THECUBE INTERVIEW AWS RE:INVENT 2022: E.DESIGN INSURANCE, CO. LTD.

VIDEO TRANSCRIPT

Staying safe on the road with "&e" (Andy), an advanced cloud-based automobile insurance system

Speakers:
•Shigeo Kuwabara, President and Chief Executive Officer, E.design Insurance Co.,Ltd.
•Akiko Horie, Senior Managing Director - Financial Services, and Japan Inclusion & Diversity Lead, Accenture Japan Ltd.

>> Hello everyone. Welcome back to the AWS Cube coverage of Reinvent 2022. I'm John Furrier, host of the Cube. We got a great interview segment here co-creating innovation with E.design. We got Shigeo Kuwabara who is the President and the Chief Executive Officer E.design Insurance, and Akiko Horie Senior Managing Director Financial Services in Japan Inclusion and Diversity Lead at Accenture Japan. Thank you for joining me today. Thanks for coming on the cube.

>> You're welcome, You're welcome, Thank you.

>> I love this topic. E.design Co-creating innovation automobile insurance with a product called "&e" It's cloud-based advanced automobile insurance system you guys built and called Safe Driving Together an initiative that uses data to reduce accidents. So great stuff. So let's get into it. Tell us about E.design Insurance and your vision behind transforming to insurance tech company. Combining the technology, new

type of automobile insurance for a digital age.

>> Okay. With the pandemic of Covid 19 dissertation is accelerating at rapid pace everywhere. First, insurance were required to define the kind of easy to use, meaningful service they wanted to offer their customers. E.design in collaboration with Accenture, sought to redefine the company's mission, vision and values by embracing the customer experience in a new way. While a customer's traditional view of automobile insurance is "just in case" Accenture and E.design form the view that what customers really want is accident prevention. With a redefined objective of co-creating with customers not only peace of mind in the event of an accident, but also a world without accidents. ANDY developed a service that uses cutting edge digital technologies to create a safer and more secure car experience.

>> Akiko talk about from insurance perspective and Accenture you know, we know about FinTech, you got InsureTech this is a segment that's growing rapidly, lot of data lot of new capabilities with the cloud. Can you share your thoughts on this new opportunity?

>> This is a new innovation for many insurance client especially who owns, the traditional policyholder and the new generations. So they that give the new experience for customers, it makes a big change for the customer experience, and that E.design is leading this experience in the world I think.

>> Awesome. What are the key features of the

advanced cloud-based automobile insurance system you guys call ANDY, and how does it work?

>> The most advanced full crowd insurance system in the world and it embraces digital convenience to the fullest with a concept of creating safety with data; ANDY enables that initiative Safe Driving Together. It designs new initiative, aims to use available data to reduce the risk and causes of an accident, and to make society as a whole, as a whole safer and more secure.

>> Why did you choose Accenture and AWS for this innovation? What unique value do they bring?

>> Good question about Accenture. Accenture supported us in a wide range of areas including business, design, and IT. In addition to the industry knowledge embodiment of vision, and definition requirements. The PMO eliminated communication loss between the business and IT sites, and as a result the development was completed in a short period of time. In addition, Accenture studies in cutting edge digital technologies such as AI and data analysis is necessary to become an insured insurance company. And I appreciate Accenture's ability to provide such capabilities as well.

>> Akiko talk about the IOT implementation here. A lot of data, a lot of design work.

>> Yeah

>> Take us through the experience.

>> Okay.

>> And how does Amazon and Accenture come together.

>> ANDY and to support safe driving with E.design insurance for the compact IOT car sensor with this size to put free charge for all of the policyholders to use a language mobile app. The system captures capture and monitors the drivers driving data, diagnosed and driving mood, and driving behavior which is safe or not and supports safe driving. In the event of the accident the system automatically detect the impact and can summarize the accident situation which is very difficult for the driver to recognize by themselves, and the location, location data. And many others and driver can then report the

accident with single tap on their smartphone, very easy. And request assistance or repair shop on the spot. It's very safe and also very smooth for the giving the good experience for customers.

>> I know Accenture has great expertise, that's one. But you have been in both involved in this smart market rollout. Can you explain that? The smart market rollout?

