



THE APP GARDEN
Smart Business Apps



Is the Explosive Growth of Mobile Relevant to the Takaful Industry?


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Proud developers of
The International Takaful
Summit 2014 Mobile App



Diamond Sponsors of ITS 2014

- 
- 0 mobile apps downloaded by 2005
 - Less than 200 million people accessed the internet via mobile in 2005

2005

50% of global smartphone owners use their mobiles as the primary (or exclusive) means of going online

- 60 billion mobile apps downloaded by 2013 (Apple alone!)
- Over 1.6 billion people accessed the internet via mobile in 2013

2013

Mobile in Insurance

81%

of insurers plan to increase their mobile spend in 2014*

21%

of all personal lines insurers expect to launch new apps in 2014*

1/2

Half of all personal lines insurers have major mobile projects planned in 2014*

32%

of insurers are improving the customer experience and creating a culture of innovation through mobile*

73%

of insurers will provide a self service claims offering by 2015 through mobile*

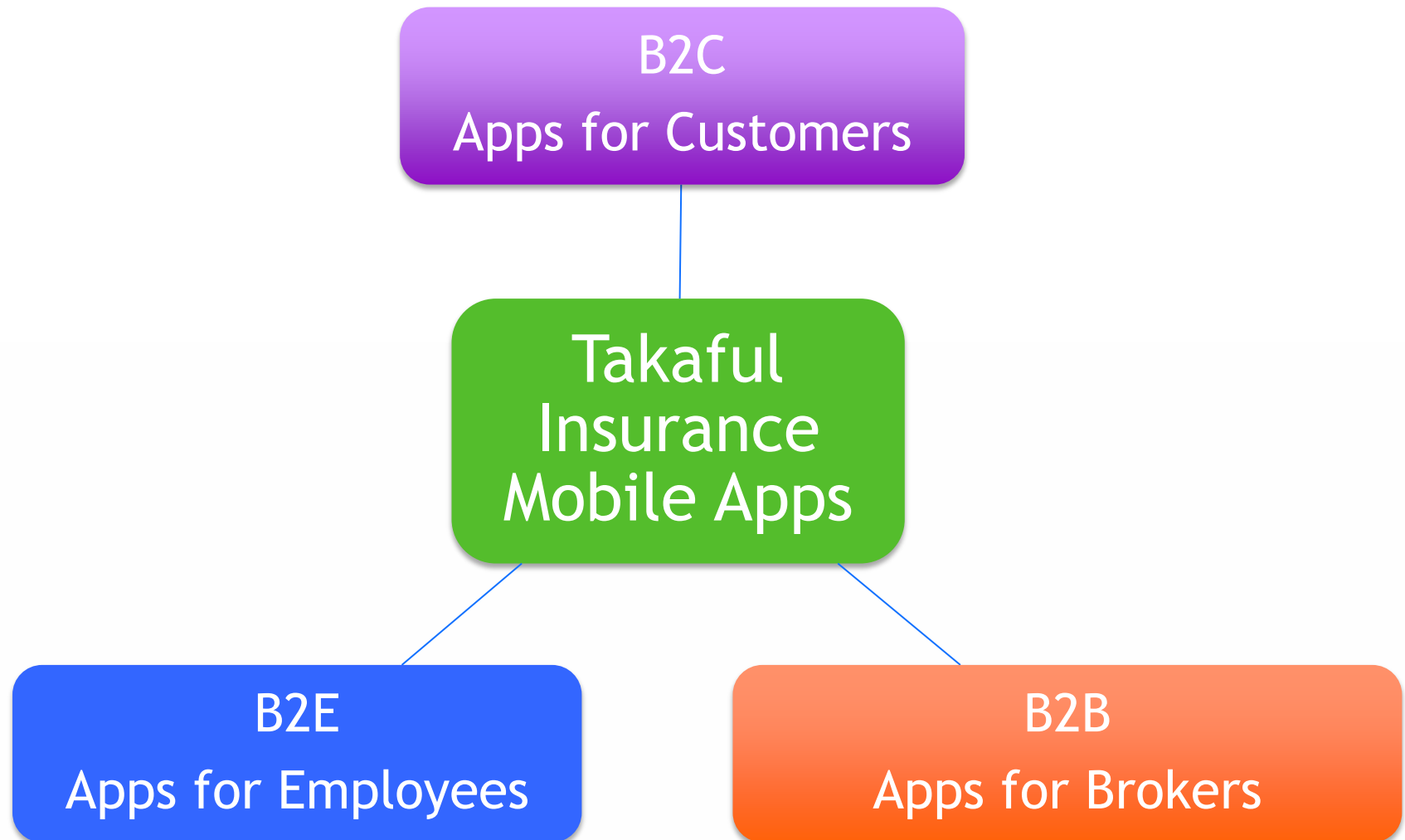
70%

of surveyed insurers will offer quotes on mobile by 2016*

