

The logo for INTRA Technologies features a stylized 'IT' where the 'I' is a green vertical bar and the 'T' is a white shape with a green top bar. Above the 'IT' are two overlapping circles, one white and one green.

INTRA^{UK}

TECHNOLOGIES

Your insurtech partner



Prevention-As-A-Service



Smart IoT for insurance carriers

Smart IoT (Internet of Things) devices, that have the ability to help people monitor their homes for water leaks or detect alarms are predicted to change the face of the P&C insurance industry.

The ability of technology to connect, measure, and monitor provides insurance carriers with access to dynamic data that can help an organisation better understand its customers, market, and opportunities for business transformation.

The potential reach of these IoT products across insurance operations can be large. Depending on the carrier's goals, smart home systems can be leveraged to:

-  Create lower loss ratios.
-  Enhance agent involvement.
-  Provide risk assessment insights to help model rates.
-  Increase customer engagement.

About Intra Technologies

Intra Technologies UK Limited is a startup focused on software and technology to provide prevention-as-a-service.

Partnering with insurance and service companies to leverage IoT and AI machine learning to help homeowners monitor their home for things like leaks or alarms, preventing small issues from becoming big headaches and saving money for insurers and their customers.



Insurance claim statistics



1.23M claims a day.



£8M per day in Household claims are processed.



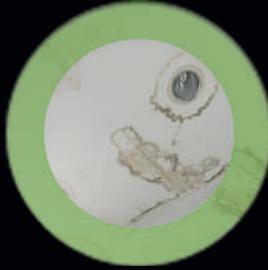
Insurers pay out £1.8M for water escape.



The Highest average pay out in 2019 was £11,250

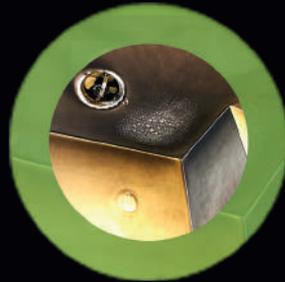
3 most common claims

① Water



29% of all claims are caused by escape of water.

② Fire & explosion



17% of all claims are caused by fire or explosion.

③ Theft



14% of all claims are caused by theft.

How proactive smart home monitoring can reduce claims and risk

-  **39.7%** of UK home insurance policyholders with smart home devices would be willing to share data with insurers.
-  The main reason given to consider sharing smart home data with insurers was in exchange for financial rewards, with **65.1%** of consumers citing this.
-  It found that almost **70%** of smart tech homeowners have not made a single home insurance claim in the past five years. Those with one or more smart devices were **35%** less likely to have made a claim greater than £5,000 than those without the technology.
-  **37.8%** less likely to claim for water damage.
13.3% less likely to claim for theft
25.6% less likely to claim for fire damage.

Advantage of intra technologies as your insuretech partner

The speed to market advantage:

When it comes to launching innovative new technical products, it's difficult to overstate the importance of getting ahead of the market.

Calculating better discounts:

Reducing the number of claims allows carriers to offer better premiums and discounts to low-risk customers.

Getting a Competitive Edge:

If the industry's future is in the hands of the technologists, then data will be its lifeblood.

Empowering and Attracting Top Agent Networks:

Innovative, technology-enabled insurance policies give agents something new and exciting to talk about with their clients.



HomeOK smart home monitoring

HomeOK is a DIY monitoring system that is as easy to set up as it is to use.

It is a product and service designed by our engineers in Germany and manufactured on our assembly lines in China.

When HomeOK is installed in a home, the user will be empowered to be proactive in monitoring their home, reducing the risk of damage caused by events that, if not detected, could cause extensive damage.

The HomeOK service is built on a brand-key concept, which ensures that partners' customers' data and app access are segregated and secure.

Data overview based on asset IDs to provide information on install rate and usage, as well as aggregated data on significant events can be shared.

HomeOK smart home monitoring



Gateway

The intelligent gateway connects all cameras and sensors, enabling access via the app from anywhere in the world.

