

*Tech, Finance Insurance Magazine*

THE EMPOWERED UNDERWRITER IN THIS AGE

CSR, ESG AND SUSTAINABILITY: WHAT THEY ARE AND HOW THEY IMPACT US

THE ROLE OF TECH IN MODERNIZING INSURANCE OPERATIONS

IN PICTURE: LELO SORA - REINSURANCE EXPERT AT INTRA AFRICA ASSURANCE



LELO  
**SORA**

DIVE IN TO THE WORLD OF REINSURANCE  
WITH LELO FROM INTRA AFRICA ASSURANCE





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## Letter from ICON Project Manager

I am thrilled to extend a warm welcome to all of you as we stand at the forefront of an exciting era in the intersection of technology and insurance. At ICON, we take immense pride in being the architects of digital transformation, providing cutting-edge solutions that redefine the landscape of the insurance industry across Africa.

As your partner in this journey of transformation, we are committed to delivering bespoke digital solutions, integrations and cloud computing that empower your business to thrive in the fast-paced, ever-evolving digital ecosystem. Whether it's streamlining processes through automation, harnessing the power of big data analytics for precise risk assessment, or enhancing customer engagement with intuitive interfaces, we stand ready to be your catalyst for success. I invite you to explore the possibilities that lie within our digital solutions, and envision a future where your company not only adapts but thrives in the digital age. Thank you for entrusting ICON as your partner on this transformative journey.

Here's to a future defined by innovation, collaboration, and unparalleled success.

*William Magub*

# CLOUD VS EDGE COMPUTING? WHAT SHOULD INSURANCE COMPANIES CHOOSE?

Businesses in an array of sectors are constantly considering their alternatives between native and cloud computing in the constantly evolving field of technology. For insurance firms, who handle huge amounts of data and need reliable, secure, and scalable solutions, this choice is especially important. This blog covers the features and advantages of native and cloud computing, in addition to the reasons insurance firms would favor one over the other.

## Understanding Cloud and Native Computing

Cloud Computing often referred to simply as “the Cloud” — is the on-demand delivery of infrastructure (hardware/ servers), storage, databases and all kinds of application services via the internet. Frequently these are delivered by a cloud services platform like Amazon Web Services, Google Cloud or Microsoft Azure, with metered pricing so you pay only for resources you actually consume.

Infrastructure-as-a-Service — off-premises hardware, data storage, and networking — is the obvious one.

Platform-as-a-Service then can be hired to manage and maintain all that virtualized infrastructure from a web interface, greatly reducing the load on your ops team.

Software-as-a-Service lets you

pick and choose component applications, everything from traditional business software (think MS Office 365) to virtual infrastructure management tools, all delivered via — and operated over — the web. The provider ensures security, availability and performance. -as-a-Service: if you can dream it, if your business requires it, there is probably a service for it. If there it doesn't exist right now, just wait a month or two.

Database-as-a-Service, Functions-as-a-Service or error. Enter automated systems. These digital platforms can quickly access multiple databases, retrieving everything from an individual's medical history to a car's accident records. They then process this vast amount of information using sophisticated algorithms, determining the most accurate premium for the client. This rapid and precise analysis ensures that clients are charged a fair amount, reflective of their unique situation. It minimises the risk of overcharging, which could deter potential clients, or undercharging, which could lead to financial losses for the insurance provider. Moreover, by eliminating manual data entry and calculations, the likelihood of human error is drastically reduced. This leads to more consistent outcomes and fosters trust among clients, who can be confident that they are receiving a fair and accurate rate, benefiting both the provider and the insurance firm.

## Benefits and Features of Cloud Computing

**Scalability:** Cloud services offer unmatched scalability. Insurance companies can easily scale up their computing resources during peak periods (like natural disasters) and scale down during quieter times, paying only for what they use.

**Accessibility:** Cloud services can be accessed from anywhere with an internet connection, enabling remote work and improving collaboration across geographically dispersed teams.

**Disaster Recovery:** Cloud providers offer robust disaster recovery solutions, ensuring that data is backed up and can be quickly restored in case of an outage or cyber attack, which is critical for maintaining business continuity.

**Innovation and Updates:** Cloud providers continually update their services with the latest technology, allowing insurance companies to benefit from the most advanced tools without the need for constant manual upgrades.

## Why Insurance Companies Should Choose Cloud Computing

**Agility and Innovation:** The insurance industry is undergoing rapid digital transformation. Cloud computing enables insurance companies to quickly deploy new applications and services, adapt to market changes, and stay ahead of

competitors. The ability to leverage advanced analytics, artificial intelligence, and machine learning through cloud platforms can lead to improved risk assessment, personalized customer experiences, and streamlined claims processing.

**Cost Management:** Cloud computing's pay-as-you-go model helps insurance companies manage their IT budgets more effectively. By eliminating the need for large capital expenditures on hardware and reducing the costs associated with maintaining and upgrading on-premises systems, insurers can allocate resources more efficiently.

**Disaster Recovery and Business Continuity:** The inherent resilience of cloud infrastructure ensures that insurance companies can maintain operations during disasters. With robust backup and recovery solutions, insurers can protect sensitive data and ensure quick recovery from disruptions, thereby maintaining customer trust.

### Why Insurance Companies Might Prefer Native Computing

**Data Security and Compliance:** For insurers dealing with highly sensitive personal and financial data, native computing can offer enhanced security and control. By keeping data on-premises, companies can implement stringent security measures tailored to their specific needs and ensure compliance with industry regulations.

**Legacy Systems:** Many insurance companies still rely on legacy systems that may not be easily migrated to the cloud. For these organizations, continuing with native computing while gradually modernizing their IT landscape might be a more practical approach.

