



# Sentro

ENABLING INSURERS & BROKERS IN GROUP INSURANCE

A CLOUD-BASED DIGITAL PLATFORM FOR GROUP INSURANCE AND  
BENEFITS DISTRIBUTION

# The Problems we are solving

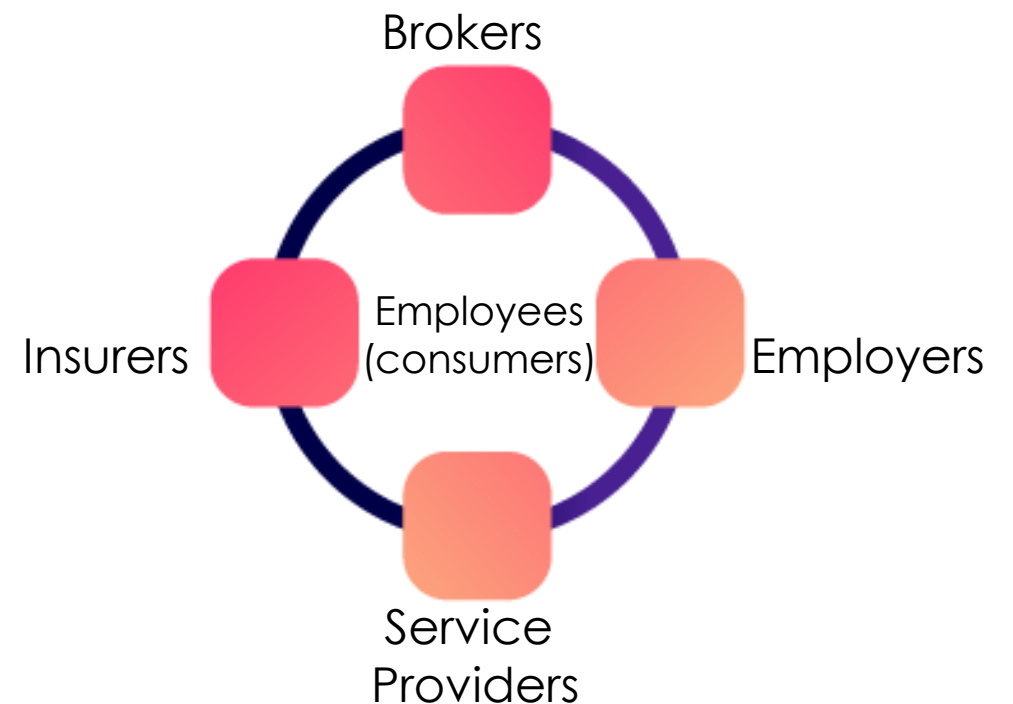
- ▶ Group insurance sales, delivery and support is a **highly manual and complex** process. Many mid tier and small insurers and brokers still manage group business on **spreadsheets or basic systems**.
- ▶ There are **few platform solutions** aimed at improving group insurance and employee benefits delivery or **enabling new entry to group insurance**.
- ▶ Brokers and service providers who sell group products to business customers need to be able to deliver **highly bespoke** solutions and services, but the enabling technology does not exist. Every customer's needs are unique, so a solution must support **mass customisation**.
- ▶ Group insurance is very **transactional** and **trust is low**. Brokers, carriers, customers, employees, and other service providers must form a **trusted network**. Relationships and human interactions matter. Existing technology and processes don't **enable** human interactions.
- ▶ Insurers, Brokers and Employees (consumers), do not have access to a **common single source of truth**, pertaining to policies, data and relationships.
- ▶ The world of insurance is changing, **better technology is required**, education is required, younger sales people and agents in the industry are looking for tools, technology, efficiency. **Everything needs to be digital**.

