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A global perspective on Digital Platform Strategies

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Sean Pyott, CEO of thryve

Riaan Bekker, Force Solutions Manager, thryve

A global perspective on Digital Platform Strategies

thryve is a cloud-based solutions provider:

solutions in insurance, risk, governance and compliance space

to insurance companies, corporate brokers and large corporates



What is a digital platform?

Why do we need to have a digital platform strategy

Technology drivers of digital platform strategies

Impact on business of digital platforms



What is a digital platform?

Collection of cloud-based software and services that businesses utilise

- Search engines (Google, Bing)
- Social platforms (Facebook, Instagram, Snapchat)
- IaaS
- PaaS (Salesforce, AWS, Azure, Salesforce)

Omni-channel connection of consumers and businesses to financial and other service providers



Why do we need a digital platform strategy?

A changing customer behaviour driven by the Millennial generation. Positioning the insurance service where the customer spends most of her time.

Migration from a product orientation to a customer orientation.

Build your own, or integrate with others?

Delivering a differentiated customer experience to target markets in the channel of their choice.

Partnering and sharing economic value among participants leads to long-term success of a digital platform ecosystem



Technology drivers

According to Tom Hardin, G2 Crowd, key technology drivers of digital platforms are:

- Microservice Architectures
- Containerised Environments
- Serverless Computing
- Ecosystems



Impact on business

Digital platforms are now the new hub for business innovation

2018 MIT Platform Strategy Summit – four digital platform business trends:

- Regulations
- Tech talent
- Economic impact
- Innovation, new opportunities



The opportunity

If you can react fast, there is huge opportunity.

Impact of digital ecosystems on big business.

Insurers who are adaptable will be able to utilise these platforms and ecosystems to their advantage





The Salesforce advantage



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FAST APP DEV & CUSTOMISATION



COMPLETE CRM SOLUTION



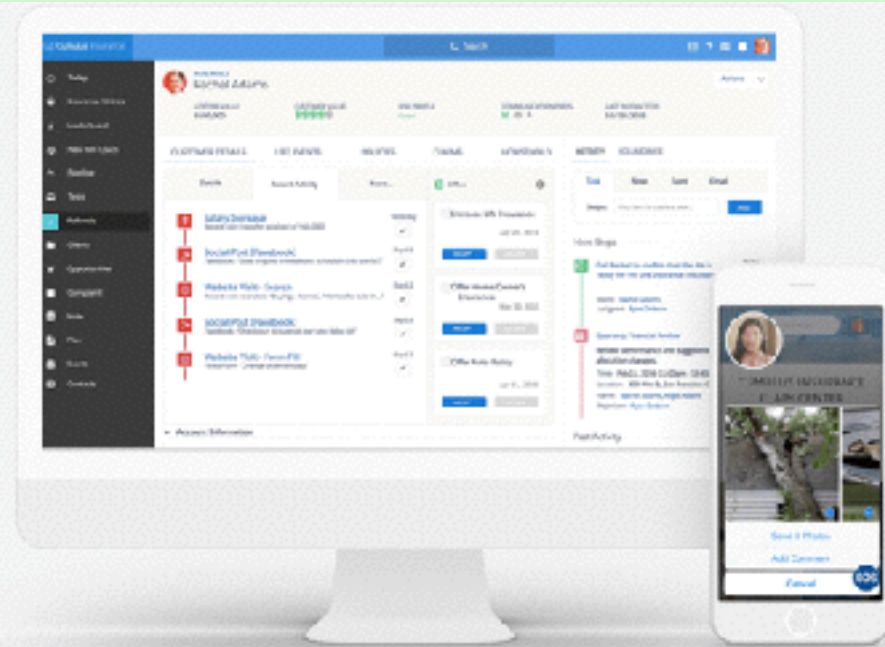
LARGEST OPEN APP MARKETPLACE



THE #1 INNOVATION LEADER



CUSTOMER SUCCESS FIRST





thryve (pty) ltd

+27 11 771 0000

Suite 8, 2 Hood Avenue, Rosebank
Johannesburg, 2195, RSA

P.O. Box 430, Ficksburg
2121, RSA

www.thryve.com

Directors: Sean Pyott (Managing), Art Henry Walczewski