### Conclusion



*Performance for Critical Applications:*  
 Certain critical applications that require low latency and high performance for example ERP solutions may benefit from native computing environments. By optimizing on-premises infrastructure for these specific workloads, insurance companies can achieve the best possible performance.  
 - Cornelius Kipkorir.



*2024 is the year to automate your insurance firm- don't be left behind*

The decision between cloud and native computing is not one-size-fits-all. For insurance companies, the choice hinges on a variety of factors including scalability, cost, security, compliance, and performance requirements. While cloud computing offers flexibility, cost efficiency, and innovative capabilities, native computing provides control, security, and optimized performance for critical applications.

Microservices and Cloud Services are key to truly harnessing the power of cloud operations. On the surface, the win might look like getting rid of physical machines — but the

true win is accessing all the extraordinarily sophisticated services. Specialized software as a service, turn key and ready to hook into your application. With cloud and microservices in place, you'll be ready to iterate and deploy quickly and more often, which is where automation and orchestration come in. It can be complex, yes, but orchestrators exist to optimize all this — and these days you can simply hire those as a service as well!

Ultimately, many insurance companies may find a hybrid approach to be the most effective, leveraging the best of both worlds to meet their unique needs. By carefully assessing

their specific requirements and strategic goals, insurance companies can make an informed decision that supports their long-term success in an increasingly digital world.

“

*Cloud computing's pay-as-you-go model helps insurance companies manage their IT budgets more effectively. By eliminating the need for large capital expenditures on hardware and reducing the costs associated with maintaining and upgrading on-premises systems, insurers can allocate resources more efficiently.*



## RENEW MOTOR POLICIES IN LESS THAN 3 MINUTES

Your underwriters get to work fast, securely and accurately on our bima enterprise edition. Work your way and deliver underwriting reports in the click of a button



*The empowered underwriter represents the evolution of tradition and innovation. By embracing cutting-edge technology and data-driven insights, underwriters are transforming their role from reactive risk assessors to proactive risk managers. This evolution is not only enhancing the efficiency and accuracy of underwriting processes but also driving the entire industry toward a more dynamic and responsive future.*



# THE EMPOWERED UNDERWRITER: RETHINKING RISK ASSESSMENT FOR THE DIGITAL ECONOMY

With the financial world changing so quickly these days, the underwriter's function has changed significantly. Underwriters employ data analytics and modern technology to make better decisions and informed choices instead of being limited to manual procedures and outdated techniques. This development has led to the emergence of the notion of the "empowered underwriter."

**Traditional Roles for Underwriters**  
Underwriters have historically held the position of gatekeepers for risk assessment in the insurance and banking industries. Their primary duty is to evaluate the degree of risk associated with offering insurance for a person or business and to select the right amount of coverage and cost. Historically, this method has required a significant amount of human labor, subjective evaluation, and reliance on historical data.

**The Digital Transformation of Underwriting**

The way underwriters work has drastically changed in the digital age. These days, modern technologies like big data analytics, machine learning, and artificial intelligence (AI) are essential underwriting tools. Underwriters are able to analyze massive volumes of data faster with greater precision than ever before thanks to these technologies.

**Key Technologies Empowering Underwriters**

**Artificial Intelligence and Machine Learning**  
Algorithms using AI and ML can handle and analyze data faster and on a larger scale than humans can. They find connections and patterns those traditional methods would overlook, resulting in estimates of risk that are more precise.

**Big Data Analytics**  
Big data allows underwriters to access and analyze diverse data sources, including social media, online behavior, and real-time market trends. This comprehensive data analysis provides a holistic view of potential risks and opportunities.

**Predictive Analytics:**  
Predictive models use historical data to forecast future risks. These models are continually refined with new data, improving their accuracy and reliability over time.

**Automated Decision-Making:**  
Automation streamlines the underwriting process, reducing the time required to assess applications and improving consistency in decision-making.

**Use of an ERP System**  
Most insurance firms use an Enterprise Resource planners (ERPs) across all departments and specialize in empowering the modern underwriter to undertake business as that is the primary source of operational funds for the business. [Read more here...](#)  
or If you want to empower your underwriter today, contact us today  
**Benefits of Empowered**

**Underwriting**  
The integration of these technologies into underwriting practices offers numerous benefits:

**Enhanced Risk Assessment:**  
Empowered underwriters can evaluate risk more accurately, leading to better pricing strategies and reduced losses.

**Improved Efficiency:**  
Automation and AI reduce the time spent on routine tasks, allowing underwriters to focus on more complex cases and strategic decision-making.

**Greater Customer Satisfaction:**  
Faster decision-making and personalized policy offerings improve the customer experience, fostering loyalty and trust.

**Regulatory Compliance:**  
Advanced analytics and data management ensure that underwriting practices comply with regulatory standards, reducing the risk of non-compliance penalties.

**The Future of Underwriting**  
The empowered underwriter is not just a concept but a reality shaping the future of the insurance and finance industries. As technology continues to advance, the capabilities of underwriters will expand even further, enabling them to navigate an increasingly complex risk landscape with confidence and precision.

confluence  
cutting-edge  
writers are  
assessors to  
enhancing  
processes but  
dynamic and  
sive future.

**COVER STORY**

# LELO SORA

As part of our feature in **ICONNECT** magazine, we are delighted to have an insightful conversation with the Reinsurance Manager from Intra Africa Assurance. Our goal is to delve into the day-to-day activities of reinsurance, explore best practices, understand the challenges faced in the industry, and look ahead to what the future holds.

We welcome Lelo Sora from Intra Africa Assurance to share their expertise.

**Can you describe a typical day in the life of a reinsurance manager? What are your primary responsibilities?**

As a reinsurance manager, my day revolves around analyzing risk exposures, negotiating reinsurance contracts, and maintaining relationships with reinsurers. I also review claims and stay updated on market trends, ensuring our company is well-protected and compliant. It's a dynamic role that balances analytical skills with effective communication.

