



E. DESIGN INSURANCE CO., LTD.

VIDEO TRANSCRIPT

**Akiko Horie Senior Managing Director
Financial Services Japan Inclusion &
Diversity Lead Accenture Japan Ltd**

E. design Insurance's new automobile insurance solution &e is a revolutionary nextgeneration model of insurance.

**Shigeo Kuwabara President and Chief
Executive Officer E. design Insurance Co.,
Ltd.**

It's all about the customer experience. Everything is based on that, and our purpose. We've recreated our systems, our operations—really the whole company. All to release the new solution we call &e. The business team, the IT team and management have come together as one team. That's what has made the project such a success. Thanks to a truly remarkable collaboration with Accenture, we have succeeded in just a year and a half, in turning E. design into a company that serves digital natives as an insurtech provider.

**Kenichi Fujita Executive Director Chief
Strategic Officer, Chief Underwriting Officer
E. design Insurance Co., Ltd.**

With &e, we've converted our core insurance to digital and created a superior customer experience. We're also offering customers a safer driving program using IoT sensors. And we're working hand-in-hand with other corporations and with municipalities working toward greater safety and security.

**Nobuyuki Sakai
Executive Director Chief Information
Technology Officer E. design Insurance Co.,
Ltd.**

We needed an open, secure, flexible IT platform. Accenture has provided extensive and wideranging support that allowed us to develop this platform. We have taken a huge step in becoming a true insurtech company.

**Chiaki Kubo
Managing Director
Accenture Interactive
Accenture Japan Ltd**

The experience-led business that Accenture advocates is a comprehensive approach to transformation based on the corporation's purpose. Since the whole organization is united in delivering a superior customer experience based on that purpose, the corporation can achieve sustainable ongoing growth. E. design Insurance can now offer its customers and society at large not only assurance in the case of an accident, but collaboration to help create a society without accidents. The product &e they have created is a great example of business transformation led by experience.

**Takuya Takase
Managing Director
Consulting Group
Accenture Strategy & Consulting Accenture
Japan Ltd**

Seeking to offer value beyond that of the conventional insurance company E. design Insurance took on the challenge of transformation. I admire the courage and determination they have demonstrated. Working as One Accenture, we brought together some 500 experts to help the transformation of E. design Insurance.

Ayato Kikuchi



**Managing Director
Data Group
Accenture Technology
Accenture Japan Ltd**

The architecture is Cloud-based. That makes it extremely resilient, allowing it to evolve. I believe it will become an industry standard. Going forward, very large volumes of data will be managed with &e. And this will be the basis for further data-driven transformation. In the future, we intend to offer new experiences and solutions.

**Akiko Horie
Senior Managing Director
Financial Services
Japan Inclusion & Diversity Lead
Accenture Japan Ltd**

Accenture will stand together with E. design Insurance, working to help provide solutions for customers and for society.

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