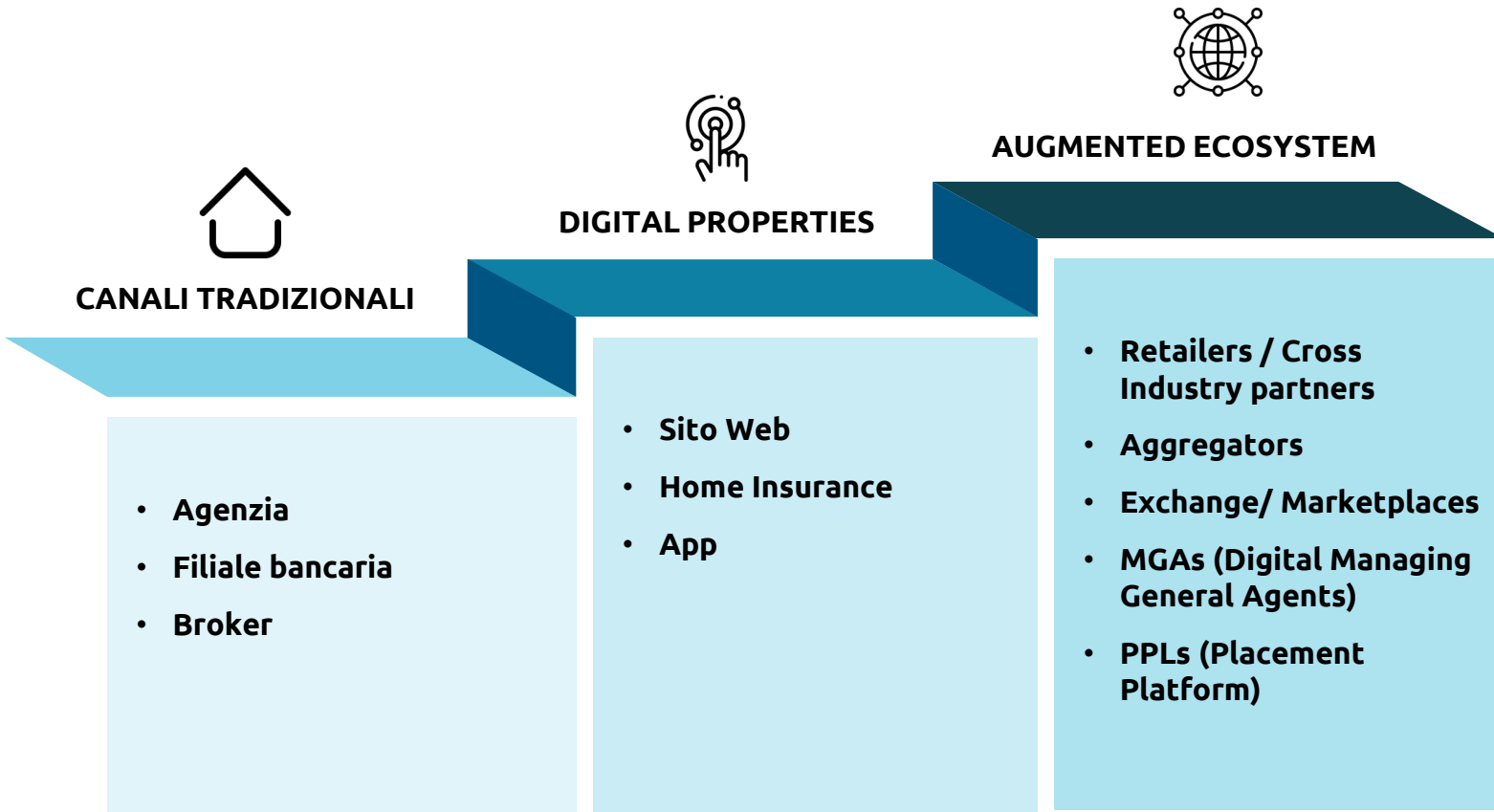
# GLI ECOSISTEMI EVOLVONO DAL PRODOTTO ALLA DISTRIBUZIONE



# LE COMPAGNIE DEVONO IDENTIFICARE IL PROPRIO RUOLO ALL'INTERNO DEGLI ECOSISTEMI



# L'ESTENSIONE DELLA CAPACITÀ DISTRIBUTIVA MASSIMIZZA IL VALORE DELLA CUSTOMER BASE



## FATTORI CRITICI DI SUCCESSO

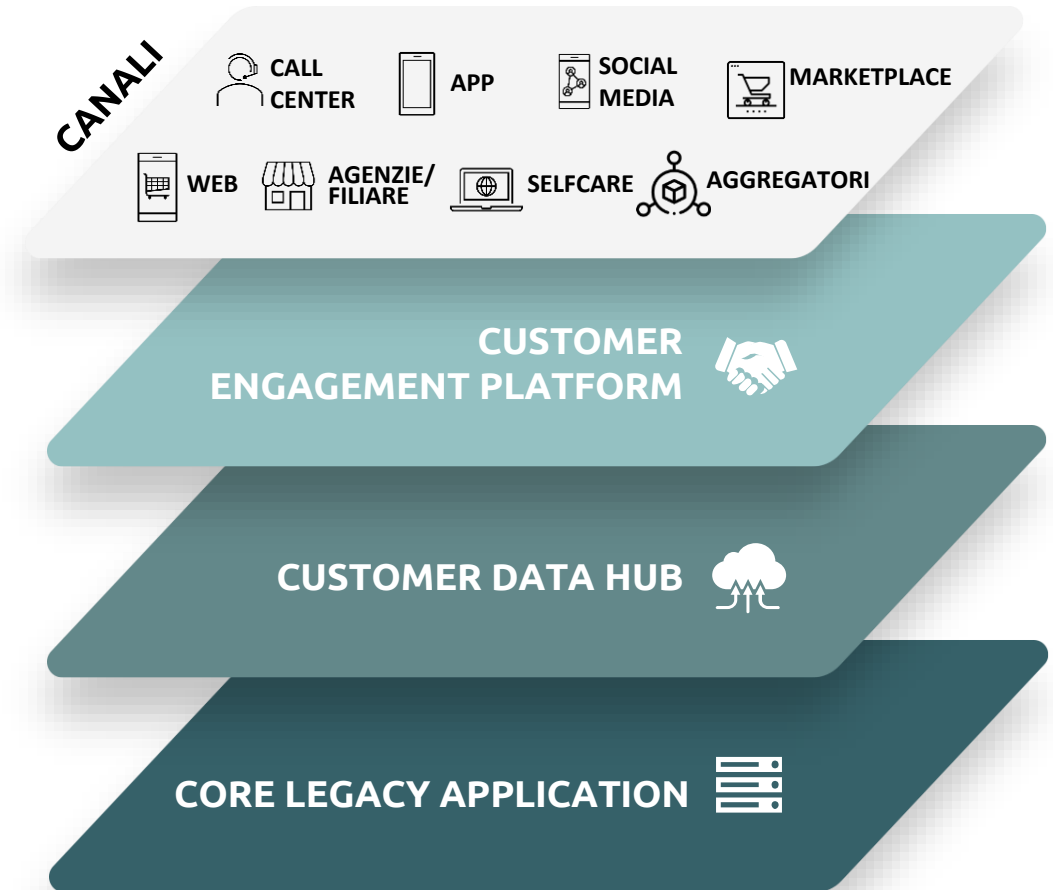
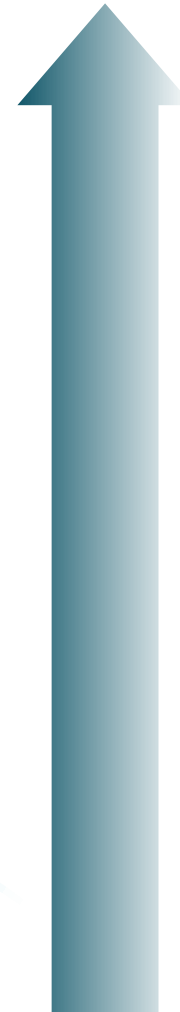


# LA TECNOLOGIA É CHIAVE PER INTEGRARE IN MODO COERENTE TUTTI I CANALI DISTRIBUTIVI DEI PARTNER DI ECOSISTEMA



Non si tratta di raccogliere dati  
ma trasformarli in risorse per rendere le  
esperienze memorabili

(Experience Data + Enterprise Data)<sup>AI</sup>  
=  
Data Driven Experiences





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