The Solution

**Sentro**

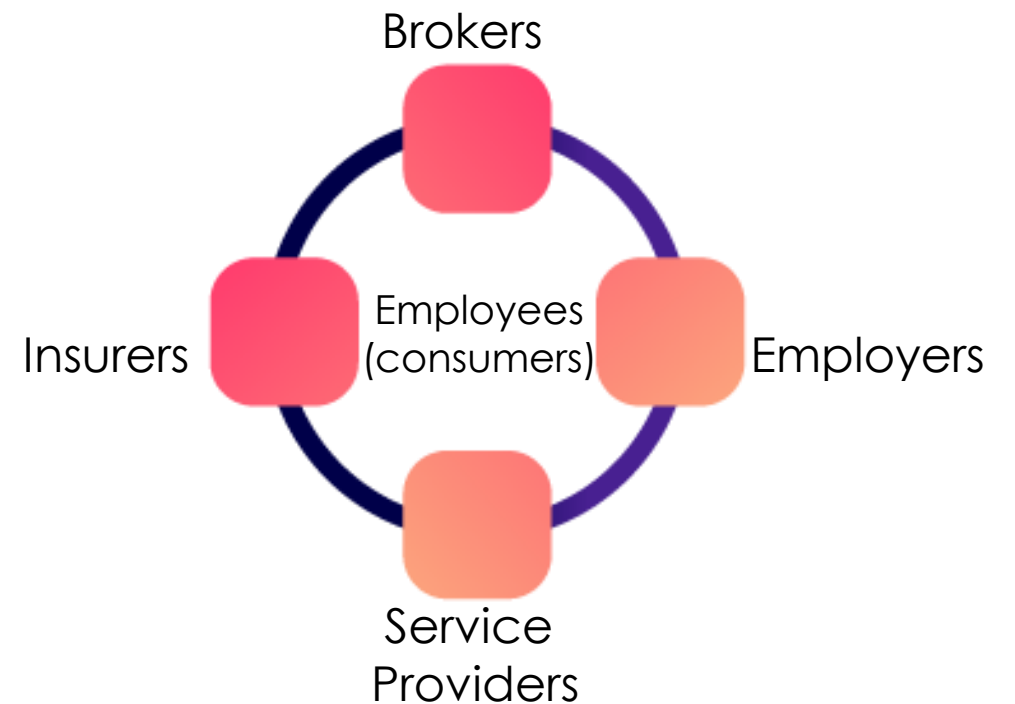
# The Solution

- ▶ A cloud based platform for the group insurance and group benefits sector
  - ▶ Primary Customers are
    - ▶ Insurers
    - ▶ Brokers
  - ▶ Secondary Customers are
    - ▶ Employers (Businesses)
    - ▶ Service Providers (providing group benefits or group services)
- ▶ Centred around an employee/consumer driven experience



