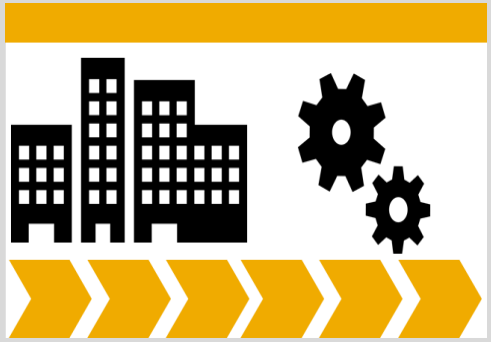
Discover the New Insurance Solution Portfolio: Integrating the Value Chain

Robert Cummings, Global Head of Insurance, SAP
Ross Orrett, CEO, Camilion
Don Doyle, Senior Vice President, Cincinnati Financial Corp.

Real-time insight → Strategy → Execution

Customer centricity

Product agility and end-to-end efficiency



Transparency, risk and compliance

Supporting transformation on an integrated yet modular <u>future-proof</u> IT platform

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SAP for Insurance solutions

Personal P&C | Commercial P&C | Life and health | Reinsurers | Brokerages

Real-time analytics

Customer and sales

Customer

Agent

Channels

- Customer relationship management
- Under-writing
- Product
- Commissions

Operations

- Policy
- Claims
- Fraud
- Reinsurance
- Billing and payment

Finance and risk

- Invest-ment
- Enterprise performance management
- Governance risk and compliance
- Accounting and controlling
- Insurance finance and risk analyzer

Spend

People

SAP HANA platform

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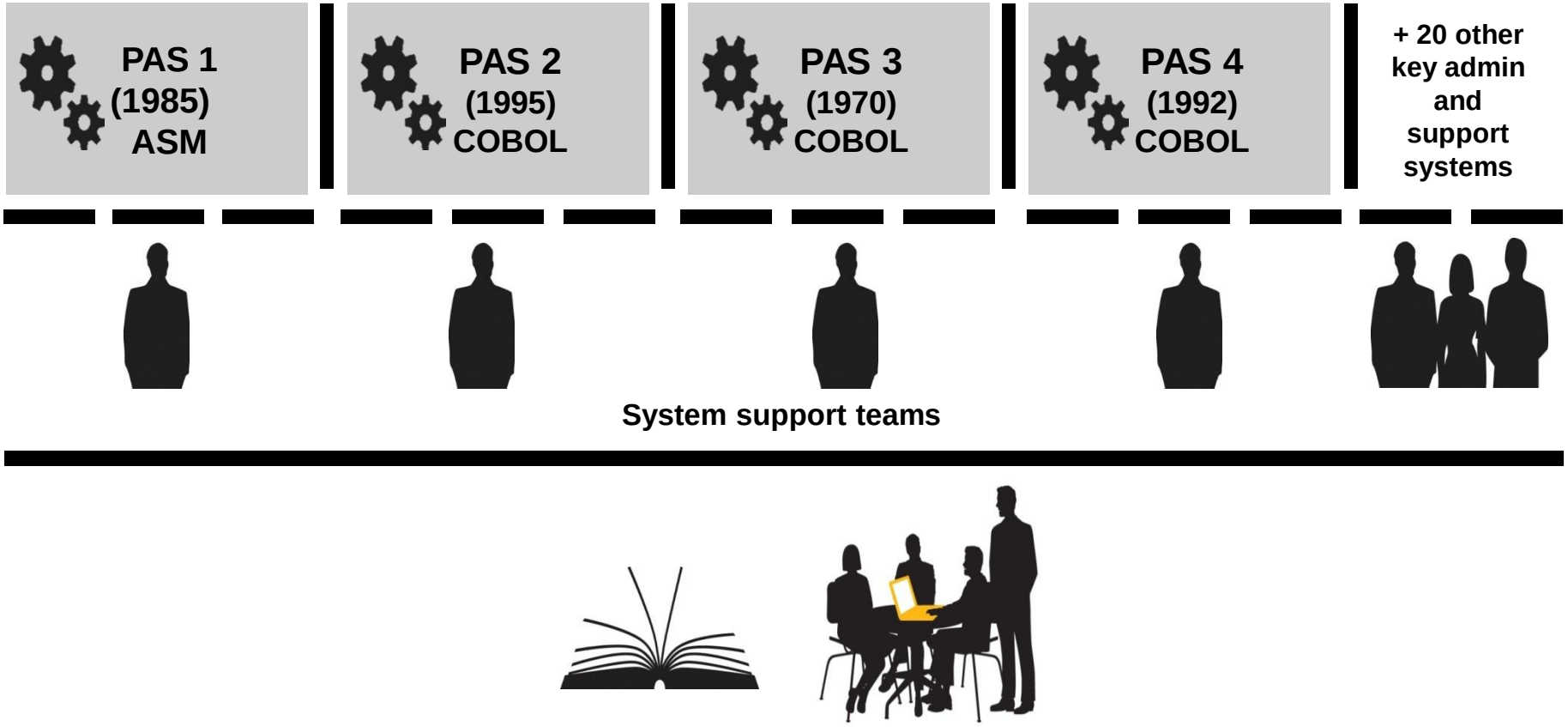
Typical customer's challenge



