

RAINBIRD



**Digital
Transformation:**
Emerging Trends /
Innovate And
Automate To
Survive In 2020

Ben Hewlett

RAINBIRD


An Automated Decisioning Platform

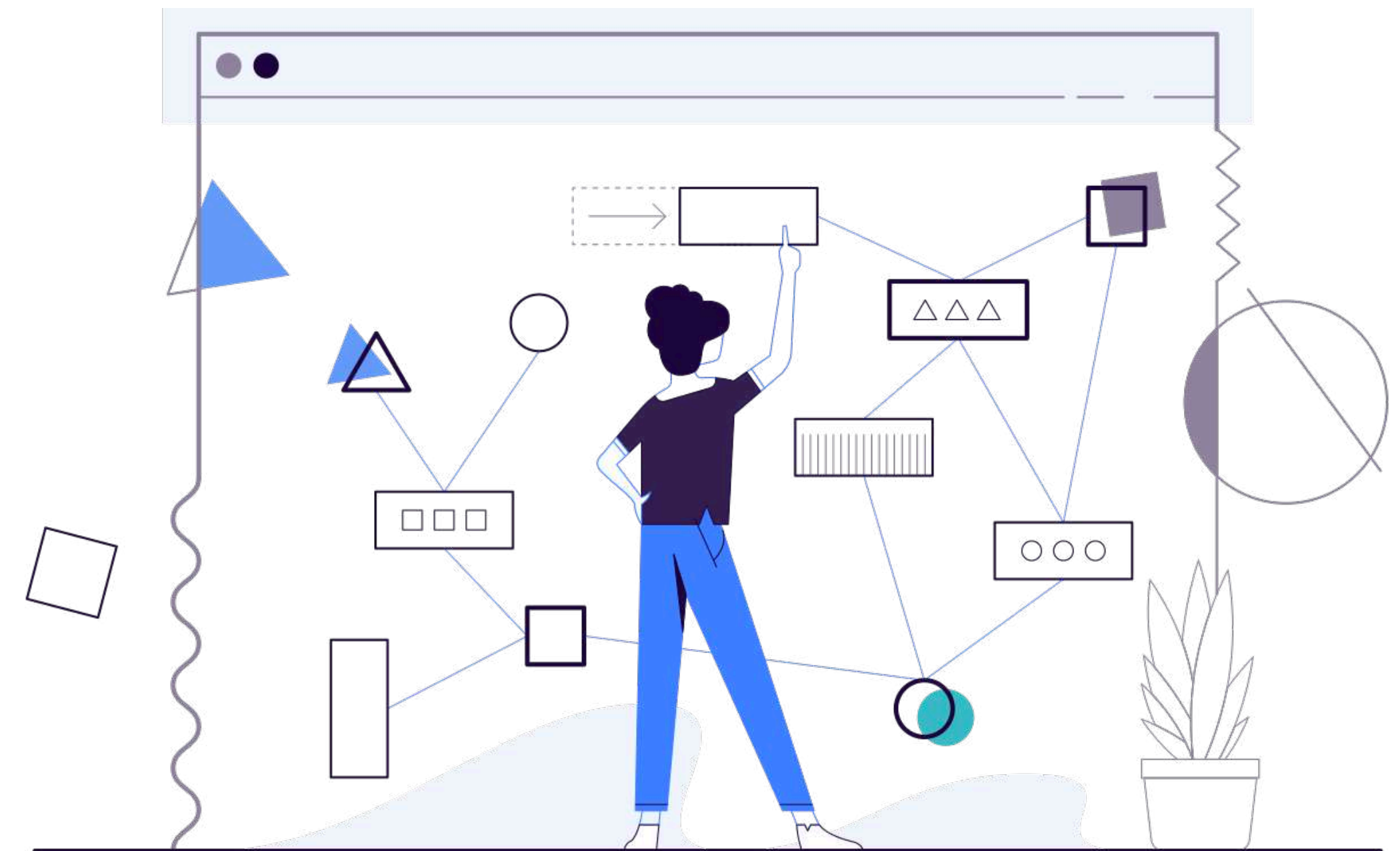


**Turning Human Expertise into
Machine Intelligence**

We are entering a new age of automation...

