Fioneer Engagement Hub

Innovate and distribute your insurance offering, quickly and easily

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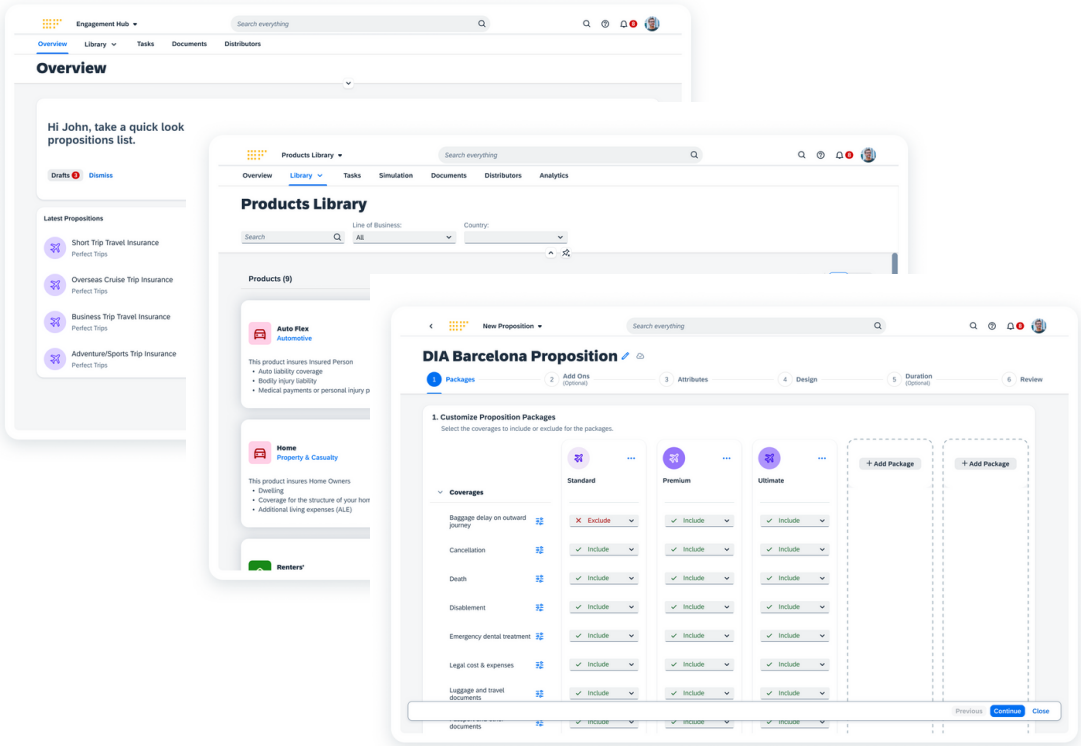
Connecting you to the growing insurance ecosystem and new business models

Accelerate development of innovative products, like personalized or embedded insurance. Leverage fit-to-market offerings to deliver in days, not months. Connect quickly to the mid and back office and traditional distribution channels and integrate easily with insurtechs and ecosystems.

Insurance is moving faster than ever. The embedded insurance market in P&C is estimated to grow to more than 700 billion EUR by 2030*. Meanwhile, new models like consumption-based insurance are emerging to keep pace with consumer demand, and insurtechs springing up to service niche requirements. However, it is hard for existing insurers to take advantage of these new opportunities, held back as they are by inflexible legacy systems. Fioneer Engagement Hub was designed to help insurers bridge the gap between their core systems and novel distribution models. With full connectivity and control, insurers can now swiftly navigate digital trends and ecosystems.



