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Telematics Update & M2MV: Free Webinar - Pinpoint the ROI of UBI in Order to Accelerate Mass Market Adoption

Raleigh, NC – May 8, 2013: Telematics Update & M2MV have announced that free registration is now open for the exclusive webinar: 'Pinpoint the ROI of UBI in Order to Accelerate Mass Market Adoption'.

Telematics Update has brought together UBI experts from Progressive, Plymouth Rock, and Towers Watson for a webinar to explore the financial and service benefits for insurers and consumers that UBI can yield. The free interactive event will be held on Thursday, May 9, 2013 at 11am (EST) and is open to the entire insurance community! **Register here:** <http://www.telematicsupdate.com/insurance-telematics/webinar.php>

Top auto insurers Progressive, Allstate, and Liberty Mutual are already using telematics data to set lower premiums for their consumers. However, there is much more value to be found in telemetry data than lower pricing and a golden portfolio of drivers for insurers. Therefore, Telematics Update's webinar has come at the ideal moment to explore the best strategies to accelerate the mass adoption of UBI.

Telematics Update Project Director, Justin Parker stated, "Despite exciting growth in the UBI market, the question of how the data is collected through telematics can be best utilized to maximize ROI is still causing much debate."

He continued, "As more insurance carriers look to enter the UBI market, now possible through the Progressive IP licence, there is a real need to confront the fundamental question of how to create the most value for your organization through the capture and handling of telematics data to justify the investment."

To get to grips with these key developments in the business of usage based insurance, Telematics Update has organized a live webinar entitled '**Pinpoint the ROI of UBI in Order to Accelerate Mass Market Adoption**'. The 45 minute session will be delivered by three key industry figures:

- Dave Pratt, General Manager, UBI at **Progressive Insurance**
- Frank Palmer, VP, Product Management at **Plymouth Rock Assurance**
- Robin Harbage, Director at **Towers Watson**

The debate will cover:

- How telematics data can be utilized other than to simply set premiums e.g. identify fraudulent claims and/or improve customer relationships and loyalty for a healthier bottom line.
- Enhancing the consumer value proposition through improved claims processes and services such as road side assistance and how to incorporate these into your solution.
- Implementation options such as making predictions based on short-term data capture vs. continuous driver monitoring to decide which business model is most cost effective.
- Progressive's licensing model and how it will fast track the mass uptake of UBI, further reducing hardware costs through economies of scale and increasing consumer awareness

The webinar can be joined for free at: <http://www.telematicsupdate.com/insurance-telematics/webinar.php>

(Places are limited, so register early).

About Telematics Update

Telematics Update Conferences are the most prestigious in the industry. We produce the largest telematics events in North America, Europe & Asia, and attract the most influential speakers providing a rich environment for establishing strategic relationships and networking.

About M2MV

M2MV is one of North America's fastest growing consulting firms, helping clients develop, launch and deploy new applications in the rapidly growing machine-to-machine (M2M) industry. M2MV consulting

services connect the various links across the M2M value chain facilitating an accelerated time-to-market for M2M products and services. M2MV specializes in the strategic and business dimensions of M2M deployments and is an active partner with numerous technology companies. M2MV is bringing large-scale successes to diverse industries with its unparalleled vision and knowledge of M2M solutions and core values. For more information, visit www.m2mv.com.

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