**How do you manage the process of evaluating and selecting reinsurance partners?**

We evaluate and select reinsurance partners based on their financial strength, reputation, and track record in paying claims. We also consider their expertise in specific lines of business and their willingness to collaborate on tailored solutions. It's a strategic process aimed at ensuring stability and reliability for our clients.

**What tools and technologies**

## THE REINSURER FROM INTRA AFRICA MAKING WAVES

**do you use to analyze risk and manage reinsurance policies?**

We rely on actuarial tools, data analytics, and industry reports to assess risk and manage reinsurance policies. These resources help us analyze historical data, evaluate potential loss scenarios, and make informed decisions on reinsurance placements, ensuring optimal coverage and cost-effectiveness.

**Can you explain the importance of underwriting in the reinsurance process?**

Underwriting is crucial in the reinsurance process as it involves assessing the risk profile of the ceding company and the specific policies being reinsured. By carefully evaluating these risks, we can determine appropriate coverage terms and pricing, ensuring that both the insurer and reinsurer are adequately protected. This careful assessment helps maintain financial stability and supports long-term partnerships.

**How do you maintain relationships with reinsurance brokers and clients?**

**Maintaining strong relationships with reinsurance brokers and clients involves regular communication, transparency,**

**and trust. We prioritize open dialogue to address any concerns, provide timely updates, and collaborate on tailored solutions. Building these relationships is key to ensuring mutual understanding and successful partnerships.**

**What are some of the best practices that you follow to ensure effective risk management in reinsurance?**

To ensure effective risk management in reinsurance, we adhere to best practices such as thorough risk assessment, diversifying our reinsurance portfolio, and maintaining clear communication with partners. We also regularly review and adjust our strategies based on market trends and performance data, ensuring that our approach remains robust and adaptable.

**How do you stay updated with the latest trends and developments in the reinsurance market?**

I stay updated by attending industry conferences, participating in professional networks, and reviewing market reports and publications. Engaging with industry experts and monitoring regulatory changes also helps keep me informed about the latest trends



*We have regular client meetings, and site visits so we get the best engagement across. Collaboration is essential in our work. I regularly work with colleagues from different departments to gather relevant data and ensure our analyses align with the company's goals and objectives.*



# WORKING AT INTRA AFRICA

*When I first joined Intra Africa Assurance, I was immediately struck by the dynamic and supportive environment that defines our company culture. Intra Africa Assurance is not a workplace; it's a community where every team member is encouraged to grow, innovate, and contribute to our shared vision of excellence in the insurance industry.*

and developments in the reinsurance market

**What strategies do you employ to optimize reinsurance costs while ensuring adequate coverage?**

To optimize reinsurance costs while ensuring adequate coverage, I employ strategies such as negotiating favorable terms with reinsurers, diversifying our reinsurance program to balance cost and coverage, and regularly reviewing our risk exposure to adjust our reinsurance needs. This approach helps maintain cost-effectiveness while safeguarding comprehensive coverage.

**Can you share any successful case studies where reinsurance played a critical role in mitigating significant risks?**

One significant case involved the catastrophic flooding during the March-May rainy season, which caused substantial damage to properties. Our reinsurance program played a crucial role in managing these losses. One of our major claims from this period is currently being settled by our reinsurers in a timely fashion, demonstrating the effectiveness of our reinsurance strategy in providing prompt support and financial stability during such critical events.

**Challenges you face in the reinsurance industry today?**

One of the most significant challenges in the reinsurance industry today is managing increasing risk exposure due to climate change and natural disasters. Additionally, evolving regulatory requirements and market volatility pose ongoing challenges. Adapting to these changes while maintaining cost-effective coverage and ensuring strong relationships with reinsurers requires constant vigilance and strategic planning.

**How do you address the issue of data quality and accuracy in reinsurance modelling?**

To address data quality and accuracy in reinsurance modeling, we rely on our advanced systems that provide end-to-end reports with minimal manual intervention. This automation helps ensure the accuracy and reliability of our data sets. We also conduct



*One of the most rewarding aspects of my job is the empowerment I feel daily. Intra Africa Assurance believes in investing in its people, providing ample opportunities for professional development and growth.*

regular audits to verify data integrity and promptly address any issues that arise.

**What measures do you take to manage and mitigate the impact of catastrophic events on reinsurance portfolios?**

To manage and mitigate the impact of catastrophic events on reinsurance portfolios, we employ strategies such as diversifying our reinsurance placements across various geographical regions and risk types. We also maintain strong relationships with multiple reinsurers to spread risk and ensure prompt support. Additionally, we regularly review and adjust our coverage limits and terms based on emerging risk trends and historical data to better prepare for such events.

**Can you discuss any regulatory challenges that impact the reinsurance business?**

Regulatory challenges in the reinsurance business often include navigating complex compliance requirements and varying regulations across different jurisdictions. Staying updated with evolving regulations, such as changes in capital requirements and reporting standards, can be challenging. Ensuring adherence while maintaining operational efficiency requires continuous monitoring and adaptation to meet regulatory expectations and avoid potential penalties.

**What emerging trends do you see shaping the future of the reinsurance industry?**

Emerging trends shaping the future of reinsurance include increased use of technology and data analytics, a greater focus on climate risk and sustainability, and

evolving regulatory requirements. Additionally, cybersecurity risks are becoming a significant concern, with an emphasis on developing innovative risk management solutions to address these emerging threats.

### **How is technology, particularly AI and big data, transforming the reinsurance landscape?**

Technology, particularly AI and big data, is revolutionizing the reinsurance landscape by improving risk assessment and pricing accuracy. AI enables more precise risk modeling and predictive analytics, while big data provides comprehensive insights into exposure and market trends. This enhances underwriting accuracy, optimizes reinsurance placements, and improves overall portfolio management.