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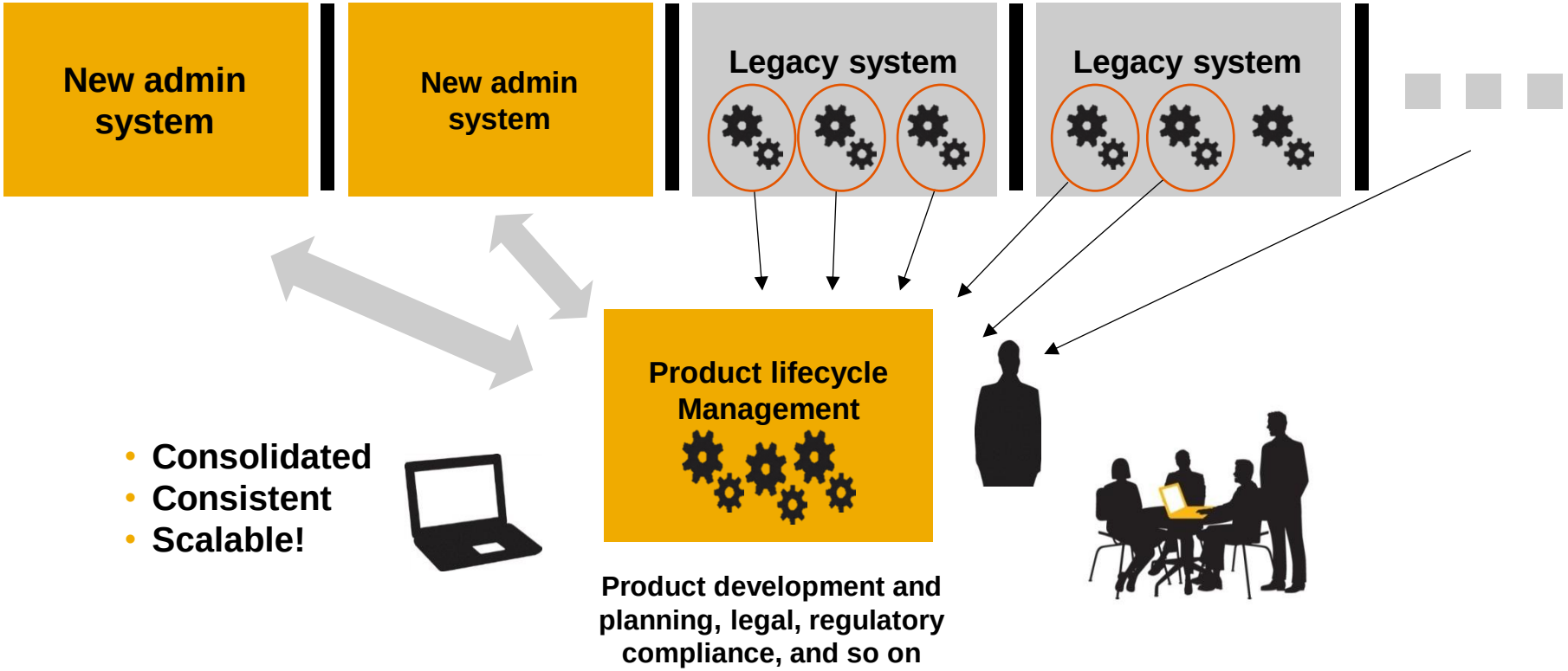
Customer's vision: enterprise product agility

