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New Product Innovation

Sira Sissoko : 1-2 minutes : 3/27/2024

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Elevator Pitch



Definition: Capgemini's New Product Innovation offering enables insurers to unlock the potential of product innovation roadmap or framework by becoming Inventive Insurers. Our end-to-end offering covers product modeling and experience design coupled with technology solutions and digital operations that enable life insurers to develop and deploy innovative products with agility.



Barriers: The main barriers for carriers to capture market opportunities for new products are inflexible legacy infrastructure, slow technology blueprinting and lack of human-centric design approach for new products



Did You Know? Capgemini's New Product Innovation framework enables accelerated value delivery using our proprietary IP, best practices and a vast partner ecosystem



Did You Know? According to Capgemini's World Insurance Report 2020, 55% of customers expect value-added services and 58% seek innovative products from their insurers.



Why Capgemini? Capgemini's deep insurance industry expertise and leading Insurance Industry Solution Practice enable us to solve our clients' most complex business problems to enable our clients to digitally transform their business..



External Recognition: Leader in Insurance Business Model Innovation Enablement Services PEAK Matrix® Assessment by Everest Group



Best-in-class partnerships: Majesco, Vlocity, Adobe, FineOS (Limelight), Salesforce



Our Offer Stack:

- **Product Model Innovation** with Product and partnership strategy
- **Experience Design** for human centric product approach
- **Technology Solution** employing proprietary IP and best practices
- **Product Configuration** on highly configurable platforms
- **Digital Operations** with an automation first approach

Key documents

BOMS BATTLECARD – New Product Innovation

Life GTM – New Product Innovation Baseline

Go To Market Documents

[Click here to open the offer assets](#)

Offer Owner

Person responsible for offer.

X-PORT Page Editors

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Partners

GTM Tools that are available to better manage your Sales Campaign

Sorry, no related use cases found.

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