### **What role do you foresee for reinsurance in the context of climate change and its impact on natural disasters?**

Reinsurance is essential in addressing the impact of climate change on natural disasters by providing financial resilience and spreading risk across a broader base. As climate-related events become more frequent and severe, reinsurers are adapting by enhancing their risk assessment models, incorporating climate data, and developing specialized products to manage these evolving risks. This proactive approach helps insurers maintain stability and continue to offer coverage despite increasing environmental challenges.

### **How can the reinsurance industry adapt to the changing needs of the global economy and evolving risks?**

The reinsurance industry can adapt to the changing global economy and evolving risks by embracing

innovation and flexibility. This includes leveraging advanced technologies like AI and big data for better risk assessment, developing new products to address emerging risks, and enhancing global collaboration to manage cross-border challenges. Continuous adaptation and proactive risk management strategies are key to staying relevant and effective in a dynamic environment.

### **What advice would you give to new professionals entering the reinsurance field?**

For new professionals entering the reinsurance field, I recommend focusing on continuous learning and staying updated with industry trends. Build strong analytical and communication skills, and seek opportunities to gain diverse experience through internships or projects. Networking with industry experts and staying adaptable to emerging technologies will also help you succeed and grow in this dynamic field.

**Thank you, Lelo Sora, for sharing your valuable insights with us. Your expertise helps us understand the complexities and dynamics of the reinsurance industry. We look forward to featuring this enlightening conversation in ICONNECT magazine.**

*Working in the insurance industry requires adaptability and a forward-thinking mindset. At Intra Africa Assurance, innovation is at the core of what we do. We are constantly exploring new ways to improve our services and meet the evolving needs of our clients. The company encourages us to think outside the box, challenge the status quo, and bring fresh ideas to the table.*





*Being part of a team that is driving change and embracing technological advancements is incredibly fulfilling. It reassures me that we are not just keeping pace with industry trends but are also setting new standards in the market.*

# Weather WORRIES?

*Insure* for peace of mind



The recent heavy rains have caused widespread flooding in Kenya, highlighting the importance of **reliable insurance coverage**. At Intra Africa, we offer robust **Fire Domestic** and **Fire Industrial policies** to protect residential and commercial properties.



Contact us today to secure your assets against unexpected weather events

Laxcon Plaza, Off Swaminarayan Road, Parklands

0721 635 333 / 0722 205 050 | [info@intrafrica.co.ke](mailto:info@intrafrica.co.ke) | [www.intrafrica.co.ke](http://www.intrafrica.co.ke)







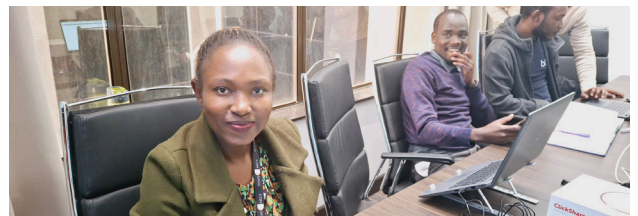
# WHY WE VALUE FACE-TO FACE MEETINGS AT ICON LIMITED

**A**s technology continues to advance, the insurance industry's landscape will continue to evolve. E.R.P. Systems will play a pivotal role in helping financiers adapt to these changes through chart of accounts management, bank reconciliation management and financial forecasting.

To unlock the full potential of insurance ecosystems, companies should evaluate their current processes, identify areas for improvement, and consider the implementation of an E.R.P. System that aligns with their strategic goals. E.R.P. is no longer a luxury but a necessity for insurers looking to thrive in the digital age.

In conclusion, bima is a transformative force in the insurance industry, enabling financiers to streamline financial operations, collaborate within ecosystems, and stay compliant with regulations.

The adoption of bima to your core insurance operations is not just a technology upgrade; it's a strategic move towards a more efficient, customer-centric, and competitive future for insurance companies in an ever-evolving landscape.



## MAYFAIR INSURANCE CASE STUDY

Implementing Bima Enterprise ERP  
Solution by ICON Limited

At ICON, we thrive ourselves as being one of the first Trans-African companies that provides insurance companies localized solutions to their ever-changing problems.

For More: [www.iconsoft.co/about-us](http://www.iconsoft.co/about-us)

### About Us

Mayfair Insurance, a leading provider of General insurance solutions, recognized the need to streamline its operations and enhance efficiency to remain competitive in the dynamic insurance industry. In pursuit of this objective, Mayfair Insurance embarked on acquiring an Enterprise Resource Planning (ERP) solution from ICON Limited, a reputable software solutions provider, branded as "Bima Enterprise."

Mayfair Insurance operates in a highly regulated and competitive market, offering a wide range of insurance products and services to individual and corporate clients. With a commitment to delivering exceptional customer service and maintaining operational excellence, the company sought to modernize its processes and systems.

ICON Limited, a renowned software development company specializing in ERP solutions for the insurance industry, presented Bima Enterprise as a comprehensive platform designed to address Mayfair Insurance's specific requirements, including policy management, claims processing, underwriting, and financial management.

### Challenge



#### Legacy systems

Integration with existing legacy systems and data migration presented complexities that required careful planning and execution.



#### Change management:

Overcoming resistance to change and ensuring smooth adoption of the new system among employees.



#### Training and skill development

Providing comprehensive training programs to equip staff with the necessary skills to leverage the capabilities of the ERP system effectively



#### Data security

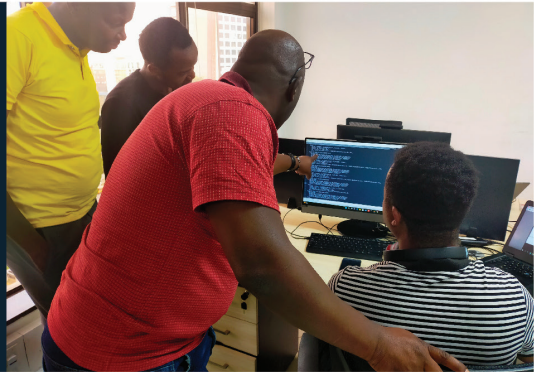
Implementing robust security measures to safeguard sensitive customer information and comply with data protection regulations.