There remains an unquenchable demand for automation technology that can help to:

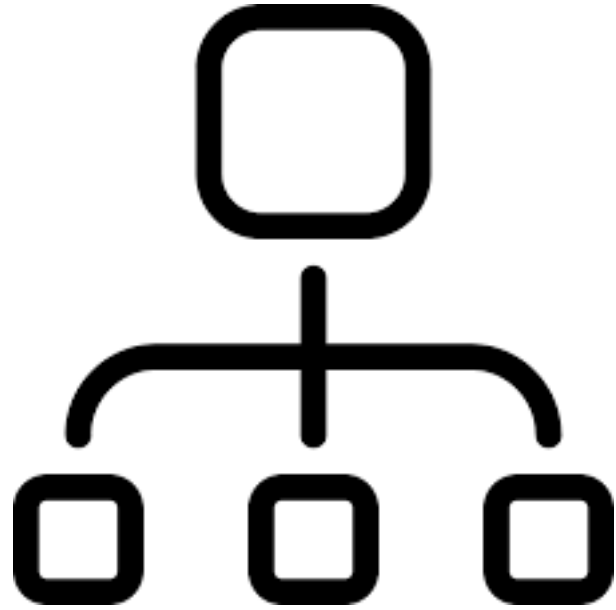
- Raise standards
- Improve Efficiency
- Create new products and Services



... Automation of human decisioning making is the latest frontier in IA

What do we mean by human decision making?

RPA

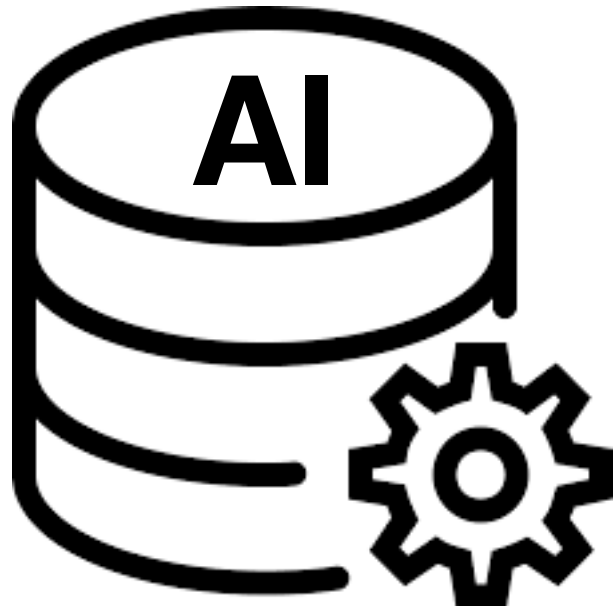


Simple task based automation

**EXPERT
DECISIONING**



**AI / MACHINE
LEARNING
(Big data)**



Predictive analytics, forecasting, data based decisioning.

Meet Sally...

- Underwriting expert
- 5-10 years experience
- Consistently outperforms others
- Everyone defers to Sally for solutions to their problems
- Sally has little time to add strategic value to her organisation



