



**DATA-RICH, PROFIT POOR:**  
**TAPPING THE REVENUE POTENTIAL**  
**OF INSURERS' DATA**

The insurance industry is at tipping point. In the wake of digital disruption and new entrants, traditional sources of revenue are declining.

However, many insurance companies already possess a significant weapon for driving new revenue growth: data.

Insurers hold vast amounts of valuable data and insights that can be connected and enriched with outside sources to fuel new business.

The problem: most insurers are far behind other industries when it comes to translating this information into profit.

Carriers need to look beyond their traditional business models to develop digital ecosystem partnerships, leverage other platforms and identify optimal go-to-market routes to gain the most value from their data and insights.

With an estimated \$6-8 billion of new annual profit at play, data monetization could be the path to survival.

Learn more about translating data and insights into a competitive advantage with our full report:

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