By separating product from processes, and by externalizing product data and rules in a central repository, Camilion enables insurers to launch new or modified products more quickly and efficiently



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Camilion Solutions – the perfect fit

Delivers business agility and time to market

- Best-in-class product lifecycle management
- Advanced underwriting and quotation solution
- Automated ISO content for the U.S. market

Sample customer results

- 400% improvement in time for product refreshes
- 65% cost reduction for new product introductions

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The Holy Grail: ISO content with customer control

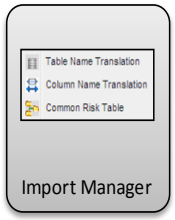
Millions of business rules, coverages, forms, rates

75+ circulars (updates) a week

Average cost to implement a circular: 130,000

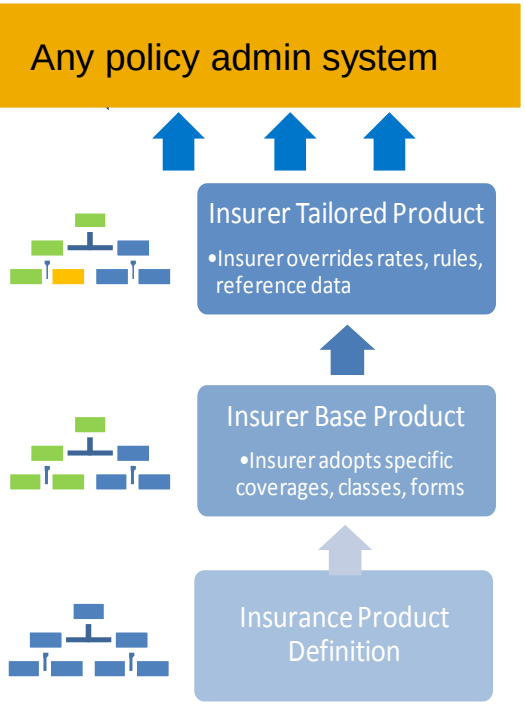
Full ISO solution

Interpreted Content



Automated Import & Testing

Re-usable Product Library



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SAP for Insurance: core systems

Policy

- **22 installations**
- P&C, life and health on one platform

Billing and payments

- **120+ installations**
- Highly automated and high performance

Claims

- **30+ installations**
- P&C, life and health on one single platform

Reinsurance

- **40+ installations**
- Both reinsurers and primary insurers

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Cincinnati Financial Corporation (NYSE:CINF)

Highlights

- Actively markets property casualty insurance in 39 states through 1,408 select agency relationships
- US$16.5 billion in assets
- US$3.9 billion property-casualty and life insurance direct written premiums
- A+ rated by A.M. Best

CINCINNATI
FINANCIAL CORPORATION

Cincinnati Specialty Underwriters

The mandate

- Company formed in 2007
- Delivered full core insurance system for target live date of January 1, 2008
- Contract with Camilion (an SAP company) signed in July 2007
- Use ISO lines as the base for all E&S products
- Integration with the SAP Claims Management application as well as with financials, document management, data warehouse, and various information sources

Cincinnati Specialty Underwriters

The results

- First policy issued January 1, 2008
- All organic growth – US$111 million direct written premiums by 2012
- Top 50 E&S carrier within first four years of operation
- Actively writing business in 39 states; approved to write in all 50 states; system capabilities in all 50 states
- Live on general liability, property, excess liability, and professional liability/errors and omissions (over 80 classes)
- 100% of policies are transacted (submit/rate/quote/bind/endorse/cancel) and delivered electronically
- Policies are generated in less than 24 hours (much faster than the E&S market standard, which can average as much as 30 days or greater for policy delivery)

Cincinnati Specialty Underwriters

The reasons for success

- Excellence vs. perfection
- Partnership with Camilion and SAP

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