



Real talk about AI

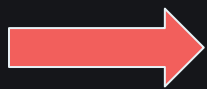
Eugene Lee

SVP and General Manager, InsuranceSuite

About me

- 30 years in Enterprise Software
- Two stints at Guidewire
 - 2008 - 2018: Value Consulting, Data & Analytics
 - 2020 - present: Core Platform GM
- Certified Property and Casualty Underwriter

I am not
an expert in A.I.



The pace of innovation (including AI) has been accelerated by the advent of core platforms

Homegrown mainframes

- Initial systems of record (from paper to data)
- Defined baseline processes and scale
- Insourced: IT managed and knit together

Vended core platforms

- Enforced software and industry best practices
- Common data models, integration patterns, etc...
- Catalyzed ecosystems

Cloud (SaaS) delivery

- Innovation became continuous
- Reduced internal operational burden: IT can focus solution and technology advisory

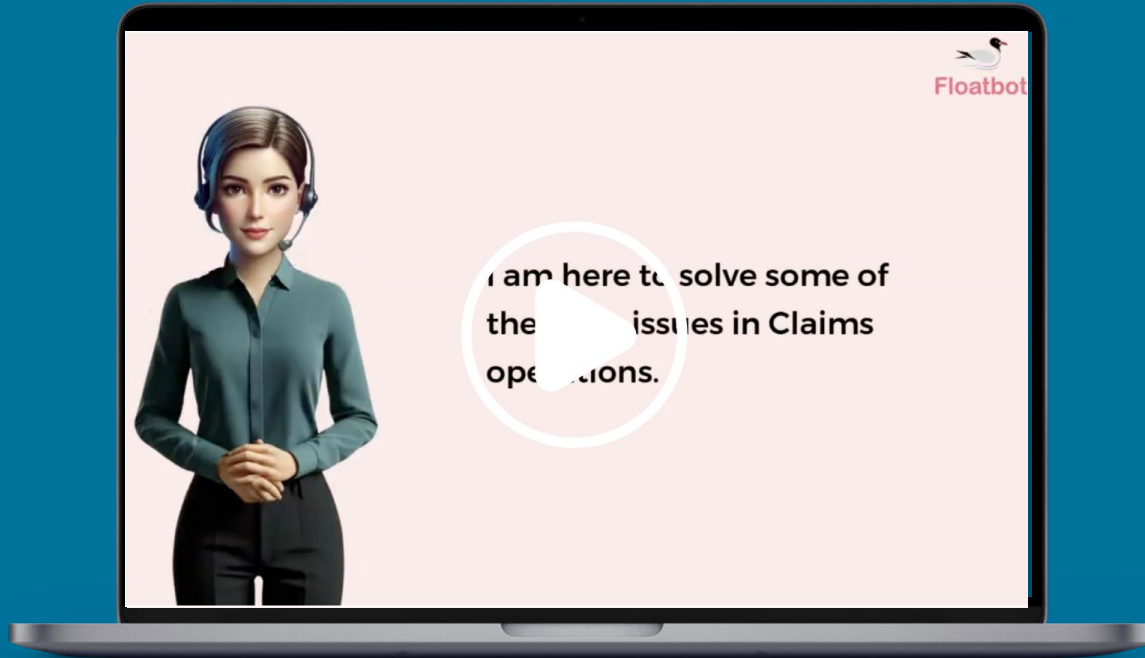


MARKETPLACE



Predictive Analytics - Clara Analytics





Common AI Use Cases in P&C

Customer service interactions

Chatbots
Intelligent recommendations
Personalized alerts
Upsell / cross-sell

Insurance decisions

UW decisions
Triage and routing
Liability determination
Fraud detection and prevention

Automation

Automating tasks
Automating steps
Automating entire processes “STP”

Better use of unstructured data

Unstructured text
Document processing
Image interpretation

User experience

Customer support, intelligent recommendations, next best actions,...
Who is serving who?
Humans as the data entry API

I thought we'd be
further along by now

What makes AI hard – and what we've seen work

Why is AI hard?