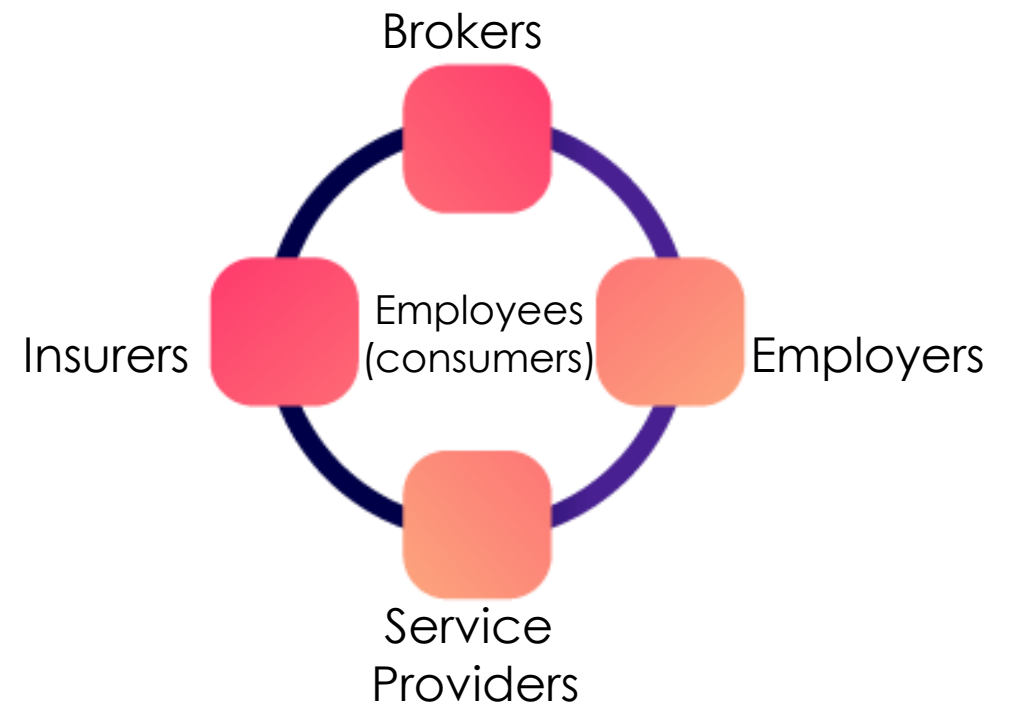
# Customer Motivations

- ▶ **Insurers**
  - ▶ Reduce costs and improve efficiencies
  - ▶ Improve relevance to intermediaries
  - ▶ Extend from retail into group insurance
- ▶ **Brokers**
  - ▶ Win more group business with differentiated and better service offerings
  - ▶ Nurture trust and relationships with employees for future sales
- ▶ **Employers**
  - ▶ Make staff happy with minimal cost and overhead
- ▶ **Service Providers**
  - ▶ Reach business customers with products and services for employees of businesses



# Product

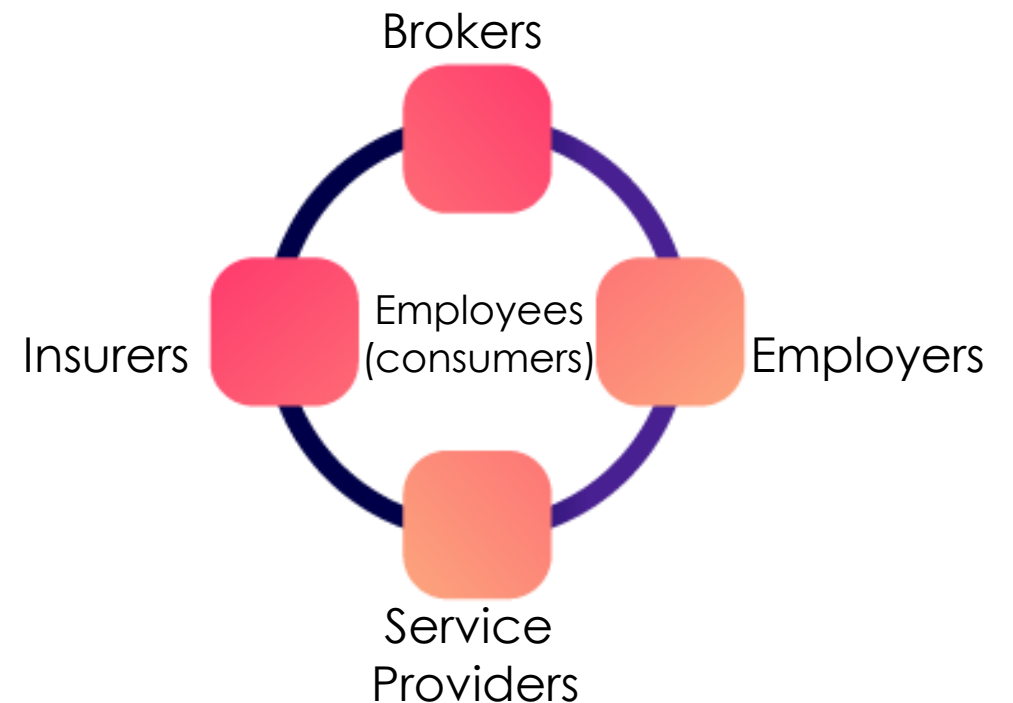
- ▶ **Sentro – the group insurance and benefits hub**
- ▶ Full lifecycle group insurance policy administration
- ▶ Flexible employee benefits administration
- ▶ Broker app
- ▶ Group insurer app
- ▶ Customer Administration app
- ▶ Service Provider app
- ▶ Employee apps



