

5 REASONS EMBEDDED INSURANCE 2.0 IS THE NEXT NEW THING



With cloud-native core systems, insurers now can combine and analyze customer, IoT, and other data to personalize experiences, distribute products and services, influence behavior, and mitigate risk. We call it “embedded insurance 2.0.”



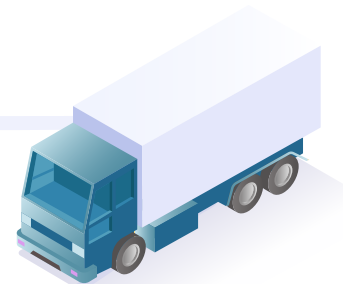
1 Embedded insurance could generate more than **\$3 trillion** in new market value

2 More than **70% of consumers** expect personalized and simplified interactions; more than 75% of them aren't happy when companies fall short

3 Millennials, already emerging as technology leaders, will comprise **75% of the global workforce** by 2025

4 Embedded insurance **cuts distribution costs**

5 Embedded insurance can help address the **\$1.4 trillion** global protection gap



The future belongs to insurers that “connect the dots” and offer meaningful advice for coverage amounts and mix, help people make more informed decisions and lead healthier, safer, more economically stable lives.

Embedded insurance 2.0 helps insurers achieve those goals and more.

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