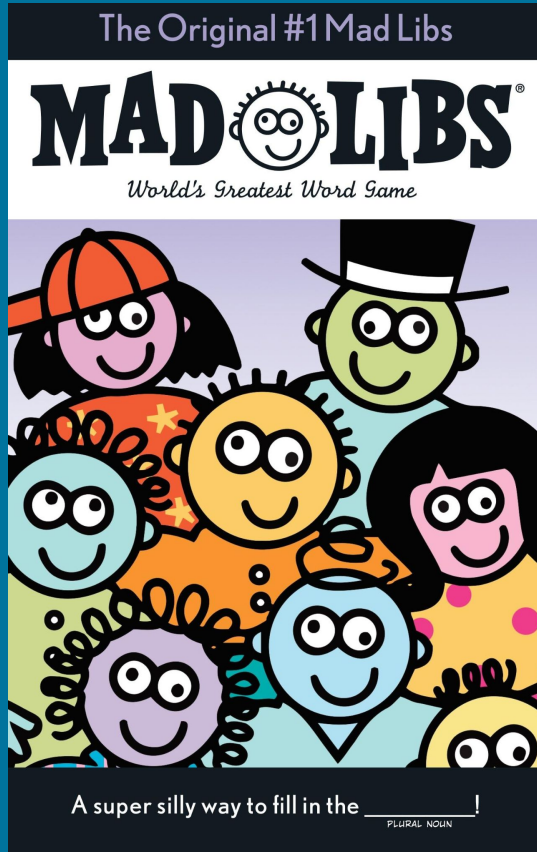
- Complexity of use cases
- High stakes / legal implications
- Regulatory uncertainty
- Workforce implications / impact on people


What makes AI truly work?

- Empathy & Human Touch
- Storytelling & Explanation
- Accountability & Ethics



How I like to think about LLMs / Gen AI



	MAD LIBS® MEET HELLO KITTY'S FAMILY
<p>Hello Kitty loves her _____ family. Her twin, Mimmy, is also her best _____. She looks just like Hello Kitty, except she wears a yellow bow on her right _____. Hello Kitty's _____ parents are her mama, Mary, and her papa, George. Mama is a kind and _____. _____. She loves to cook and take care of _____. Papa is always making _____ jokes. He is a hardworking _____ and a/an _____ papa to Hello Kitty and Mimmy. Hello Kitty's grandma and grandpa are named Margaret and Anthony. Grandpa loves to paint _____. Grandma enjoys making _____ for Hello Kitty and Mimmy, and she also likes to embroider _____. Hello Kitty's family is a very _____ part of her _____!</p>	

GenAI value opportunities across the complete P&C lifecycle



Guidewire Empowers Insurtech Innovation



bifrōst



DigitalOwl

ClarityCare

CodeEast
Revolutionizing the Insurance Data

DeepOpinion



FAIRLY



Feathery

FireBreak



InsOps
Insurance, Data, Optimized

faura

HAAST

humanable
CUSTOMER EXPERIENCE AI AUTOMATION



intelligentai

KorrAI

LAZARUS

IB inc.