Indoor Camera

With the robust 360 degree stand, you can position the camera in every corner of a room without any problems.



Outdoor Camera

The outdoor camera detects objects in an 82-degree view and records them. The recordings are a series of images that are recorded at short intervals.



Water leakage

You can monitor for leaks in high risk areas like under baths or hot water tanks.



Window/Door sensor

You can monitor important doors and windows easily and know instantly when they are open or closed.



Temperature sensor

With our temperature sensor, you can easily monitor important areas and receive a notification when the temperature is outside of the defined range.



HomeOK smart home monitoring



Push button

The wireless push button is an intelligent switch. When you press it, a predefined action is taken. You can configure this action individually for each push button.

Motion sensor

A sensitive infrared movement sensor that detects any movement indoors.

A multifunction sensor that can be customised in the HomeOK App to meet the monitoring needs of each individual.



HomeOK Accessories



IP rated rubber covers

Bring colour into the home with the Push Rubber Cover. It gives your push button an "I want to press it" coat of paint in a matter of seconds.

The rubber cover is thin enough to easily use the push button and, at the same time, thick enough to cushion a fall from hip height. The cover's surface is easy to clean and effectively protects your push button from splashing water such as rain.

Outdoor camera stand



Simply attach your HomeOK outdoor camera to the camera tripod instead of the wall. This means that you can set up the camera both outside, e.g. in a gravel bed or lawn, and inside, e.g. in a flower pot.

HomeOK Bundles



Sensor + Camera Bundle

- 1 x Gateway
- 1 x Indoor camera
- 2 x Door/Window sensors
- 1 x Temperature sensor
- 1 x Water Sensor

Sensor only Bundle

- 1 x Gateway
- 2 x Door/Window sensors
- 1 x Temperature sensor
- 1 x Water Sensor



HomeOK Memberships

Monitor Basic

- Connect 1 camera.
- Connect 4 sensors.
- Add 1 guest
- Push Notifications
- Low battery notifications
- 1-day data history access

Monitor Pro

- Connect 4 camera.
- Connect 40 sensors.
- Unlimited guests
- Push Notifications
- Low battery notifications
- Voice alert feature
- View port feature
- Customer support
- 7-days data history access
- Cancel anytime
- Insurance verification certificate

With a choice of two plans, the customer can extend their monitoring, benefiting both the insurer and the customer.

HomeOK Service



German engineered



Certified Products



In-House
manufacturing



UK Service
support team

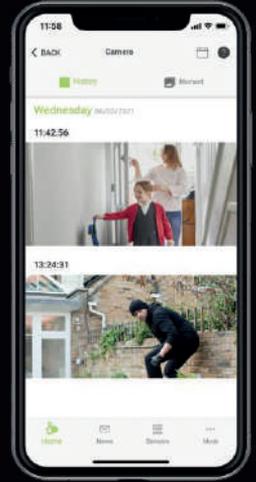
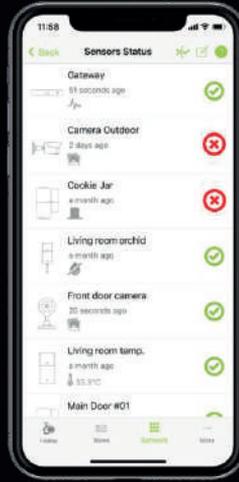


Lifecycle support

All our products are manufactured with lifecycle support to ensure they always work and are built to last.



HomeOK App





Simple to use



Multi platform



Sensor customisation



Sound catching



Guest sharing



Real-time notifications



Quick and easy install



HomeOK Platform

Brand-key concept:

A dedicated brand-key is assigned to a partner, with the service separated into nodes, providing high data security and privacy.

Service level agreement:

Providing our partners with an SLA (service level agreement) that provides a service level uptime of 99.98%.