Company Name: ICON Limited  
Address: 8th Floor, Western heights. Karuna Road. Westlands

Type of Business: Technology & IT  
Our Service: Insurance ERP vendor

## Objectives

1. Streamline processes and workflows to reduce manual efforts and improve productivity.
2. Centralize data management to ensure consistency and accuracy across all operations.
3. Implement a customer-centric approach with real-time access to client information and faster response times.
4. Ensure compliance with regulatory requirements through standardized processes and reporting capabilities
5. Lay a foundation for future growth and expansion by adopting a flexible and scalable ERP solution.



## Solution Process

Mayfair Insurance engaged in a collaborative process with ICON Limited to tailor Bima Enterprise to its specific requirements. The implementation process encompassed the following key steps:

1

### Requirements Gathering

We conducted thorough analysis and assessment of Mayfair Insurance's business processes and objectives to customize the ERP solution accordingly.



2

### Configuration and customization

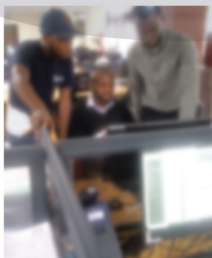
We customized Bima Enterprise to align with Mayfair Insurance's workflows, policies, and regulatory requirements, ensuring seamless integration with existing systems.



3

### Data migration

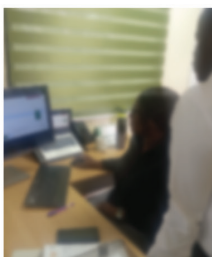
We executed a carefully planned data migration strategy that transferred existing data to the new ERP system without compromising integrity or security.



4

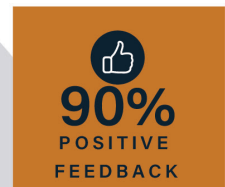
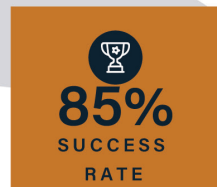
### Training, support and Go Live

We provided comprehensive training sessions and ongoing support to equip Mayfair Insurance's employees with the necessary skills and knowledge to utilize Bima Enterprise effectively. After, we Successfully launched Bima Enterprise across Mayfair Insurance's operations, with dedicated support teams in place.



## Results

The implementation of Bima Enterprise ERP solution yielded significant benefits for Mayfair Insurance which included, in brief; streamlined processes and automated workflows, enhanced data accuracy & regulatory compliance



Mayfair Insurance now possesses a scalable platform that can accommodate future growth and expansion initiatives seamlessly, Hence they were able to open new companies across East and Central Africa whilst using the same Enterprise Edition of bima

## Future

The acquisition and successful implementation of Bima Enterprise ERP solution by Mayfair Insurance from ICON Limited exemplify a strategic initiative aimed at modernizing operations, improving efficiency, and enhancing customer service in the insurance sector. The future looks bright for the 2 companies

- ✓ Introduction of New modules in the Solution- e.g. Legal for claims disputes
- ✓ The use of AI technology for faster workflows
- ✓ As Mayfair keeps expanding, we help them do business effectively in the new markets



We have utilized bima from the start. We have greatly benefited from its remarkable evolution, thus enhancing our productivity

**PETER NGUGI**

Head of IT- Mayfair Insurance



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marketing@iconsoft.co



*bima is an integrated  
end to end insurance  
solution that automates  
processes, making  
insurance firms operate  
efficiently and securely*

# THE IMPACT OF DIGITAL TRANSFORMATION ON INSURANCE INTERMEDIARIES

Digital transformation has become a global phenomenon, reshaping industries across the spectrum, and the insurance sector in Africa is no exception. With the rapid evolution of technology, insurance intermediaries in Africa are undergoing significant changes in their operations, business models, and customer interactions. This article explores the multifaceted impact of digital transformation on insurance intermediaries in Africa, examining the challenges, opportunities, and the overall landscape of the industry.

Before delving into the impact of digital transformation, it is crucial to understand the current state of the insurance sector in Africa. Historically, the insurance market in the region has faced challenges such as low penetration rates, limited awareness, and a predominantly informal economy. However, the rising middle class, increased urbanization, and a growing awareness of the importance of insurance have created opportunities for the industry to expand.

Insurance intermediaries, including brokers and agents, play a vital role in connecting insurers with potential customers. They serve as the face of the industry, providing personalized advice, facilitating transactions, and building long-term relationships. Traditionally, these intermediaries relied on manual processes, paperwork, and face-to-face interactions.

The advent of digital transformation has disrupted traditional business models across various sectors, and the insurance industry is no different. In Africa, digital technologies are being leveraged to enhance efficiency, reach untapped markets, and improve customer experiences. The key drivers of digital transformation in the insurance sector include:

The widespread use of mobile phones in Africa has created a unique opportunity for insurance intermediaries to reach a broader audience. Mobile apps and platforms are being utilized to streamline processes, provide instant quotes, and enable policy management.

The availability of vast amounts of data allows insurance intermediaries to gain insights into customer behavior, preferences, and risk

profiles. This data-driven approach enables better risk assessment, personalized pricing, and targeted marketing strategies.

The rise of insurtech startups in Africa has introduced disruptive technologies such as artificial intelligence, blockchain, and telematics. These innovations are reshaping traditional insurance processes, making them more efficient, transparent, and accessible.

The shift towards online platforms has transformed the way insurance products are distributed. Insurance intermediaries are increasingly utilizing digital channels to connect with customers, offering a seamless online experience for policy purchase and management.

