Transcript

Michael Shostak
Senior Vice President & CMO, Economical Insurance

Sonnet is really the first fully digital online home and auto insurance experience in Canada to make it easy quick and simple to allow somebody to quote and buy within minutes home and auto insurance and that really is a category breakthrough.

Alice Keung
Senior Vice President & CIO, Economical Insurance

Sonnet provides a always on surface, so you can come to our site to shop during the day or night we are truly an end-to-end direct business. With the hybrid cloud computing and with the security services and the edit end-to-end managed services with IBM it allowed for us to provide that unique great customer experience that without the technology and the surfaces that IBM has provided us I don't think that it would happen.

Michael Shostak
Senior Vice President & CMO, Economical Insurance

The fact that were handling very sensitive customer data online, having the security infrastructure capabilities and being able to manage those risks effectively for us is critical. Any kind of issues with security would be a massive reputational problem for us.

Alice Keung
Senior Vice President & CIO, Economical Insurance

By having a partner like IBM to take care of the complexity of this challenge we can then focus on our core business which is insurance.

Michael Shostak
Senior Vice President & CMO, Economical Insurance

Our ability to deliver on a very innovative vision can only happen if we have those kinds of partners and for us IBM is first-rate in every respect.