Lifecycle:

As our products are designed and manufactured by our team, we can provide a lifecycle for our products, ensuring they are always supported and work.

Development roadmap:

As HomeOK is a service, we provide new features and updates and can work closely with our partners to find solutions to reduce claims and risks.

HomeOK Service

UK Based service team:

Our UK-based service team can remotely provide technical support with our unique built-in support function designed to provide customer satisfaction.

News communication:

With our co-branded news letters for partners, we can keep the customer engaged and updated with news on the service.

Installation monitoring:

With our asset ID tracking, we can provide information on when the product has been activated and installed.

HomeOK Logistics

Delivery and returns:

Delivery and returns can be tracked and handled by our warehouse team, which delivers either directly to the customer or in bulk to our partner.

Refurbishment:

HomeOK has been designed to allow refurbishment, maximising the life of the product and investment.

Asset tracking:

With our unique asset IDs, the gateways can be tracked and linked to each address without the need for personal details about the customer, allowing our service team to support the customer through identification of the asset ID.

KPI's

The majority of internal teams have never ventured into the world of technology.

If you don't have direct experience in the smart device market, it can be difficult to know what works and what doesn't, as well as how to track your successes.

The most valuable key performance indicators will be delivered by using programme goals to set which metrics should be tracked at each stage of the program's evolution (KPIs).

Working with a partner who understands the technology and potential issues is invaluable. We can offer carriers the advantages of lessons learned and data insights from similar executions, as well as recommendations on which KPIs and benchmarks to use.

We offer a full-service solution that includes everything from fulfilment and support to high-touch communication campaigns.

Define your strategy

Because each organisation has its own set of strategic goals, there is no one-size-fits-all blueprint for smart home programmes. However, determining a strategy is critical for overall programme evaluation because it informs the type of metrics the company must track.

Customer acquisition: Will look at metrics related to improved customer acquisition based on the offering.

Reduce claims rates: Will look at metrics relating to a reduction in the volume or cost of claims expect to achieve.

Combination: The strategy could be a combination of both.

Working together we can create a clear outline of how the programme aligns with the organization's strategic goals, as well as the objectives of departments that stand to benefit, we will assist insurers in communicating the overall value proposition of the programme.

Define your goals



Business models

Share the Risk with a Partner:

It takes significant investment to provide smart device kits and premium discounts to every policyholder. No matter how good the programme is, some policyholders will always fail to install the product on time.

A risk-sharing/guarantee model with a partner helps to reduce the carrier's cost burden for uninstalled devices.

Variable Cost Based on Performance Metrics:

This pricing model is customized and based on aligning agreed-upon performance targets with additional payments, a sliding scale of device cost, credits or other financial arrangements.

New Revenue Streams:

Carriers can generate additional revenue and receive a percentage of the revenue from a monitor pro service that is enabled for policyholders. This can help offset the initial device investment and expand the lifetime value (LTV) of the policyholder. This model helps increase the level of monitoring, it will reduce the risk assessment of the policyholder and potentially open the opportunity for additional discounts or insurance products.