Digital transformation has significantly improved the operational efficiency of insurance intermediaries in Africa. The adoption of digital tools and automated processes has reduced the reliance on manual paperwork, minimizing errors and speeding up transaction times. Here are some specific ways in which digital transformation is enhancing operational efficiency:

Digital platforms enable automated underwriting processes, allowing insurance intermediaries to assess risks quickly and accurately. This not only expedites the policy issuance process but also improves the overall underwriting precision. The digitalization of claims processing has streamlined the entire workflow. Mobile apps and online portals facilitate the submission of claims, and automated systems can assess and approve claims more efficiently,



*The continent currently represents only a fraction of the world insurance market. In fact, of the \$ 5 193 billions in premiums issued in 2018 (up 4.8% year on year), premiums issued in Africa represents only 1.3% with a distribution of the premium volume of 80% for enterprises against only 20% for individuals.*



# UNRAVELING THE DISTINCTIONS BETWEEN ESG, CSR, AND SUSTAINABILITY

**Corporate Social Responsibility (CSR) refers to the strategies and initiatives that companies implement to ensure ethical practices and a positive impact on society and the environment.**

In recent years, businesses worldwide have increasingly integrated Environmental, Social, and Governance (ESG) principles, along with Corporate Social Responsibility (CSR) and Sustainability, into their corporate strategies and operations. While these terms are often used interchangeably, their meanings can vary across organizations and sectors. This article aims to clarify these concepts, exploring each in detail and highlighting their differences.

**Understanding Sustainability**  
Sustainability is a widely recognized concept, especially within the financial sector, but its scope and interpretation can differ. The idea of sustainability emerged from the 1987 UN Brundtland Report, which defined it as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” This definition underscores the need for a balanced approach to economic growth, environmental protection, and social well-being.

In the context of sustainable finance, both the European Union (EU) and the University of California, Berkeley (2017) describe it as “the practice of creating economic and social value through financial models, products, and markets that are sustainable over time.” This definition takes a comprehensive view, incorporating finance, corporate social responsibility, ESG considerations, and other sustainable development goals.

For the insurance sector, the United Nations Environment Programme Finance Initiative (UNEP FI) defines sustainability in insurance as “a strategic approach in which all activities in the insurance value chain, including interactions with stakeholders, are conducted responsibly and with foresight, by identifying, assessing, managing, and monitoring risks and opportunities associated with environmental, social, and governance issues.”

**The Role of Environmental, Social, and Governance (ESG)**  
ESG, or Environmental, Social, and

governance issues.” factors such as energy use, water consumption, greenhouse gas emissions, waste management, and biodiversity conservation. Social impact encompasses human rights, gender equality, labor rights, working conditions, health and safety, diversity, inclusion, pay equity, and the company’s impact on local communities. Governance impact involves aspects like transparency, shareholder rights, board independence, board diversity, executive compensation, and fairness. Though ESG factors are non-



*IN Q1 2022, THE PROPORTION OF DECLINED GENERAL LIABILITY CLAIMS DECLINED IN RELATION TO THE TOTAL NUMBER OF CLAIMS ACTIONABLE DURING THE QUARTER*

Governance, is a critical concept that influences how investors evaluate a company’s performance and risk exposure. It considers the impacts of a company’s operations on the environment, society, and governance, alongside traditional financial metrics.

Environmental impact includes

financial, they have a significant impact on long-term risk and return on investment. Companies that adopt ESG standards are often more conscious of their operations, face fewer risks, and are more likely to succeed in the long run. ESG investing, also known as sustainable, impact, or mission-related investing, is a method used by investors to evaluate



corporations and predict their future financial performance and risk.

### Defining Corporate Social Responsibility (CSR)

Historically, CSR gained prominence during South Africa's Apartheid era, where companies were initially expected to comply with segregation laws but later faced international pressure to take a stand against them. A notable example of CSR from this period is the Sullivan Principles, established by civil rights leader Rev. Leon Sullivan in 1977, which advocated for equal treatment and opportunities for all employees.

### The Connection Between CSR and ESG

While CSR and ESG are related, they are not the same and often overlap. Both concepts focus on a company's impact on society and the environment, but they differ in terms of measurement, focus, and

integration into strategic plans.

**Measurement:** CSR is generally subjective, emphasizing a company's ethical practices, community involvement, and social impact. ESG, on the other hand, employs a quantitative approach, using specific indicators and numerical values to assess sustainability. In essence, CSR is qualitative, while ESG is characterized by its quantitative measures.

**Strategic Integration:** Integrating CSR into business strategy involves aligning the company's culture, values, and ethical principles with stakeholder expectations. Incorporating ESG factors, however, involves conducting materiality assessments, setting measurable goals with Key Performance Indicators (KPIs), and regularly auditing progress to ensure compliance with ESG objectives. Purpose and Regulatory Environment CSR often serves as a strategic communications tool, allowing

businesses to express their commitment to social responsibility, ethical conduct, and sustainability. It is effective for brand marketing but lacks external regulation and accountability. In contrast, ESG factors significantly impact a company's valuation and influence, with investors increasingly considering them in their decisions. ESG programs typically operate within a more regulated environment, mandated by government or industry standards, with reporting requirements and legal obligations.

### Conclusion

Sustainability involves conducting business with consideration for both people and the planet while ensuring ethical profitability. Within this framework, ESG factors provide a method for measuring sustainability. In contrast, CSR is often viewed as a qualitative approach driven by a company's initiative to communicate with stakeholders and promote its brand. However, CSR has faced criticism for its lack of accountability and, in some cases, being used as a tool for greenwashing. To truly achieve sustainability, companies must prioritize the implementation of robust, yet realistic, ESG programs supported by material assessments. This approach not only benefits the bottom line but also contributes to the greater good of society and the planet.