Imagine

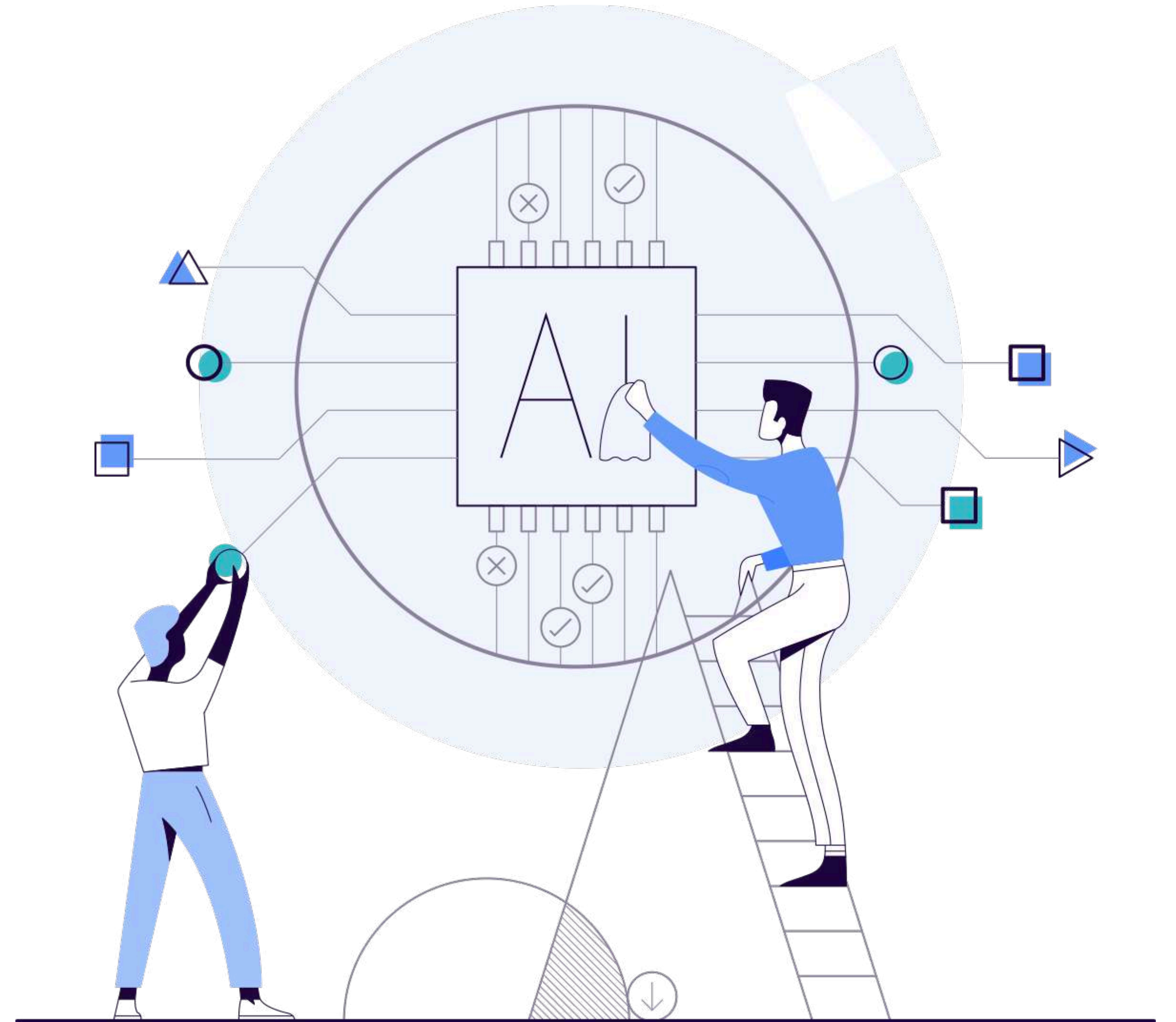
if everyone's decisions exceeded Sally's on her best day, were also auditable, and 100x faster.



We've done this in fraud...

Rainbird automated **85%** of human credit card fraud referrals representing a **60%** reduction in back-office fraud processing costs.

