THE COMMUNITY OF
OPEN INNOVATORS
In collaboration with The Innovation Group

AVIVA

Aviva Digital Way
Customer Driven Architecture

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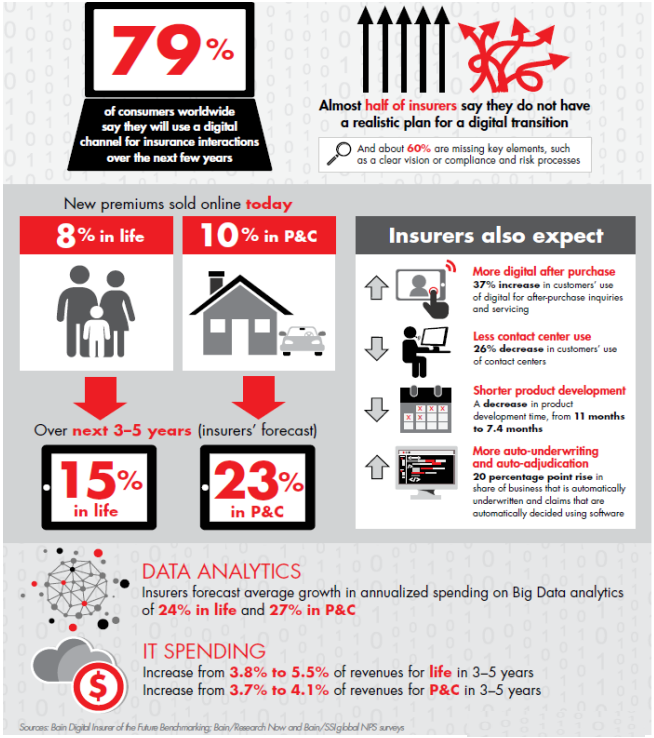
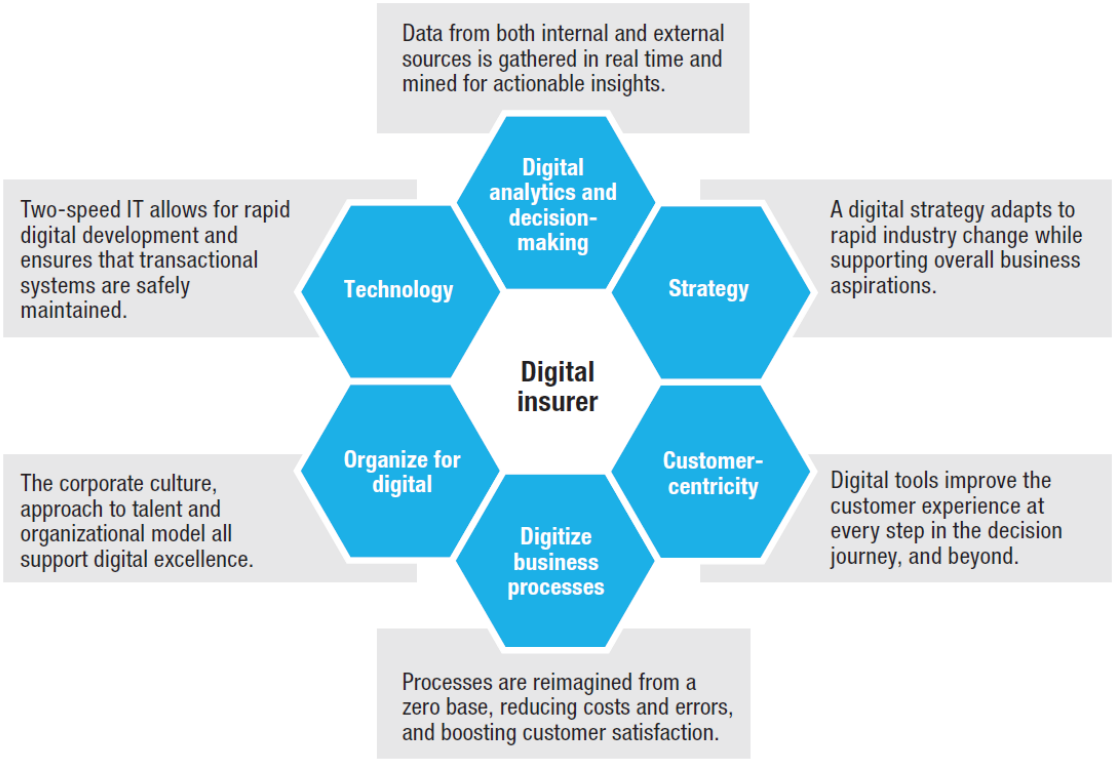
Disrupt or be disrupted