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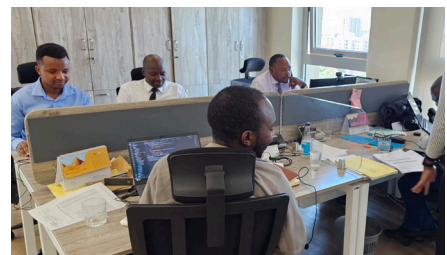
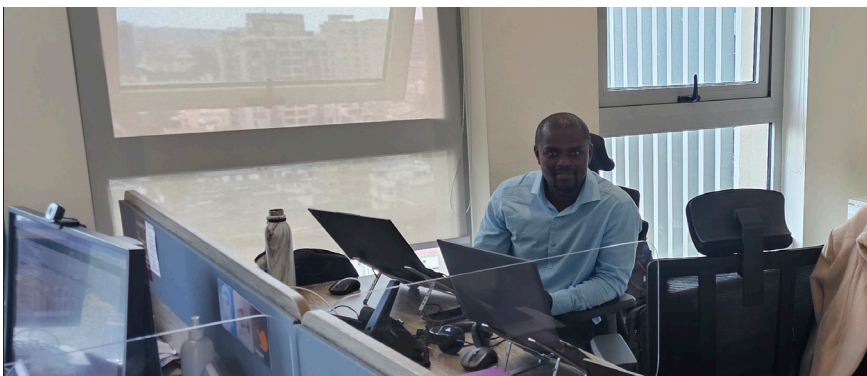
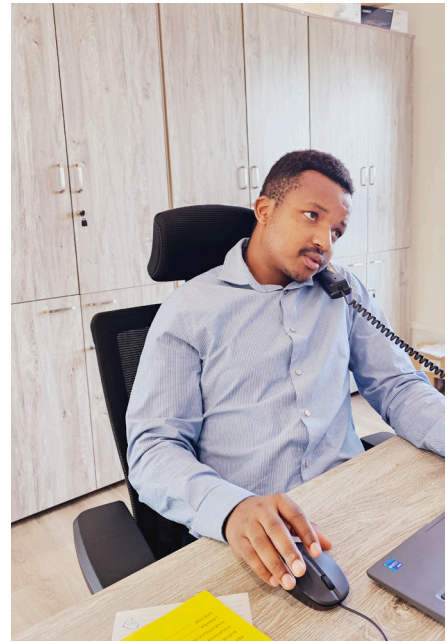
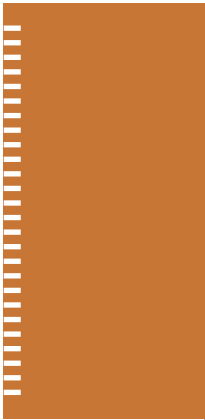
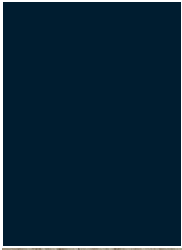
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# ICON Limited offers bima Support Week at Intra Africa As- surance

**A**t ICON, we understand the challenges that insurance firms face in adopting new technologies and optimizing their operations. To address

these challenges head-on, we are thrilled to announce the continuation of our Support Week initiative. Support Week is designed to provide comprehensive assistance and guidance to insurance firms seeking to implement digital solutions effectively.

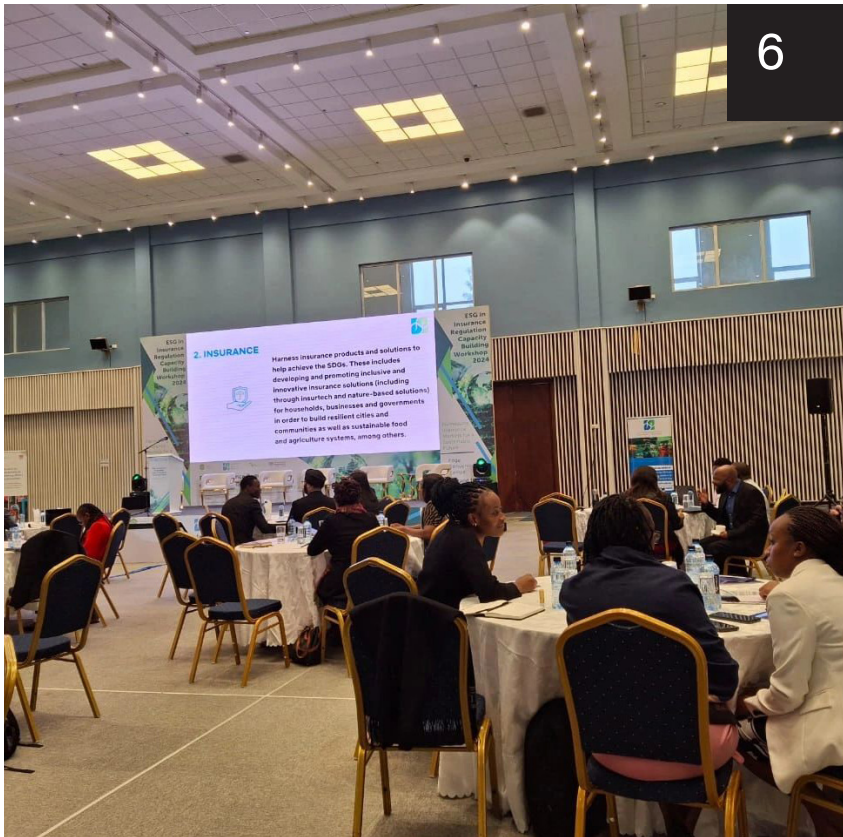
During Support Week, our team of experts offered personalized consultations and training sessions, aimed at helping Intra Africa professionals leverage ICON's suite of digital solutions to streamline processes, enhance customer

experiences, and drive growth. From navigating software integrations to optimizing data analytics, Support Week equips our clients with the tools and knowledge they need to thrive in today's competitive marketplace.