- Easily modifiable to tackle new types of fraud
- Full automated rationale behind each conclusion
- Increased decision quality by 25% and speed 100x
- Liberated experts to focus on high value cases
- Frictionless customer experience



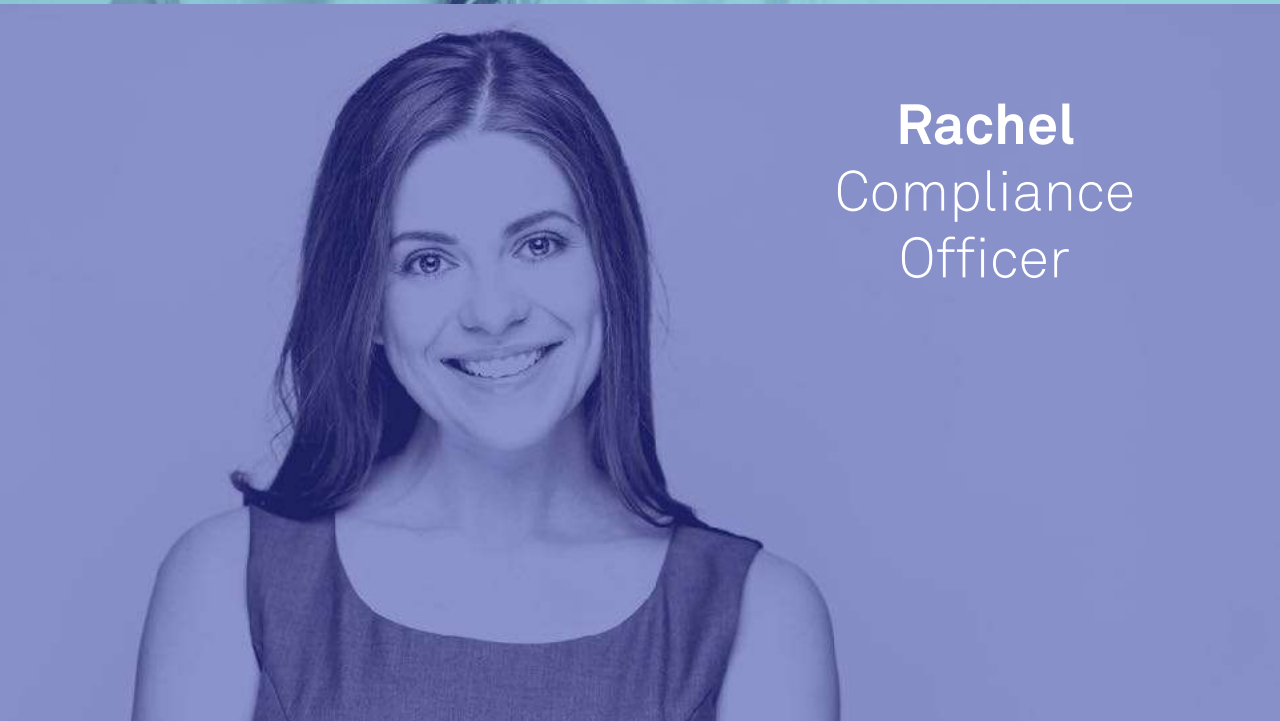
Sally is just one use case...