- Step-change in consumer engagement needed
- "Digital natives" could threaten incumbents
- Risk pools are likely to shift and shrink
- New entrants can cause disruption
- Ecosystems drive the need for partnerships

Disrupt or be disrupted

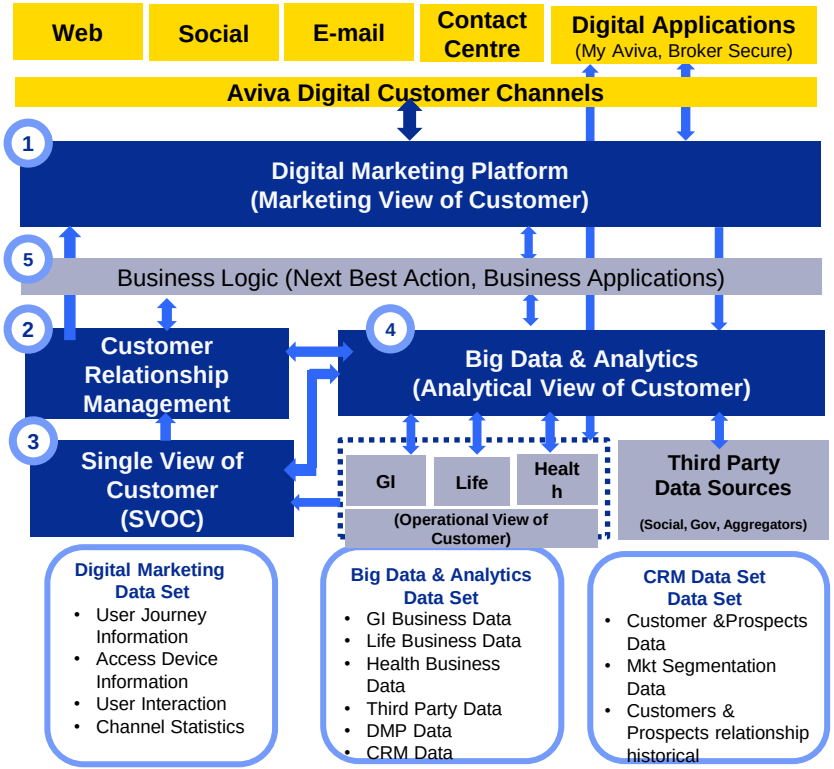
Digital Insurer is the answer



AVIVA

How is Aviva moving forward to become a Digital Insurer?

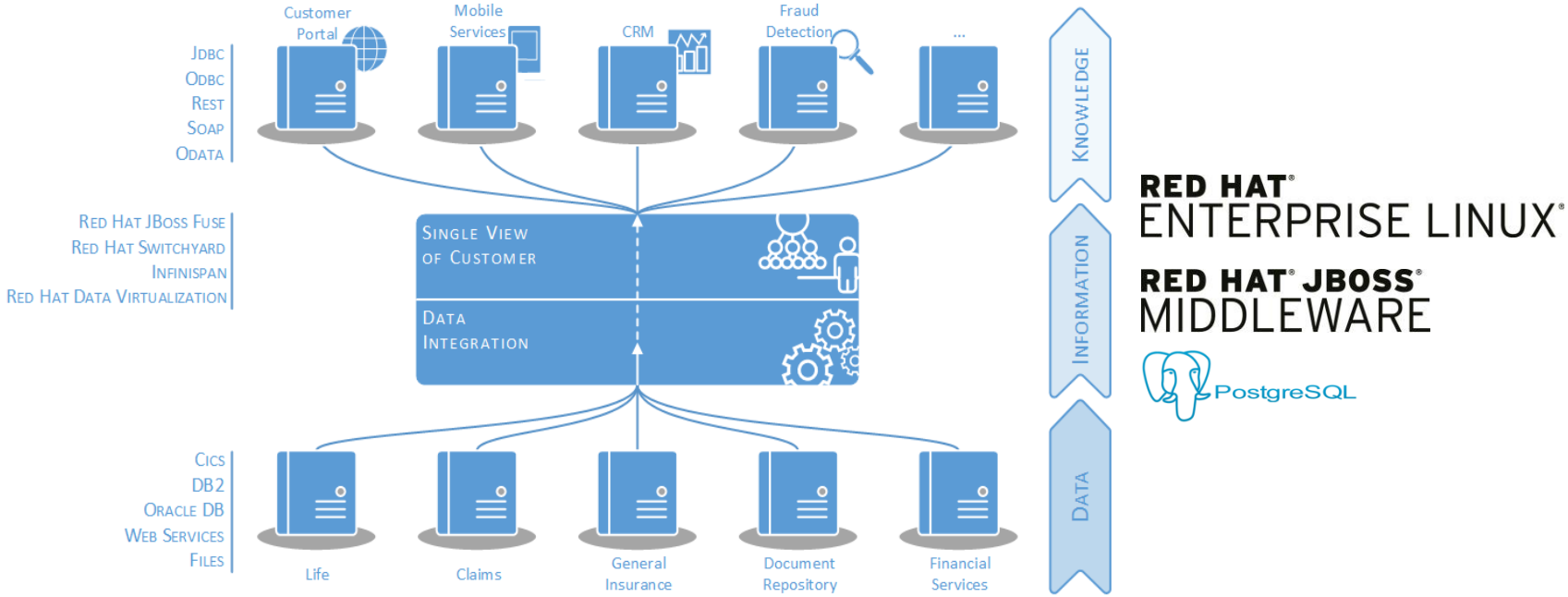
Aviva Digital Way: Customer Driven Architecture



