

Innovation in Action 2014

SMA Award Program Overview



Strategy Meets Action | 75 Arlington Street - Suite 500 | Boston, MA 02116

AWARD SUMMARY

The SMA Innovation in Action awards will be given to organizations that have successfully implemented a key business initiative or project/solution that best leverages innovative, transformational approaches and solutions that demonstrate game-changing results. SMA will recognize the achievements of two insurers and one solution provider during the [2014 SMA Summit: The Innovation Journey](#) at the Mandarin Oriental, Boston on September 15, 2014. To be eligible for consideration, the implementation of the project/solution must have been completed between January 1, 2013 and April 30, 2014.

SUBMISSION INFORMATION

Each nomination must be submitted using the appropriate SMA Innovation in Action Award nomination form.

[Insurer Nomination](#)

Enhanced customer experience, new levels of underwriting excellence, product innovation, major leaps in service quality, business intelligence – just some of the inventive ways insurers are finding to capitalize on business opportunities, solve business challenges, drive performance excellence, create customer loyalty, and enable new business strategies. The insurer awards recognize innovative and transformational business and technology initiatives that are yielding new market advantages. Each award nomination should describe the *Innovation in Action* project and be submitted using the [SMA Insurer Nomination Form](#).

[Solution Provider Nomination](#)

The solution provider award recognizes the innovative use of next-gen technologies in software and services solutions as well as transformation projects or services that deliver game-changing business capabilities to insurers. Each award nomination should describe the *Innovation in Action* technology or service and be submitted using the [SMA Solution Provider Nomination Form](#).

NOMINATION GUIDELINES AND INSTRUCTIONS

All insurers and solution providers are eligible to participate. Completed forms must be submitted by June 30, 2014 directly to Karen Furtado, SMA Partner, at kfurtado@strategymeetsaction.com, or 978-239-2741.

SELECTION PROCESS

Nominations in the insurer category will be evaluated and the winners will be selected by the Strategy Meets Action analyst team. The SMA Innovation Communities and SMA Insurer Forum will evaluate and select the winner in the solution provider category.

ABOUT THE SMA SUMMIT

Insurers are capitalizing on outside-in perspectives to rethink and reimagine the vision for their individual organizations as well as implications for the insurance industry as a whole. Explore **The Innovation Journey** and investigate the state-of-the-possible at the [SMA Summit 2014](#). See how insurers are cultivating, activating, and accelerating innovation and transformation initiatives to respond to the changing landscape.