Ashley
Fincrim
Investigator



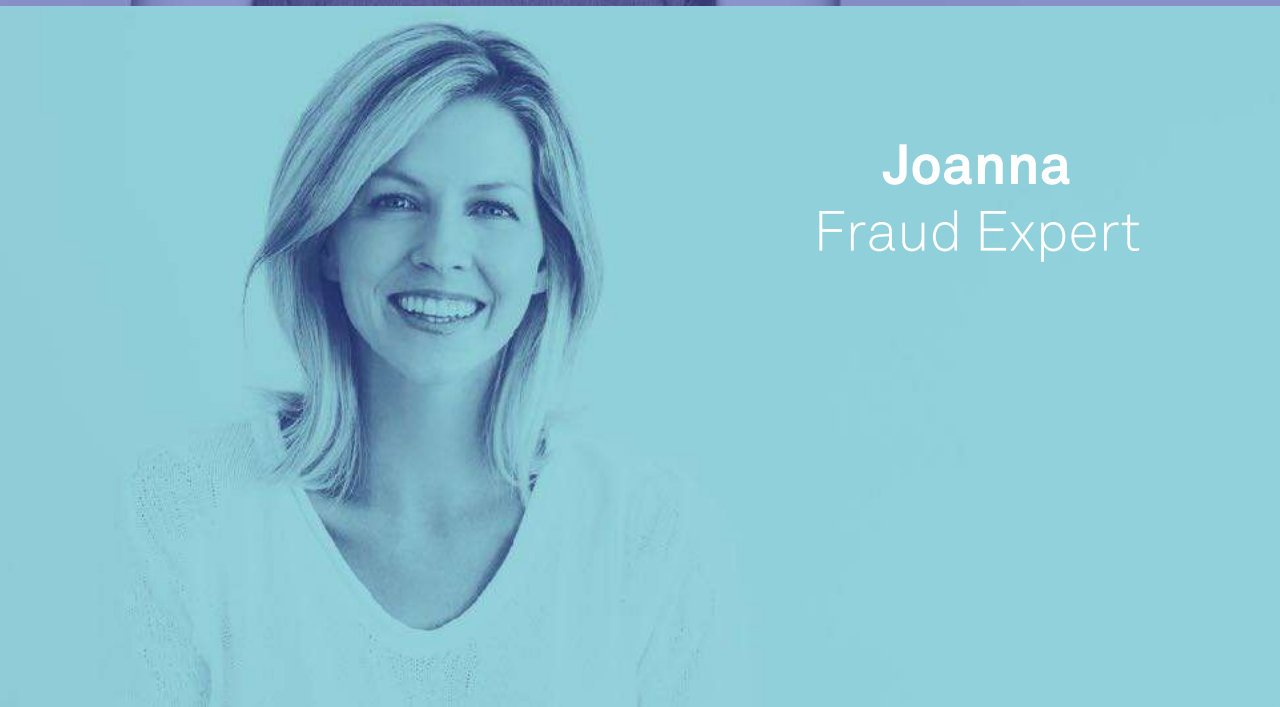
Yasmin
Client
Onboarding Lead



Rachel
Compliance
Officer



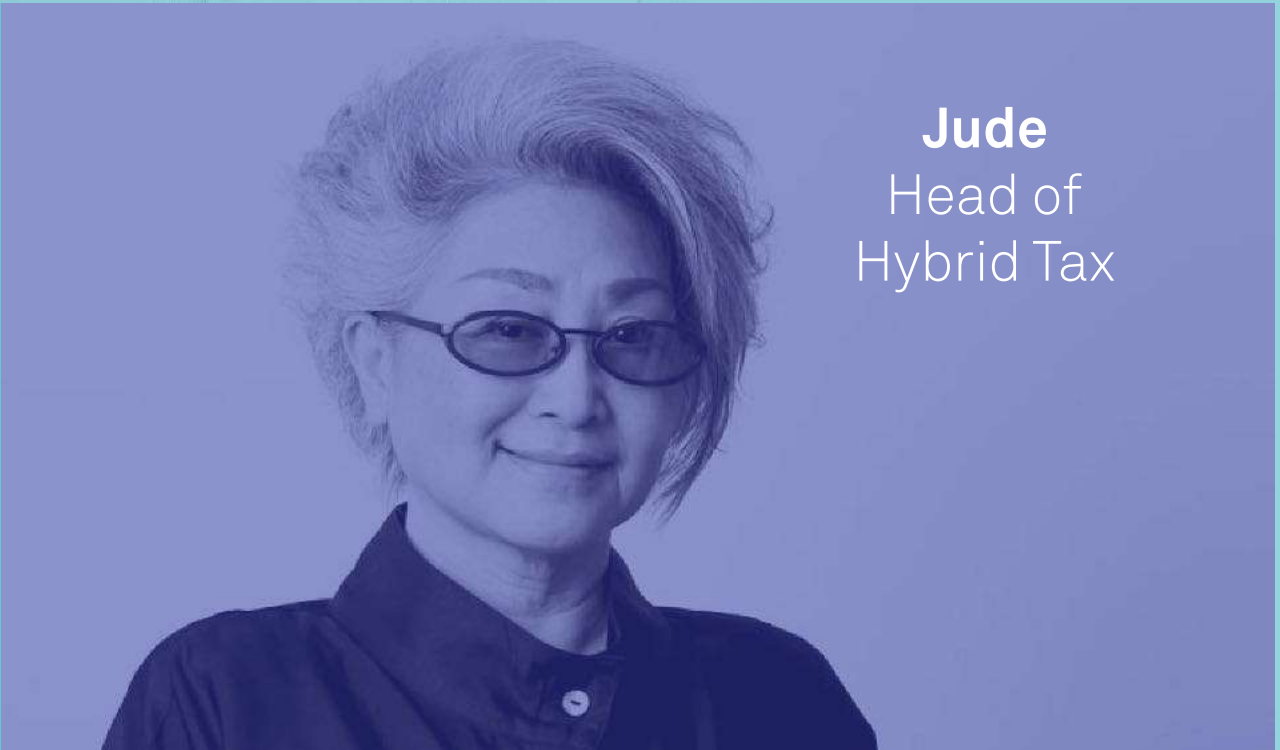
Marcus
Claims Lead



Joanna
Fraud Expert



Andrew
AML
Officer



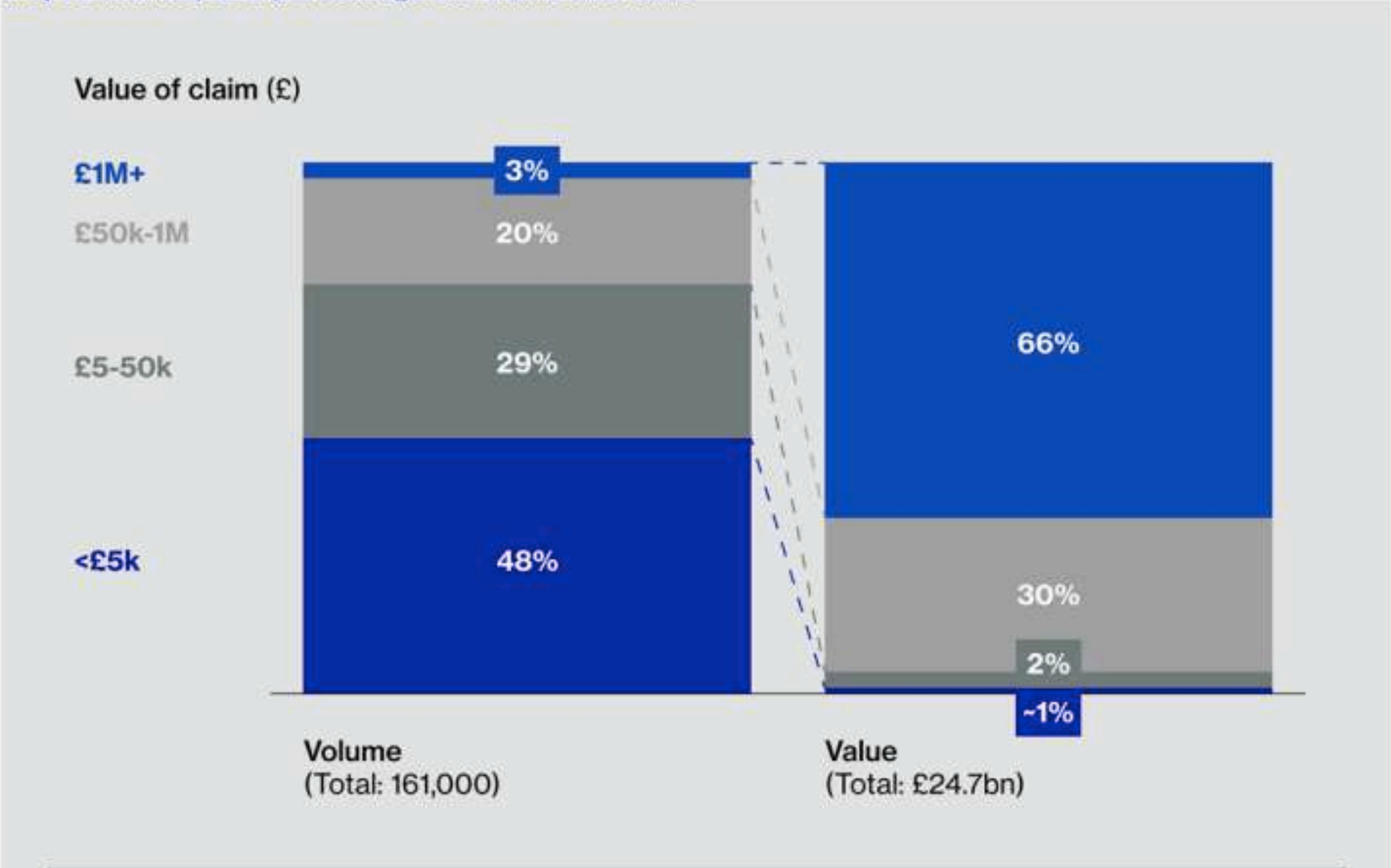
Jude
Head of
Hybrid Tax



Phil
Head of Credit
Decisioning

Why is this important?

Exhibit 4.2: Open market and reinsurance claims volume and value closed from 2016 to 2018 in the Lloyd's market, as a percentage of volume and value



NOTE: Excluding nil value and negative value claims. SOURCE: Lloyd's Data Lab; includes Open Market and Re-insurance claims, excludes Binder and Lineslip as these Delegated Authority claims appear as block entries in the database

Until now, using technology to automate decision-making has been difficult.

