

# PRESS RELEASE

## **Digital transformation in the insurance industry: msg to start a series of events**

**Beginning in May, primary insurers and reinsurers will have the opportunity to participate in digital innovation projects in Munich.**

**Munich, Friday, April 20, 2018.** IT consulting and system integration company msg will be hosting an innovation workshop for insurers on May 15 and 16, 2018 under the motto of “Tech giants disrupt the insurance industry”. The free event in Munich offers a foretaste of what can be expected from the second European Cookhouse Pop-Up Lab, which will be hosted from September 10 to 21, 2018 in the Bavarian capital, which happens to be top location for insurance and InsurTech in Germany. Highlight of msg’s series of events for the insurance industry in 2018 will be the renowned insurance conference munich (inscom), which will be held on September 24 and 25.

### **Workshop: What can insurers learn from Amazon, Google, Netflix and Co.?**

msg’s “Free Taster” workshop in May will focus on the strategies tech giants employ and the innovative business models that allow them to assume a lead role in the market. As insurers are under even more pressure than ever to modernize and drive their digital processes in order to remain competitive, there is a lot they can learn from companies like Amazon and Google. After all, their disruptive business models have given them direct access to customers, thus enabling these global players to constantly expand their offerings.

Participants in msg’s event can also find out how they can use the open innovation and co-creation approaches of Cookhouse Lab, an msg InsurTech headquartered in Canada, to keep up with digitalization. Interested insurers come together at the lab to work on specific projects, working in interdisciplinary teams to find solutions to the latest problems in the insurance industry. They test the latest technologies to see how relevant they are and how likely they are to succeed. Modern methods, such as lean innovation and design thinking, play a particularly important role in the process. More than 25 insurance companies have participated in 15 innovation projects since Cookhouse Lab opened in Toronto in February 2017, working together to develop joint solutions to current problems in the insurance industry. Each project averages participants from five

primary insurers and reinsurers. Regular participants include companies such as Munich Re, AIG and Hannover Re. More information on the workshop can be found at

[www.cookhouselab.com/munich-pop-up-disruption-insurance-through-tech-giants](http://www.cookhouselab.com/munich-pop-up-disruption-insurance-through-tech-giants).

### **The European Cookhouse Pop-Up Lab opens its doors for the second time**

msg's second innovation event with Cookhouse Lab will take place this fall: the event in Munich will give insurers another chance to develop innovations in a lab environment and get them ready for market, innovations they would not be able to realize with their own resources alone.

Following the pop-up lab's first visit here last year, it will be opening its doors again from September 10 to 21, 2018. Participants will work in short innovation sprints at the temporary InsurTech lab, allowing them to tackle difficult topics in the insurance industry in a collaborative manner. The topics can range from customized risk calculation, automation of claims processes, technology-based risk prevention or even the future of digital insurance sales. Invitees include experts from the insurance and reinsurance industries, financial service providers, consultants, start-ups and universities. More information at [www.cookhouselab.com/cookhouse-pop-up-lab-munich](http://www.cookhouselab.com/cookhouse-pop-up-lab-munich).

### **inscom – new impulse for the insurance industry**

The highlight of msg's insurance events in 2018 will be hosted shortly thereafter in September, when insurance companies will be invited to join the ninth insurance conference munich (inscom) to be held at the Hilton Munich Park Hotel on September 24 and 25, 2018. Around 300 experts, as well as innovative thinkers from the industry, will come together to discuss sustainable strategies and to present innovative business models and intelligent solutions for the insurance industry of tomorrow. More information on the conference can be found at

<https://inscom.msg.group/>.

### **msg**

msg is an independent, international group of companies with more than 7,000 employees around the world. The group of companies offers a holistic service spectrum of creative, strategic consulting and intelligent, sustainable and value-added IT solutions for the following industries: automotive, financial services, food, insurance, life science & healthcare, public sector, telecommunications, travel & logistics, as well as utilities, and has acquired an excellent reputation as an industry specialist during its more than 35 years in business.

Within the group, independent companies cover the wide variety of industry and issue-based competence: msg systems ag forms the core of the company group and works in close cooperation with the subsidiaries, both on a business and organizational level. This allows the competence, experience and know-how of all the members to be bundled into a holistic solution portfolio with measurable added value for its customers.

msg holds seventh place in the ranking of IT consulting and system integration companies in Germany.

### **For additional information:**

msg systems ag, Dr. Manuela Schwab, Robert-Bürkle-Str. 1, 85737 Ismaning/München

Tel. +49 89/ 961 01 1538, Fax +49 89/ 961 01 1113,  
E-Mail: [manuela.schwab@msg.group](mailto:manuela.schwab@msg.group)

Hotwire PR, Daniel Oehm, Franziska-Bilek-Weg 9, 80339 München  
Tel. +49 89/ 21 09 32 - 73, E-Mail: [msgsystems@hotwirepr.com](mailto:msgsystems@hotwirepr.com)

Images and other press-related releases are available at [www.msggroup.com](http://www.msggroup.com). Reprint free of charge. Sample copies on request.