# Our Value Proposition

## ▶ Insurers

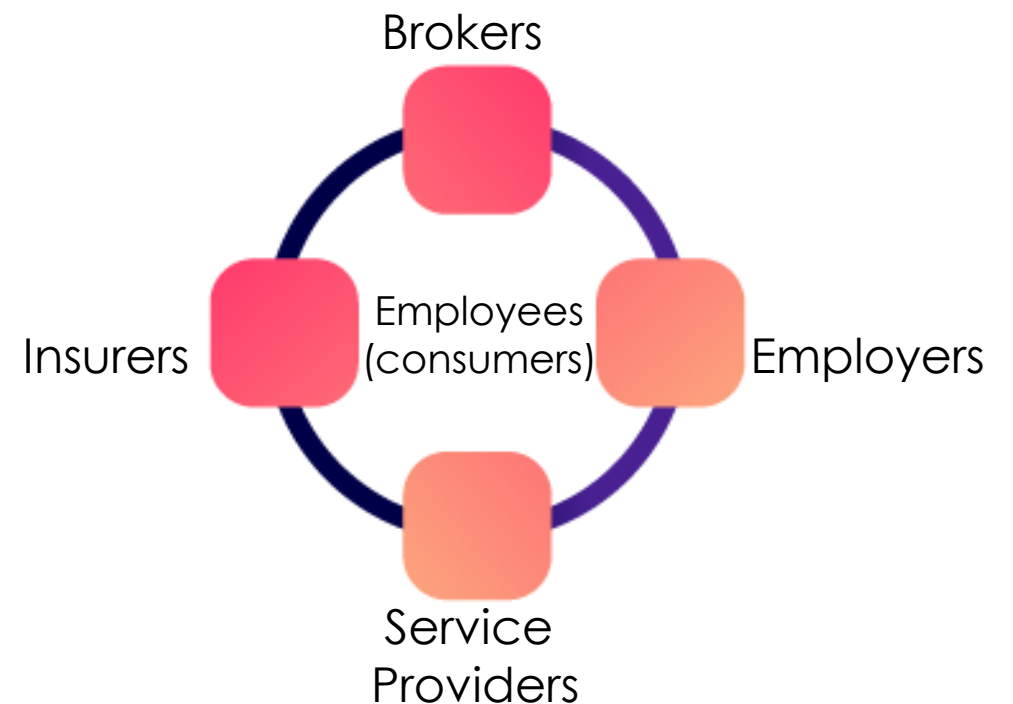
- ▶ Fast entry into group insurance for retail insurers
- ▶ We work with insurers' existing systems and teams ensuring smooth integration into daily operations
- ▶ Enables third party services to be bundled with group insurance products
- ▶ Improves communications and servicing with distribution partners
- ▶ Supports efficiency in claims management
- ▶ Can support full policy administration and billing of group business



# Our Value Proposition

## ▶ Brokers

- ▶ Design and administer complex group insurance and flexible benefit products from multiple insurers
- ▶ Include non-insurance services in customer propositions
- ▶ Full support for implementation and ongoing operations
- ▶ Claims administration
- ▶ Customisable Employer & Employee portals
- ▶ Trusted communications capability
  - ▶ Agreements
  - ▶ Group chats and webinars
  - ▶ Insurer and Employer communications

