



Awards Program Overview

<http://www.strategymeetsaction.com/awards>

The SMA Innovation in Action Awards recognize insurers, MGAs, and solution providers who are rethinking, reimagining, and reinventing the business of insurance.

These companies are putting innovation into action with innovative projects, initiatives, technologies, or InsurTech solutions that further insurers' and MGAs' progress toward bridging the gap to the future of insurance.

SMA will announce the winners on Sunday, September 16, 2018, at the Welcome Reception for the [2018 SMA Summit: Transformation in Action](#).



SMA will recognize the winners during the SMA Summit at the Mandarin Oriental, Boston on September 17. Winners will also take part in the Summit to give all participants the chance to examples of innovation in action.

**Submission Deadline:
June 30, 2018**

Background

Innovation is an indispensable element of every insurer's vision of their future state, and one of SMA's Seven Fundamentals for a Future-Ready Organization. It enables new approaches in the other six Fundamentals: digital insurer, customer experience, core transformation, data and analytics, emerging tech, and InsurTech. Together, these Seven Fundamentals power the cultural shifts necessary for the advancement and sustainability of our industry.

Winners of the SMA Innovation in Action Awards align to one or more of these Seven Fundamental Areas that are reshaping insurance business models, creating new value-added services, and/or achieving a competitive advantage. Submissions must go beyond the traditional investments in one or more of these fundamental areas and demonstrate truly game-changing results to be considered for an award:

7 Fundamentals for a Future-Ready Organization



Digital Insurer

Projects, initiatives, or solutions that deliver an end-to-end digital experience for the external customer or internal operations and advance the company's digital strategy and plans.

Customer Experience

Projects, initiatives, or solutions that establish new possibilities for personalized, progressive customer experience and enact major improvements in the ease of doing business.

Core Transformation

Projects, initiatives, or solutions that go beyond modernizing core systems to enable substantive digital transformation through new, future-focused computing capabilities, including microservices and serverless computing.

Data & Analytics

Projects, initiatives, or solutions that deploy cutting-edge analytics such as AI (cognitive computing, etc.), data lakes, or other types of predictive analytics to expand the possibilities of data-driven decision making using both structured and unstructured data from new and existing sources.

Although the successful implementations of traditional technology projects such as portals, modernizing core systems, cloud computing, or business intelligence are essential to insurers' strategies, they must be producing truly game-changing, innovative, and transformative results to be eligible for an award.

Emerging Tech

Projects, initiatives, or solutions that represent a robust and groundbreaking deployment of one or more emerging technologies (artificial intelligence, autonomous vehicles, Internet of Things, virtual/augmented reality, drones/aerial imagery, wearable devices, advanced robotics, gamification, new user interaction technologies, new payment technologies, biotechnology, 3D printing, and blockchain).

InsurTech

Projects or initiatives that successfully leverage InsurTech partnerships, services, methods, or solutions beyond proof of concept for demonstrable benefit. InsurTech startups and greenfield insurers also fall into this category.

Innovation

Projects or initiatives that formalize and develop an innovative culture and a next-generation company, such as the deployment of formal innovation practices or the launch of sophisticated external labs that create a sustainable cultural change and definable results.

Submission Information

Submissions must be made online using the appropriate submission form. Forms and instructions are available at www.strategymeetsaction.com/awards. The project, initiative, or solution implementation must have been completed between January 1, 2017, and April 30, 2018, to be eligible for an award.

Insurer Award

The SMA Innovation in Action Insurer Awards recognize insurers and MGAs who are proactively transforming their companies through innovative business and technology projects/initiatives. Winning entries will demonstrate how the project is an example of innovation in action, enabling the company to make significant transformational progress in one or more of the Seven Fundamental Areas.

Solution Provider Award

The SMA Innovation in Action Solution Provider Awards recognize solution providers who are giving insurers and MGAs the innovative software and services solutions they need as they advance toward the future of insurance. Winning entries will demonstrate how the solution provider's offering has enabled insurers and MGAs to make significant transformational progress in one or more of the Seven Fundamental Areas.

Submission Guidelines

All insurers and solution providers are eligible to participate. Completed forms must be submitted online at strategymeetsaction.com/awards by June 30, 2018.

Insurer/MGA submissions include the project's description, lines of business impacted, timeline and completion date, Fundamental Areas impacted, use of technology and data, key business imperatives, success measures (including any available metrics), and how the project will contribute to your company's future success.

Solution provider include an executive summary of the solution/service, what its benefits are to insurers and MGAs who have implemented it (including any available metrics), how it is being used by insurers or MGAs today, a description of the innovative approaches/capabilities offered by the solution or service, its application to the Fundamental Areas, and the name(s) of one or more insurers or MGAs who have gone live on the solution between **January 1, 2017**, and **April 30, 2018**.

Direct questions to
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Selection Process

The Strategy Meets Action analyst team will evaluate the submissions and select the winners in the insurer/MGA category. A panel of insurers will evaluate the submissions and select the winner in the solution provider category.

Awards Presentation

SMA will announce the winners on Sunday, September 16, 2018, at the Welcome Reception for the [2018 SMA Summit: Transformation in Action](#). SMA will recognize the winners during the SMA Summit at the Mandarin Oriental, Boston on September 17. Winners will also take part in the Summit to give all participants the chance to examples of innovation in action.

About the SMA Summit

It's an amazing time to be in insurance – our industry is responding to the external influencers, the possibilities of emerging technologies, and the explosion of InsurTech. Insurers are building upon core transformation investments and embracing innovation as the foundation for change and transformation throughout the business.

For seven straight years, the SMA Summit has been the only insurance conference focused on sharing and showcasing insurer success stories, lessons learned, and insurer use cases that reflect their transformation in action.

Our industry is transforming! So come to the SMA Summit to experience the transformation first-hand. [Register today](#) for our 2018 SMA Summit: Transformation in Action.