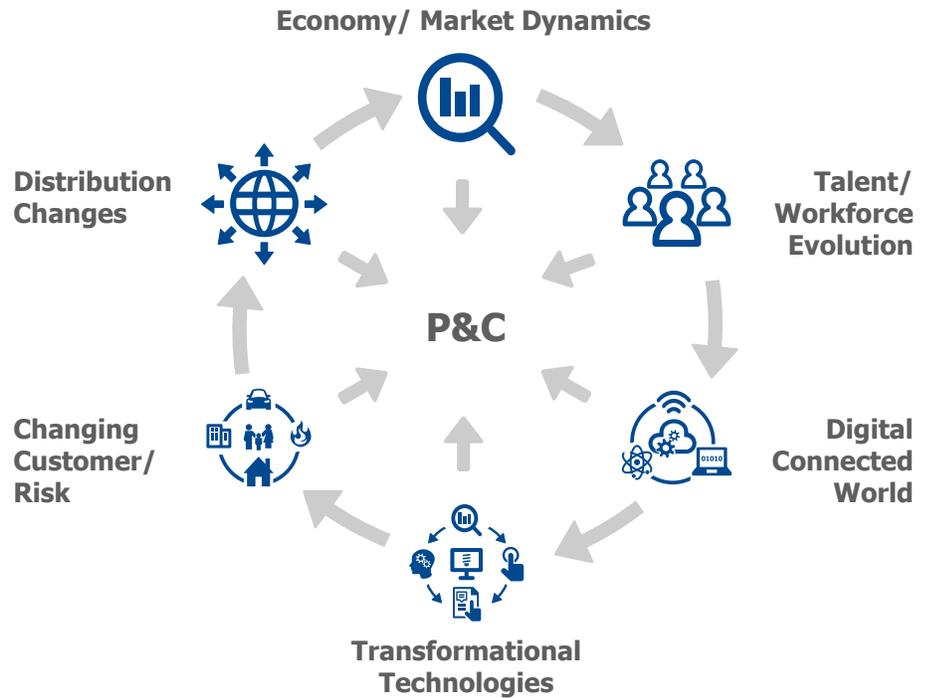


There's significant and rapid transformation happening throughout the P&C insurance ecosystem

Over the past 15 years, Strategy Meets Action (SMA) has kept a close pulse on this transformation and helped to lead the P&C industry forward. Our services and research guide our clients in accelerating their transformational journeys.

Forces Reshaping P&C Insurance



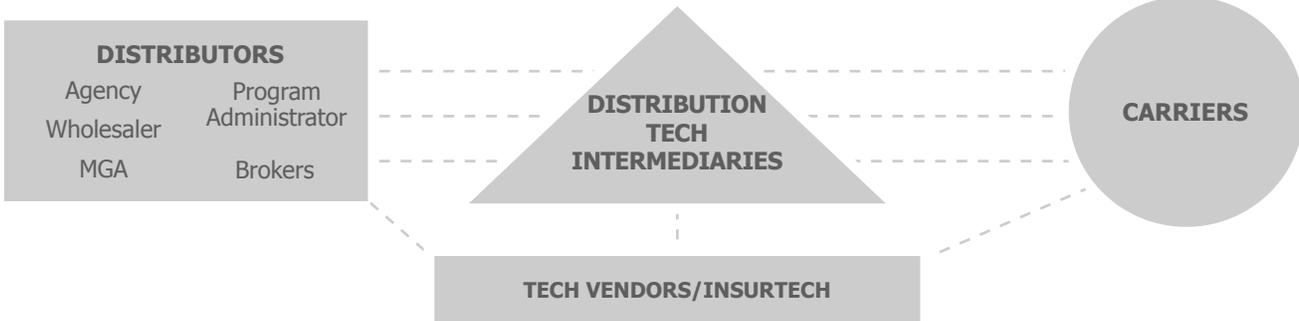
SMA is the only advisory firm that offers insights and research across all lines of business, covering the entire P&C ecosystem – including carriers, distributors, vendors, and InsurTechs.

P&C Insurance Ecosystem

LINES OF BUSINESS

Personal	Small Commercial	Mid/Large Commercial	Specialty	Workers' Comp
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COMPANIES



CAPABILITIES

				
Distribution	Underwriting	Policy/Billing	Claims	Talent/Workforce

STRATEGY MEETS ACTION ADVISORY SERVICES OFFERINGS



Clear Strategy. Informed Decisions. Pragmatic Roadmaps.

SMA provides forward-thinking insights, deep vendor knowledge, and vast industry experience with tailored offerings. We enable our clients to develop transformational strategies, make informed decisions, and establish pragmatic competitive roadmaps. Our advisory offering for insurers includes:

I see SMA as one-part research firm and one-part strategic advisor...this advice and consultation are what I've most come to value. They consult with us and the business in workshops or other sessions to help us shape our strategies and compare/contrast vs. what they are seeing in the industry.

– SVP CIO, Top 20 P&C Specialty Carrier

Strategy Sessions	A tailored strategy day that delivers high-powered strategic advice and forward-thinking insights that validate and augment your strategies and delivers a tailored action plan for your company.
Formal Presentations and Discussions	Up to four (4) insightful deep dive presentations in the context of hot topics, market trends, or topics related to your company strategies.
Partner Access and Quarterly Checkpoints	Access to industry experts for general ad-hoc questions and inquiries as well as formal scheduled quarterly calls.
Knowledge & Research Libraries	Full access to SMA's forward-thinking knowledge and libraries where SMA's digital content is delivered in the form of published research notes and on-demand webinars. This includes all data from both the traditional lens of P&C insurers and the P&C distributor (agent, broker/MGA) lens.



Scope and Delivery of SMA's Research and IP

Our transformational insights and research content are designed and delivered specifically for both business and technology C-level executives.

I am amazed at the critical thinking and output from SMA. In all the years I have led strategic planning and discussions, I have never seen such deep thinking and strategic insights. Thank you, SMA."

– EVP of Strategy & Risk, Top 20 P&C Carrier

US Property & Casualty Carriers & Distributors

Personal & Commercial Lines



Transformational Insights & Research

Strategic Insights
Adoption and Maturity
Insurer Use Cases
Vendor Landscape



Distribution
Underwriting
Policy Servicing & Billing
Claims
Talent

Core & Transformational Technologies

AI Family of Technologies
IoT/Wearables/Autonomous Vehicles
New Interactive Tools
Blockchain
Core Systems
Digital Platforms



Delivery

Research Notes
Workshops
Executive-Ready Presentations
Webinars and Videos

Contact us today to find out how SMA can help you accelerate your own transformational journey.

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