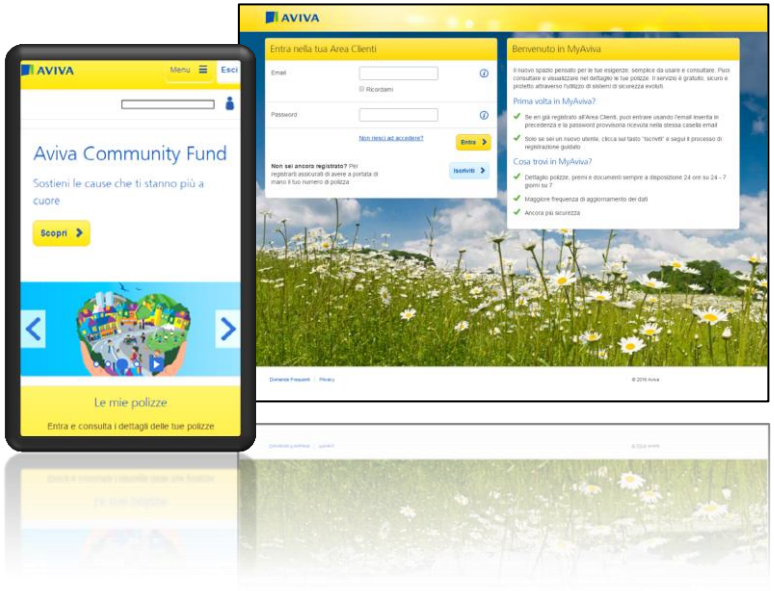
1. **Digital Marketing Platform**
   Collects , Orchestrates & Manages Customer Digital Interactivity across all digital channels. Manages and Automates cross channel campaigns.
2. **Customer Relationship Management**
   Manages view of customer and prospects, segmentation allocation and relationships historical.
3. **Single View of Customer (SVOC)**
   Extract customer data from core systems as a Data Hub (e.g. MDM or APIs).
4. **Analytics & Big Data**
   Stores and Analysis Large Data sets from DMP,CRM, and GI,LIFE & Health down stream systems combined with external data (structured and unstructured).
5. **Business Logic**
   Application Layer , contains software based business rules & Data Access API's that enable journeys and content to be created in real time.

Aviva Single View of Customer

Using Red Hat technologies, Aviva Italy were able to deliver a **robust solution** in a **very short time span** (**fast**, **highly flexible**, **quickly adapting** to new requirements, **highly scalable** both on premises and in the **cloud**)



MyAviva: the pillar of the Digital Strategy is in place

The business results enabled by the digital architecture

- Improved **brand awareness**
- Improved the **service quality** for Aviva customers
- Increased **company visibility** in the Digital Market
- **Business process optimized**
- **Reduction of paper consumption** and related costs