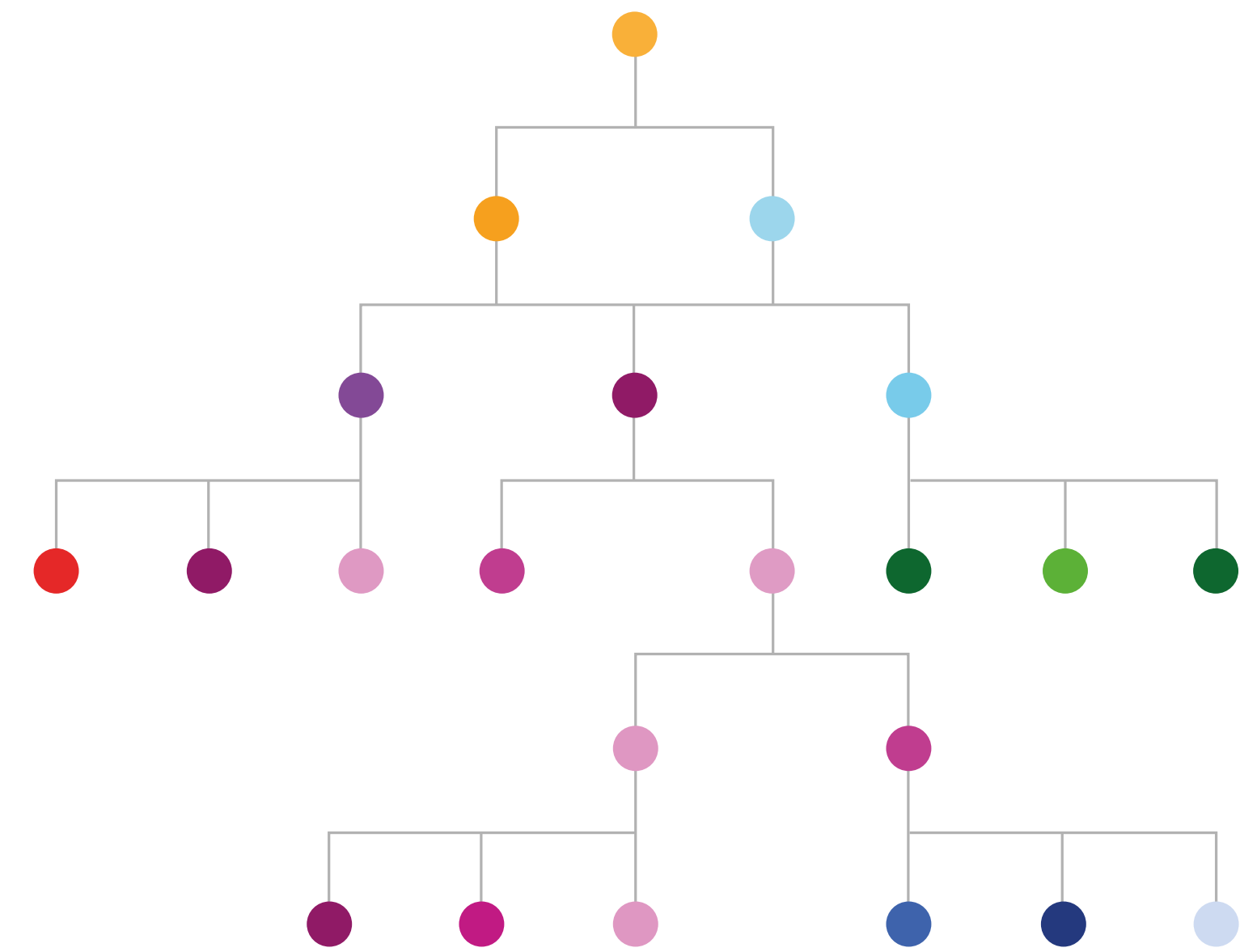
RPA and traditional rules engines:

- Limited to basic linear task automation
- do not scale well (1000s permutations/combinations)
- unable to handle risk/probability

Machine Learning:

- Requires massive amounts of clean data
- Costly team of data scientists
- Struggle to interpret results (black box problem)

We can only trust automated decisions if we can understand how they are reached.



Rainbird

- Don't build paths, build knowledge
- Built in the cloud (AWS) connectable via API
- Easy to manage and update knowledge
- Connect to any interface for multi channel experience.
- No defined start and end point
- Interpretable rationale for each and every decision



Rainbird

- Domain experts create models via the Rainbird Studio, a business-friendly authoring platform
- Connect it to the data sources it needs to support decision
- Allow end users to engage through a variety of interfaces.



A digital tool which replicates your best decision making, 100x faster, with absolute consistency and is entirely transparent.

LIABILITY CASE STUDY

A solution within a liability process gives insurers in the motor claims industry a material improvement in both the accuracy and consistency of front-end liability decision-making.

The challenge

- identifying fault is a challenge in motor accident
- slow/incorrect judgement increase claim cost

The solution

- Encode best practice knowledge into knowledge map
- Rainbird takes each claims data and compares it with knowledge map
- Result: accurate automated judgement.



TAX CASE STUDY

Rainbird developed a tool that successfully augments back-office workers when making complex tax judgements.

The challenge

- Demand for highly skilled expertise to make tax judgements
- Expertise often scarce or working on other clients' projects

The solution

- Rainbird developed POC which augments workers in making complex tax judgements
- Too can determine whether or not a specific company is within scope of the law and identify liability.



Thank you.



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