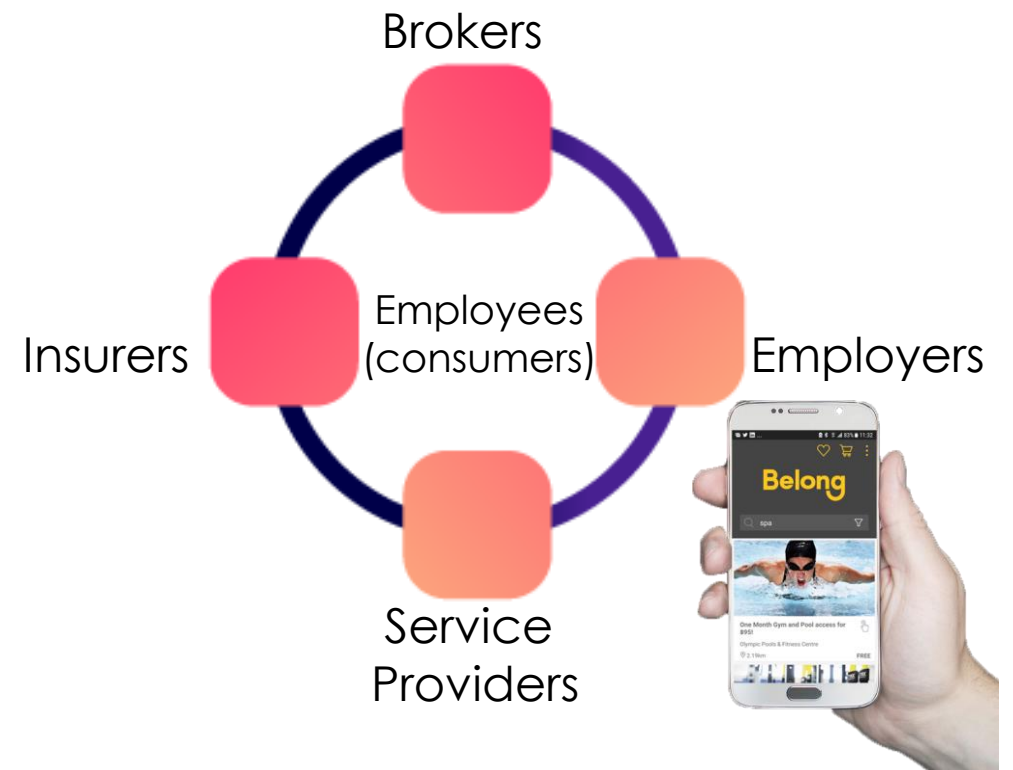




# Our Value Proposition

## ▶ Employers

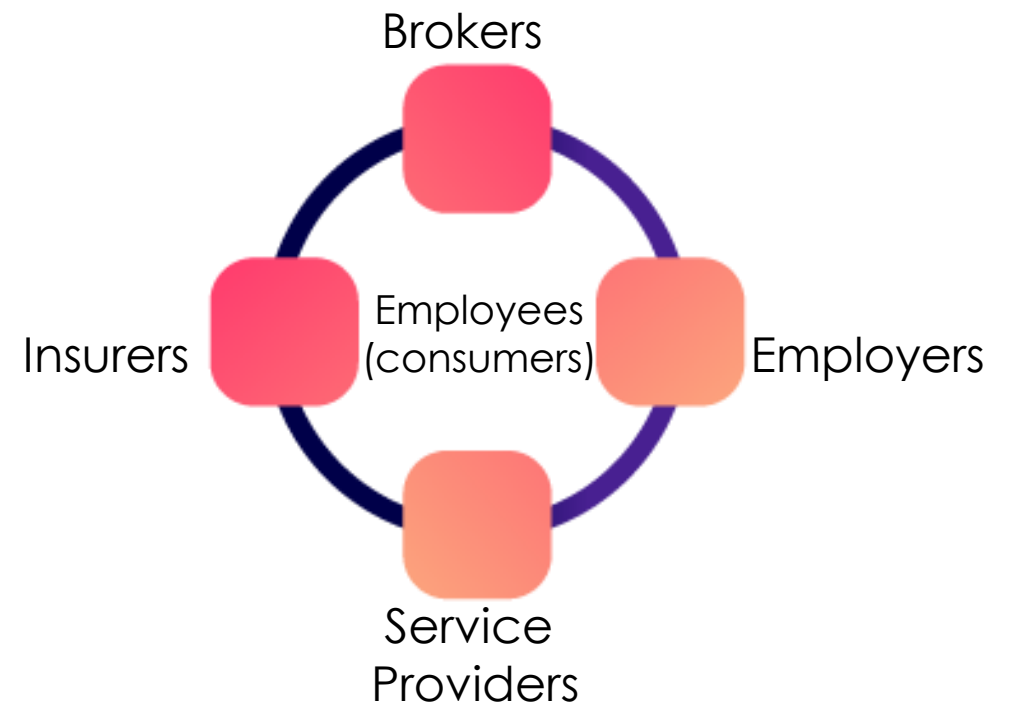
- ▶ Ready-to-go employee benefit platform
- ▶ Supports confidential communications
  - ▶ Employees can engage directly with trusted providers without employer knowledge
- ▶ Supports internal communications
- ▶ Supports direct communications with Brokers and Service Providers
- ▶ Customisable Employer and Employee portals



# Our Value Proposition

## ▶ Service Providers

- ▶ Populate products into Employer benefit schemes
- ▶ Services can be added to Insurer products, broker propositions, or both
- ▶ Platform can enable direct employee contact when appropriate
- ▶ Trusted communications capability
  - ▶ Group chats and webinars
  - ▶ Customer and employee communications
  - ▶ Support fulfilment
- ▶ Customisable Employer and Employee portals



# Employee-driven experience



Talk to Expert



Talk to work



Choose benefits



Earn rewards



Employees are consumers who demand a high quality mobile and digital experience via intuitive and easy-to-use mobile and web apps