*World Insurance Report 2013, Capgemini & EFMA

*2014 Insurance Ecosystem: Insurer Technology Spending, Driver and Project, Strategy Meets Action

Types of Takaful Insurance Apps



Mobile App Benefits

B2C: Apps for Customers

Key Benefits

- Streamlined claims processing
- Valuable customer insights
- Increased upsell opportunities
- Self-service account management

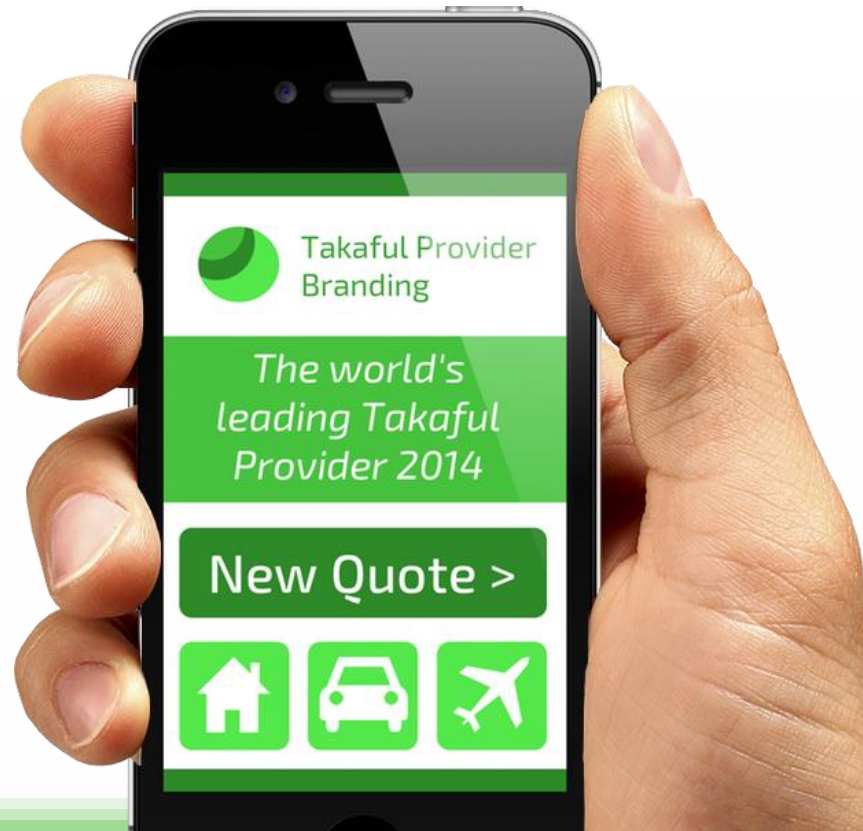


Mobile App Benefits

B2B: Apps for Brokers

Key Benefits

- Engaging and branded sales tools with instant access
- Efficient workload management
- Broker data capture (App usage, GPS location, time and date stamp)
- Improved compliance



Mobile App Benefits

B2E: Apps for Employees

Key Benefits

- Greater productivity
- Efficient workload management
- Increased visibility of activity
- Increased success and conversion rates



Before you jump into mobile

1. Determine which mobile apps align with your business objectives
2. Select a mobile solution partner who understands your business
3. Don't hesitate...JUMP!



Any Questions?

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Business Transforming
Mobile Solutions



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