*McKinsey,2022

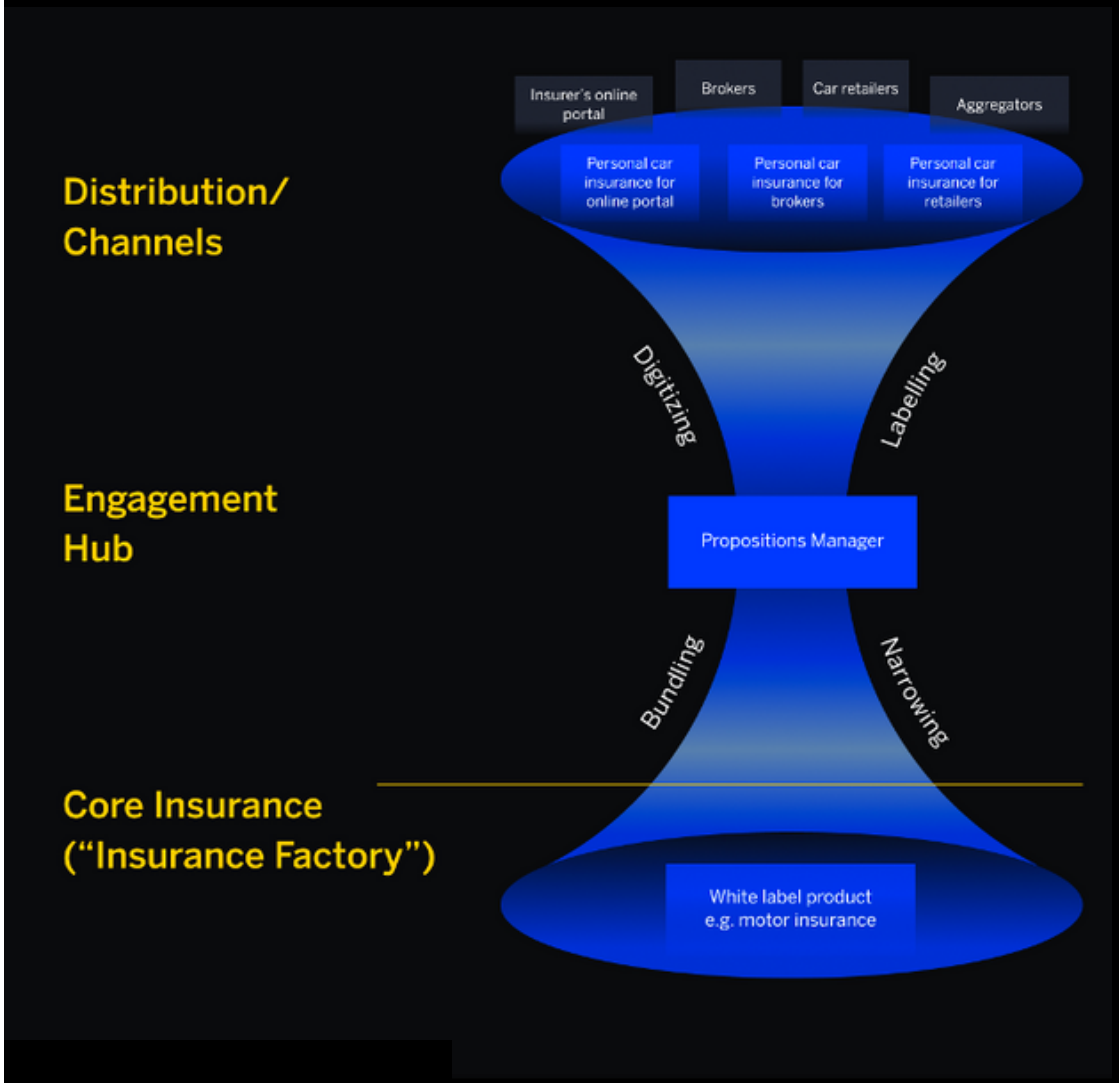
How it works

Fioneer Engagement Hub sits on top of the core insurance solution and lets you not only connect quickly the mid and back office and with traditional distribution channels, but helps you easily integrate with ecosystems. It assembles market-fit offerings, enabling embedded and personalized insurance, along with other future business models

It acts as the central hub for bi-directional communication between the core insurance system and various digital channels. It accomplishes this by seamlessly transforming data and orchestrating all API calls within the Engagement Hub.

Fioneer Engagement Hub consumes product definition from the core system and transforms it into a flexible data structure that is used as a starting template for the creation of digital insurance. Managers can conveniently modify specific elements such as packages, coverages, and attributes, including removal, default setting, or scoping. Upon completion, they can activate the unique API and widget associated with their created proposition with a single click.

It generates custom developer-friendly APIs for each unique iteration, complete with comprehensive documentation and a robust authentication mechanism. These APIs can be effortlessly integrated into existing or new digital channels by any distributor, be it an insurer or a third party. What sets these APIs apart is their ability to expose only the information that is relevant to the specific digital channel, simplifying integration and safeguarding the internal product structure.



3 phased Engagement Hub process

Step 1: Standardized, feature-rich white-label master products created in core insurance system.

These products are then imported into the Engagement Hub and utilized as the foundation for developing commercial propositions. The white-label master products are key to unlocking the personalized tailoring potential of propositions of the Engagement Hub.

Step 2: Product variants customized.

Insurers or distributors can use narrowing to tailor insurance packages for customers by selecting which coverages to include, exclude, or make optional. Engagement Hub supports them in the process of creating competitive propositions with the right data and insights.

Step 3: Integration into distribution channel achieved through automatically generated product-driven APIs.

Widgets, pre-filled with insurance content and with customized look & feel are also available for embedding into the distributor's customer journey. Additionally, microsites are available for specific business needs like launching new brands and quickly supporting essential online services like quotation, selling a policy, and First Notice of Loss (FNOL).

An insurance factory at your fingertips

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Tailored product packages

Curate a unique range of insurance packages (Standard, Premium, Ultimate) to offer concise, customer-centric digital insurance propositions for the end-customer.

Customizable coverages

Selectively include, exclude or make coverages optional, with the added granular capability of fine-tuning selected coverage attributes.

Versatile system integration

Distribute your business with use-case-driven APIs, widgets, or microsites for seamless integration with distribution partners.

Connected brand experiences

Configure product aesthetics and flow with distributors' corporate identity while retaining full control over your brand representation.

Configurable input attributes

Determine how each attribute will be populated: either by asking the customer directly, by filling it in by the partner for whom we are creating this offer, or by predefining it in the Engagement Hub.

Live preview editor

Shape your customer experience in real time with a widget live preview editor supporting you during the proposition design phase.

Data-driven insights

Leverage lightweight analytics tools to craft more profitable insurance offerings and make fully-informed business decisions.

Integrated KPI dashboard

The Engagement Hub provides clear visualization of historical data, key performance indicators, and vital ecosystem insights.

Key benefits

Unbeatable speed to market

Accelerate differentiation, bringing new products to market in days, not months, to stay ahead of the competition. Our solution eliminates complexity, enabling you to assemble products based on reusable content, settings and rules also across lines of business, with full, autonomous customizability for distribution partners.

Reduced costs and overheads

Low-code/No-code product assembly with business-friendly interface enables business users to configure new propositions without IT and frees highly skilled developers from low value tasks. Customer acquisition cost (CAC) is reduced and overall profitability improved through leveraging collected data and offering personalized and relevant insurance products to your customers.

Embedded insurance delivered

Integrate your products into your customers' digital world, providing value when and where they need it most. With plug & play architecture and no-code widgets, you can rapidly expand into untapped, markets without adding new costs, launching new products at scale.

About SAP Fioneer

SAP Fioneer builds software solutions and platforms that enable banks, insurance companies and challengers to run, transform and grow at scale and speed, using world-class technology.

www.sapfioneer.com