modernmetric

NOTRAFFIC

nauto

painworth

pinpoint
PREDICTIVE



ProxyPics

Raincoat

RecordLinker

Roots
Automation

Salient

scalehub

sinistar
Furnished Temporary Accommodations

Xtract

Sixfold

SLVRCLD

SnapRefund

swifter.io

sync
technologies

synergetics

TalkTerms

YASSI
Real Time Vehicle Data

TRUE

Vecto

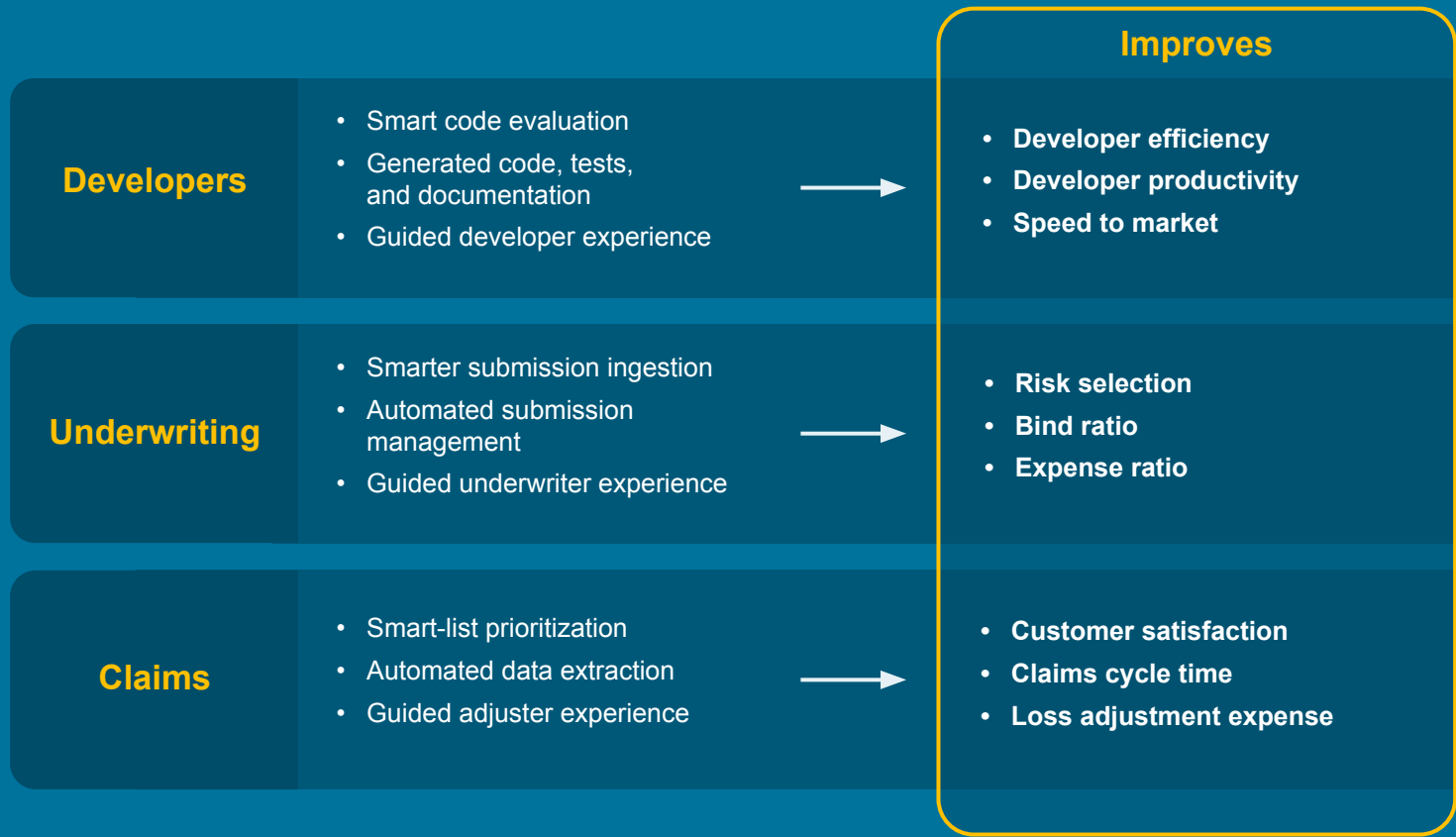
veruno



Indico Data



Our focus for GenAI in three key areas



Shared platforms enable ecosystems



Ecosystems catalyze sustainable innovation



**AI innovation holds promise that
GenAI may finally fully unlock**

Thank You



Q&A

