



Case study: Pay How You Drive

# From traditional to integrated insurance provider

## Disrupting the motor insurance market through mobility leadership



### Initial situation

- Client is a large player in the North American P&C market, with strong motor presence in several provinces
- Ambition to become the leading Mobility-as-a-Service insurance provider
- Goal to launch an innovative Pay-How-You-Drive (PHYD) product by eliminating as many traditional product and pricing variables as possible



### Project approach

- Development of PHYD telematics product and value proposition including mileage contribution
- Implementation based on The Floow's Software Development Kit
- Set-up of Munich Re's telematics monitoring and analytics solution
- Consulting along the entire product lifecycle



### Results

- Establishment of long-term partnership with ambitious and disruptive future product iterations already planned
- Successful development of a smartphone-based PHYD insurance product
- Set-up of data analytics dashboard to analyse telematics book of business and driving behaviour in near real-time for program management, underwriting and pricing purposes

Our expert to contact:



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