- 01.** ICON Team Pitched camp at Intra Africa Assurance at Parklands for a week straight that started on 17<sup>th</sup> June to 21<sup>st</sup>
- 02.** We are working hand in Hand with IT team from Intra Africa to deliver something spectacular for their clients. Watch this space

*ICON Support team demonstrated an impressive mastery of bima ERP and support offered, coupled with a genuine understanding of our own internal needs and requirements*

*- Peter Ngugi*





4

1

At Intra Africa Assurance Co. Ltd. (IAA) they are taking bold steps towards a greener future with their "Go Green, Go Paperless" initiative.

2

Patty Karuaihe-Martin, Managing Director of NamibRe takes over the Presidency of the AIO - African Insurance Organisation.



2

3

The 2nd BAK Conference a resounding success.

4

The 46th OESAI Annual Conference and AGM kicked off today with over 500 delegates in attendance in Victoria Falls, Zimbabwe.

5

Yomi Onifade, Managing Director Allianz Nigeria Insurance Ltd, captivates the audience with his discussion on the vital topic of Building Confidence in Tomorrow-at aif2024

6

ICON participate in the Nairobi declaration as we Look forward to implementing the principles of the The Nairobi Declaration on Sustainable Insurance

7

The Liberty Group South Africa team was recently invited to be part of the EAPA (Employee Assistance Professional Association) conference



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*Tech, Finance Insurance Magazine*

5 BENEFITS  
OF AUTOMATION  
TO INSURANCE FI

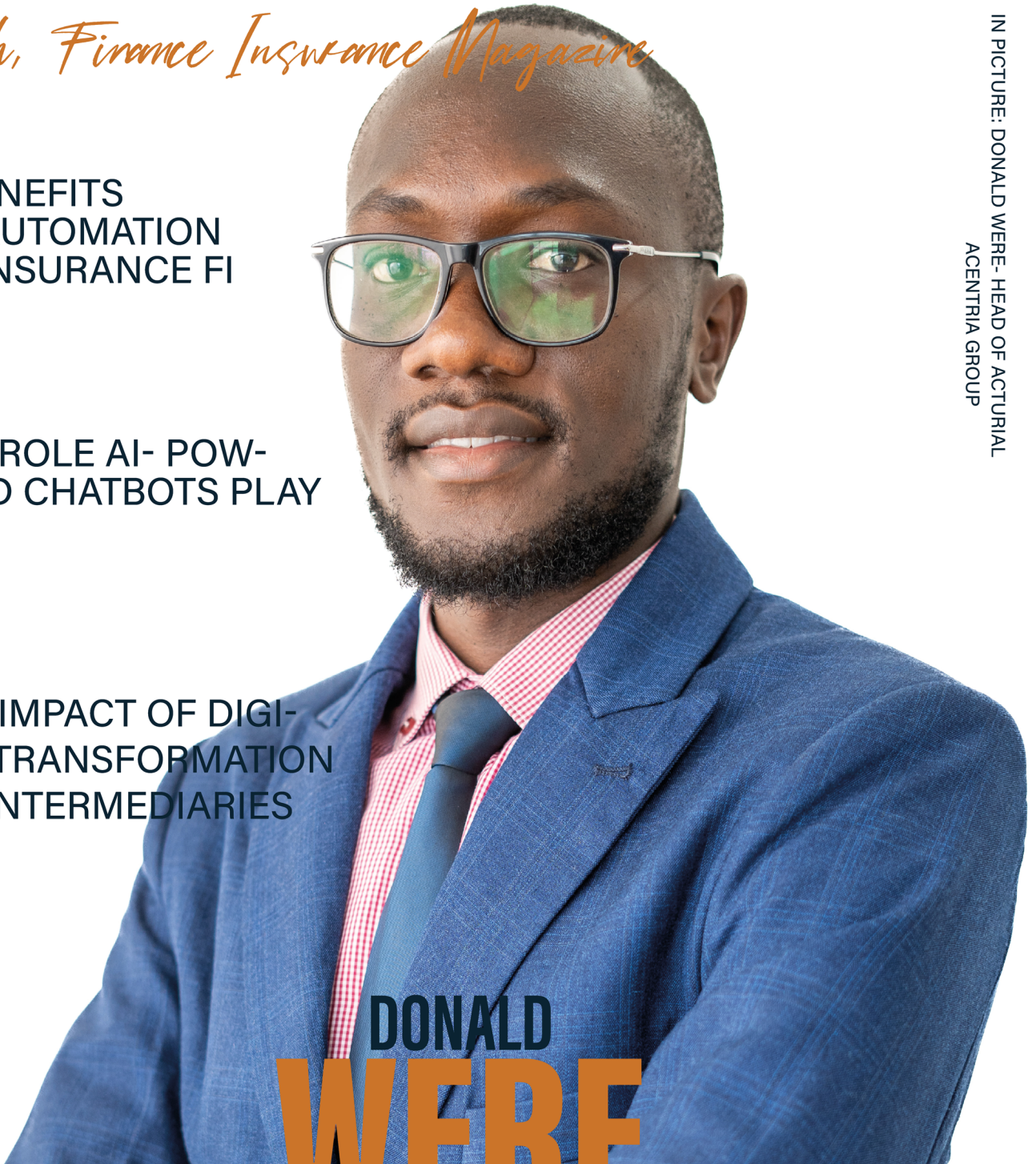
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THE ROLE AI- POW-  
ERED CHATBOTS PLAY

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THE IMPACT OF DIGI-  
TAL TRANSFORMATION  
ON INTERMEDIARIES

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IN PICTURE: DONALD WERE- HEAD OF ACTUARIAL  
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DONALD

WERE

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MAGAZINE

4<sup>th</sup> Edition

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