

Insurers to attract new customers through M2M telematics | M2M Telematics for Usage Based Insurance

SMi's 3rd annual Oil and Gas Cyber Security Conference, taking place on 25-26 November, will provide updates from an array of global Oil and Gas companies.

LONDON, ENGLAND, UNITED KINGDOM, October 14, 2013 /EINPresswire.com/ -- The [insurance and M2M telematics](#) industry are racing to implement [Usage Based Insurance](#) to gain competitive advantage and meet increasing commercial and private consumer demand. New data strategies will also provide further opportunities for the industry to increase customer loyalty as their customers learn to rely on them for analytical insight into how they can save money through behavioural driving modifications.

The [M2M telematics](#) market is ideally positioned to facilitate the transformation of old business models to new usage based insurance products, driving new platforms for insurers to attract new customers, raise profits, decrease claims rates, improve customer satisfaction and reduce fraud. From new device development and connectivity partners, to dynamic real-time data on driver behaviour, companies now have the opportunity to understand risk at a much deeper level and the ability to translate this intelligence into meaningful commercial business opportunities.

Against this backdrop, SMi's 2nd annual M2M Telematics for Usage Based Insurance conference, taking place on 19th and 20th February in London, will bring together senior level delegates from all aspects of aspects the insurance and commercial automotive industries to find out how to make the most of these new business opportunities.

Speaker Panel includes:

- Mark Grant, Business Development Director, insurethebox
- Crispin Moger, Managing Director, Young Marmalade Ltd
- Ian Digman, Product Planning General Manager, Nissan
- Ibrahim Ozturk, VP Of Information Technology, Turkcell Iletisim Hizmetleri A.S.
- Manjit Rana, Founder and Director, Ingenin
- Paul Middle, Telematics Lead, RSA Insurance Group Plc
- Rory Morgan, National Logistics General Manager, Iron Mountain



To view the full speaker line-up and conference programme, visit <http://www.smi-online.co.uk/2014m2m21.asp>

Getting the most from Big Data in the Connected Car market Pre-Conference Workshop | Led by Emil Berthelsen, Principal Consultant, Machina Research

The connected car is introducing significant changes to the automotive industry. While enabling optimised vehicle performance, improved service routines and enhanced customer experiences, the connected car has also opened significant opportunities from the data that is generated. This connectivity and data has started to build new relations in the industry, and provides further opportunities for e.g. vendors, insurers, public organisations, and system integrators to combine this data with other data sources (e.g. M2M), design new propositions, and deliver new benefits to customers. Attendees of the workshop will be encouraged to participate actively during the workshop; openly sharing their experiences, perspectives and ideas.

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