

## Press Release

November 20, 2015

### **Synpulse USA Inc. Management Consulting hosts its second bi-annual Insurance Enterprise Architecture Summit about IT/Operational trends impacting Enterprise Architecture**

On October 26<sup>th</sup> 2015, Synpulse hosted its second bi-annual Insurance Enterprise Architecture Summit focusing on various IT/Operational trends impacting Enterprise Architecture. Synpulse believes that many Chief Enterprise Architects within the insurance and reinsurance industry have good existing platforms that simultaneously allow for the exchange of thoughts around Enterprise Architecture (EA) and forums for Chief Architects to network. The Synpulse Enterprise Architecture Summit filled this gap.

The last Summit focused on technology trends with discussions on topics ranging from new revenue streams to evaluation of disrupters. Participants also discussed leveraging trends such as Internet of Things, Digitalization and Big Data Analytics. These topics are only a few of the key areas of the larger digital technology environment affecting the re/insurance business. The participants believed that technology changes, new product developments, business model transformations and regulatory mandates will create more opportunities for technologists in the re/insurance industry to innovate their organizations. Furthermore the participants all agree that the cloud will be the main place where data will be stored in the future, but cloud providers have to be managed carefully (to avoid contract lock-in and ability to export data again). Real-time data processing, FinTech and Bimodal IT were both topics that are on the radar of all companies, but mostly don't get much attention.

This Summit brought collaborative discussions, ideas and examples from the Synpulse EA community. As the discussion progressed, impact from technology disrupters varied between the insurance and reinsurance participants and varied by maturity of their Enterprise Architecture practices. All agreed that as competitors try to capture parts of the insurance value chain, coupled with limited regulations in such new technology environments, a re/insurance Enterprise Architecture will need to evolve in order to compete and meet new business strategy requirements.

Next year's summit will take a deep dive approach to the unknowns of cyber security. It will feature in-depth presentations from subject matter experts who will share their insights and moderate the topic discussions. Main discussions around cyber security include business initiatives, compliance and risk mitigation. The discussion is expected to help determine the positioning for IT and what cyber risk insurance means for the re/insurance business. Participants will have a forum to discuss the balance between creating standards and new standards life cycles.

#### **About Synpulse**

Synpulse is an internationally established management consulting company and valued partner of many of the

world's largest financial services providers. Since its founding in 1996, Synpulse supports banks and insurers along the entire value chain; from the development of strategies and their operative realization, to technical implementation and hand-over. Synpulse is characterized by in-depth industry knowledge and the passion and commitment of its ca. 200 employees, who come from more than 20 countries. Synpulse is represented with locations in Zurich, Hamburg, Frankfurt, Singapore, New York and Hong Kong.

**Contact person at Synpulse**

Marcel Loetscher, Synpulse USA, Phone +1 212 252 2105, [marcel.loetscher@synpulse.com](mailto:marcel.loetscher@synpulse.com)

**Synpulse Locations worldwide**

Synpulse Schweiz AG  
Management Consulting  
Thurgauerstrasse 32  
8050 Zürich  
Switzerland  
Phone +41 44 802 2000

Synpulse Deutschland GmbH  
Management Consulting  
Arndtstrasse 23  
22085 Hamburg  
Germany  
Phone +49 40 22 622 9560

Synpulse Deutschland GmbH  
Management Consulting  
Frankfurt Airport Center 1  
Hugo-Eckener-Ring  
60549 Frankfurt am Main  
Germany  
Phone +49 40 22 622 9560



Synpulse Singapore Pte. Ltd.  
Management Consulting  
8 Shenton Way | #46-01 AXA Tower  
Singapore 068811  
Singapore  
Phone +65 6229 5770

Synpulse Hong Kong Limited  
Management Consulting  
Level 43, AIA Tower  
183 Electric Road  
North Point  
Hong Kong  
Phone: +852 3975 1868

Synpulse USA Inc.  
Management Consulting  
140 West, 57<sup>th</sup> Street  
New York, NY 10019  
USA  
Phone +1 212 252 2105

**info@synpulse.com, synpulse.com**