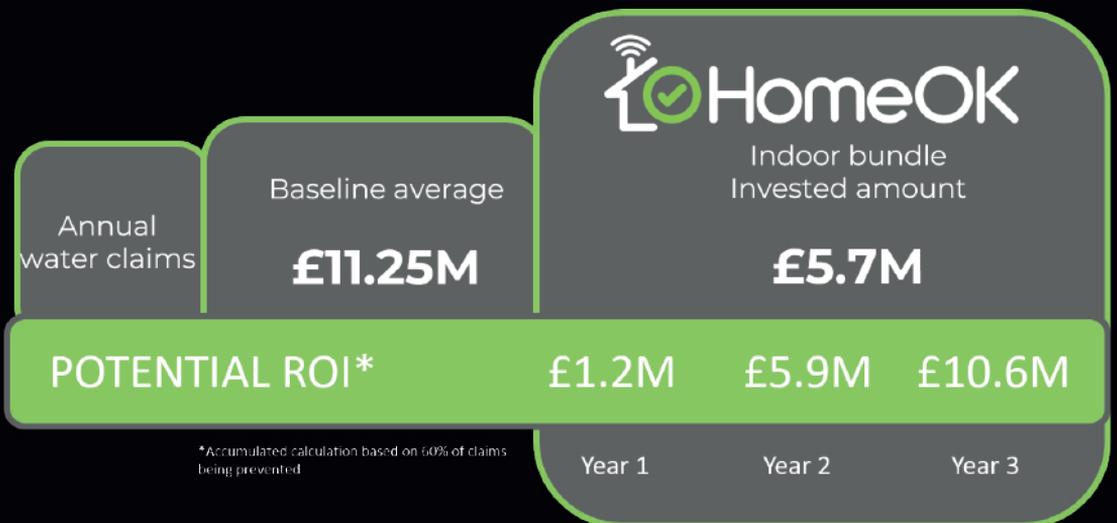
Leverage Budgets Across Departments:

This model leverages budgets from the functional areas within the company that will reap benefits from the smart program. For example, allocated payouts for water damage claims or spend for customer acquisition can be diverted to fund an IoT program.

50,000 Policy water ROI snapshot

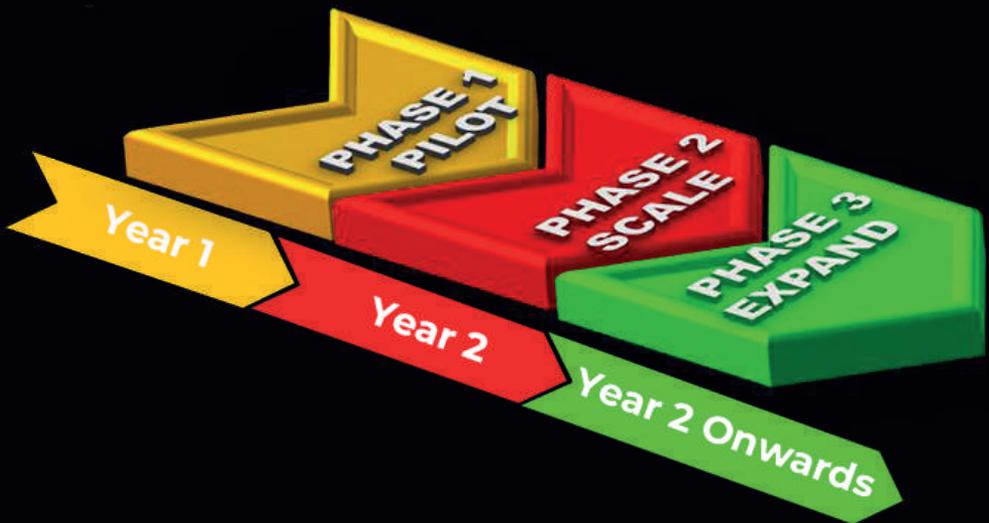
Baseline= 2% claims at £11,250 per claim

HomeOK= 70% Install rate.



Phased rollout

As smart device programs mature, they offer an increasing depth of business intelligence. Taking a stepped approach using the phased framework allows companies to concentrate on gathering the right information at the right time.



Phase 1 - Pilot:

The emphasis during this phase is on customer installation and demonstrating the potential of the programmes through customer adoption and feedback. Customer acquisition costs (CAC), product installation rates, agent engagement levels, and investment costs are all metrics.

Phase 2 - Scale:

During this phase, the program is launched to full scale and offers the opportunity to gather more insights and impacts for the business. For example, knowing where homeowners place sensors may indicate their concerns and risk levels.

Phase 3 – Expand:

Once the IoT program has proven its initial value, it is time to consider how to expand these devices to other policy types, markets and use cases. Small and medium-sized businesses (SMBs) and renters face many of the same issues and risk areas as homeowners.