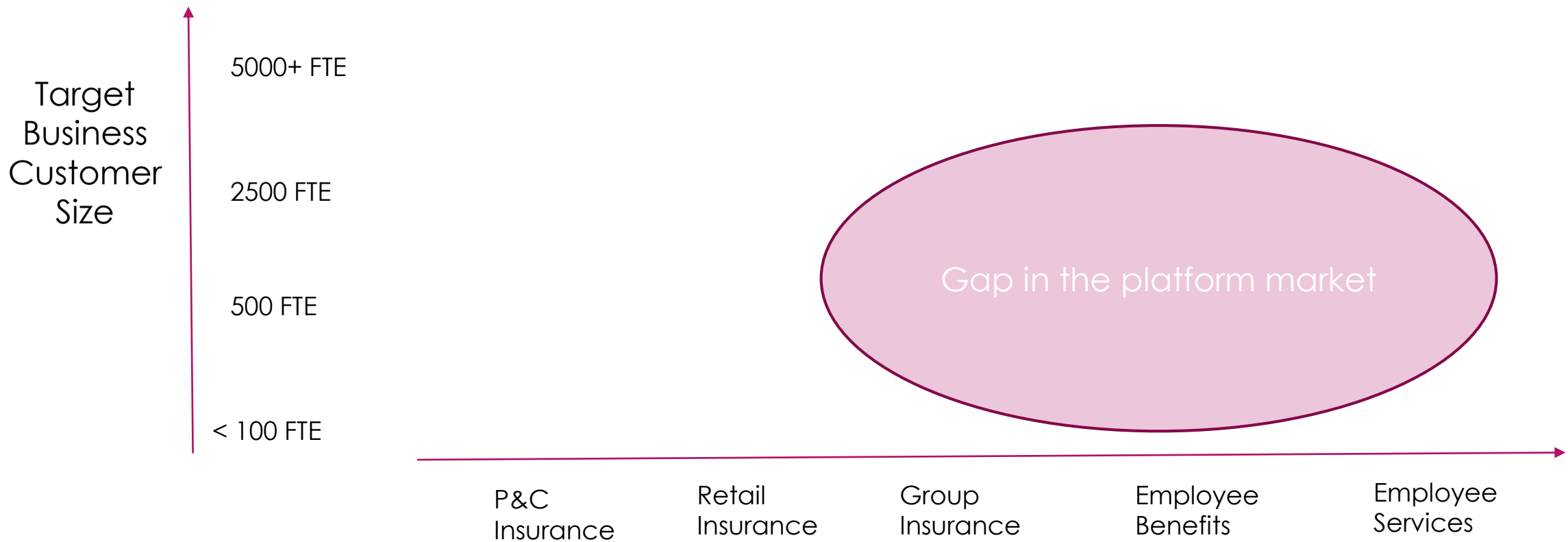
# Customer Successes

- ▶ We enabled **Pinnacle Life** to become a group insurer
- ▶ We enabled **Delta Insurance** to become a group insurer
- ▶ We have enabled **nib** to streamline quotation processing and improve broker servicing
- ▶ We have enabled a broker network to deliver an online group insurance and employee benefit product for their SME business customers and their employees



**Belong**

# Where we fit best



# Competitive Advantage

- ▶ Sentro is the only pure play Group Insurance ecosystem platform
- ▶ Sentro enables brokers to wield Sentro technology with strategic intent e.g. configure and customise solutions for each business customer, even to the extent that it can be white labelled
- ▶ Sentro's solution can fully enable non Group Insurers to enter Group Insurance market
- ▶ Proven technology – in live customer use

# How Do You Get Sentro?

- ▶ First, we talk to you first about your business
  - ▶ We identify where Sentro can best help you achieve your goals
  - ▶ We offer you ideas and inspiration about how to innovate and collaborate to produce better products and customer experiences
- ▶ We propose an implementation specific to your business needs
  - ▶ We describe how we co-exist with your existing systems and process
  - ▶ We describe how we support you operationally
- ▶ We deliver
  - ▶ You pay a one-off installation project charge
  - ▶ You pay a monthly access fee
  - ▶ For insurers - you pay a variable charge based on policy volume
- ▶ You deliver great service, while we take care of the system and support you operationally

# Contact

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