>> Yeah, it's, it was very interesting that we we had the very smooth importation with E.design and especially AWS allow us to give the open and crowd system to strong collaboration with many other ecosystem partners and many AI sensors and many IOT sensors opportunity. That gives us a lot of experience and give more opportunity for an eScape company like E.design sample, so that can be more smooth and open implementation for the future.

>> That's great rollout. You know we love this example of AWS Accenture E.design co-creation. It reminds me of the big super cloud trend where industries can be refactored and and and scaled up. So how was ANDY built and what were the requirements driving the technical solution?

>> We, we, we, we brought, we planned the architecture how that works for the future and especially Kuwabara-san and the great leadership. He doesn't like something which already in the market and also which can be more fit for the future, the solution which fit for the future and maybe that can allow market customers to have big experience. That's why we, we choose open crowd, new trend, new digital trend and IOT or whatever. That gives our architecture definition, which can, lead by Kuwabara-san with AWS with this crowd solution as well as with very packaged basis and also open connection with many other AI in the new technology. So that's why it can be more, this solution going to be grow more in the future and we will have more surprises in the future. Kuwabara-san if you have some add comment please

>> Go Ahead.

>> (laughing)

>> Go ahead. What's your thought? Share?

>> Thank, thank you Horie-san very good

comment (laugh). So in collaboration with Accenture, I could develop our team's capability. Because we are working together like one team. That is a key success factor I think.

>> Talk about the customer experience, and the results. What feedback have you received from your customers and what does the data say?

>> Okay. One interesting feedback we receive is "I was always concerned about my wife's love of driving, but by showing her the ANDY driving score, I was able to point it out to her objectively, which was very helpful." That was a good feedback. In this way there are many positive feedback about the ability of visualize the safety, and danger of ones own driving. When I hear customers say that they can now drive more safely because they can objectively identify their bad driving through ANDY's safe driving program I feel very happy that we created ANDY

>> Akiko your thoughts?

>> Yeah, it's, it's very obvious that the customers likes how, customers likes the sensor saying how they are driving and they, they sense my driving behavior is safe they are going to be confident. If not, they going to be very careful in the future that's happening. And maybe that can be aligned with insurance which E.design is giving is more they feel more confident to drive in in many areas. And also that can give more opportunity that they can have more new type of insurance and new experience with the car. That's, that's kind of the interesting make up of power of the driving including the sensor would be happening. That can be good news for us and we can be more creative to think about new experience for customers.

>> Congratulations for receiving the highest IT grand prize from the IT award sponsored by the Japan Institute of Information Technology. What's next for E.design? Congratulations. What's next? How do you take it further, to change to transform the insurance business?

>> Okay. I believe ANDY's strength lies in its data. By sharing data with our customers in a timely manner we contribute to their safe driving. We hope to work with customers to create a safe driving experience that is based on parts and that can be enjoyed like a game. Furthermore, we would like to create a society and community where accidents are less likely to occur. Based on the accumulated data in cooperation with local governments and other organizations. We'd like to contribute to the realization of such a safe and secure society by acquiring and analyzing solid data through ANDY On what kind of accidents occur and under what circumstances.

>> Akiko Big awards. What's next? AWS, Accenture, E.design take us through the vision.

>> Yeah, it's, it's, I'm, I'm looking forward to do to do the next things and actually E.design have not only auto insurance, they cover more home and also many others. So that can be giving the more safer opportunity for customers. They can leave their home very smoothly and even some disaster happening, they can escape very safely. Whatever happening in the family like childcare or maybe even their pet have some challenges we can take care of them and that's kind of many experience which which can align with E.design's insurance. Most of the things we can give lot of safe and with data and also some IOT things and also insurance that's giving the more opportunity and something can truly resolve the social issue.

That can be many opportunities. So that's why we have some plan. But we like to we like to keep a secret for the next future.

>> Safe driving together, unlock benefits by gamifying and creating cloud-based advanced data, IOT sensors, encouraging drivers to work together to be safe. This is very, very an important story and thank you so much for sharing. E.design, thank you for coming on. Congratulations on your awards, and transforming insurance tech. It should be fun. Not a hassle. Thank you for sharing.

>> Thank you very much.

>> Very much.

>> Okay. E.design co-creating innovation. This is the story of Cloud Next Generation. I'm John Furrier the Cube, part of the AWS Reinvent 2022 Cube coverage here with Accenture. Thanks for watching.