



SMA Transformation in Action Awards

Overview

The **SMA Transformation in Action Awards** recognize Insurers, Vendors, and other players in the insurance ecosystem, who are rethinking, reimagining, and reinventing the business of insurance. These companies are putting “transformation into action” with innovative projects, initiatives, and the use of transformational technologies that are driving progress and revolutionizing the insurance industry.

The insurance transformation journey is a required trajectory for every company within the insurance ecosystem that wants to remain relevant and prepare for the future of our industry. Transformation journeys require new perspectives and new approaches that go beyond the traditional approaches, beyond incremental change. Transformation can be internally (operationally) focused, externally (customer) focused, or utilize a combination of the two perspectives. SMA is seeking submissions in multiple insurer categories as well as from MGAs, Reinsurers, and Vendors. We are seeking projects, initiatives, or solutions that represent truly transformative approaches and achievements that demonstrate innovation in insurance.

Transformation in Action Awards will be given in the following categories:

- ✔ **Customer Engagement:** recognizes companies that have succeeded in positively transforming the experience for their customers. These initiatives and projects are providing the customer with a new customer-centered experience that is tailored and transparent.
- ✔ **Distribution:** recognizes companies that are transforming their distribution models by utilizing digital distribution as a framework for new channels or driving sales and/or service.
- ✔ **Underwriting:** recognizes companies who are capitalizing on new data sources, advanced analytics, transformational technologies, and other innovative approaches to transform the underwriting operation and/or the role of the underwriter.
- ✔ **Claims:** recognizes the claims teams that have transformed their organizations, roles, and/or processes through the use of transformational technologies and advanced data and analytics in the areas of customer experience or optimizing operations.
- ✔ **New Products & Services:** recognizes companies that have developed and deployed new transformative products and services in the areas of data collection, pricing, or the delivery of innovative services.
- ✔ **Vendor Solution:** recognizes a deployed solution that leverages and utilizes transformational technologies that enable insurers, MGAs, and/or reinsurers to move forward with innovation on their transformation journey.

Transformational technologies include AI (NLP, RPA, machine learning), blockchain, cloud/serverless computing, advanced data and analytics, IOT & wearables, and new user interfaces (chatbots, messaging, voice assistants, interactive video, AR, VR).

Why make a submission for the SMA Transformation in Action Awards?

Industry and peer recognition. Be recognized for your leadership and contribution to the business of P&C Insurance transformation, both at the SMA Summit and beyond through press and media.

Internal promotion and recognition. Use the award submission process as a chance to clearly outline the transformational success of your project and the award recognition as a testament to your industry-leading efforts.

Marketing. Awards that place you at the forefront of the industry are marketing gold. Your marketing team is welcome to reference the award in blogs, press releases, emails, or anywhere that promoting your company's award-winning innovation makes sense!

Submission Information

Submissions must be made online using the appropriate submission form. Forms and instructions are available at [Transformation in Action Awards](#). The project, initiative, or solution implementation must be completed between January 1, 2018 and July 1, 2019 to be eligible for an award.

Awards Timeline

- ✓ All Submissions must be received by September 16, 2019.
- ✓ Winners will be announced on November 4, 2019.
- ✓ Winners will be recognized at the Welcome Reception and Awards Event on Tuesday, December 3, 2019 at the Westin Times Square.
- ✓ Winners will participate in the SMA Summit on December 4, 2019, showcasing their award-winning initiatives.

Selection Process

A panel of forward-thinking insurers will evaluate the submissions and select the finalists.

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 eight 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, attend the SMA Summit to experience the transformation firsthand.

**Register today for our 2019 SMA Summit:
Transformation in Action**