



# LEGISLATIVE & WORKING GROUPS SUMMIT | WASHINGTON, DC FEBRUARY 8-11, 2016

## CIO Working Group

### EXECUTIVE SUMMARY

The CIO Working Group chose to focus the majority of its time on all things cyber. Chris Ensey and Rocky Arocho from Dunbar Security Solutions provided a cyber State of the Union laying out the current landscape of cyber events, techniques and trends. The group then shifted their focus inward discussing internal tools and techniques available to protect their agencies. Discussion also took place on the role of the agency CIO in driving new business by applying their cyber expertise to the placement of coverage. Day Two focused on the use of marketing automation tools in a joint session with the Marketing & Communications Working Group (see Marketing & Communications recap for more). Finally, the group ended its session with a collaborative discussion on individual issues. Each attendee was provided with materials that described upcoming Council offerings and meetings with a 2016 calendar of upcoming events.

### PARTICIPANTS

ABD Insurance and Financial Services  
AHT Insurance  
Assurance Agency, Ltd.  
BancorpSouth Insurance Services  
CBIZ Insurance Services  
Corporate Synergies Group  
Engle-Hambright & Davies  
First Niagara Risk Management

Hauser Insurance Group  
Heffernan Group  
Keenan  
Kelly & Associates Insurance Group Inc.  
Kraus-Anderson Insurance  
Lipscomb & Pitts Insurance  
Mercer Health & Benefits  
MJ Insurance, Inc.  
Murray Securus

Oswald Companies  
The Daniel & Henry Co.  
The Leavitt Group  
TrueNorth Companies  
Wells Fargo Insurance Services USA

### CYBER SECURITY – STATE OF THE UNION

- Since 2013, \$3.6 billion data records have been breached
- 74 percent of data breaches occurred in the United States
- The trend for data breach is to collect anything and everything; figure out what's valuable later
- Ransomware is on the rise due to its success; 7 percent of victims simply pay the ransom
- \$27 million in ransom has been paid providing a lucrative business model

### CYBER SECURITY – PROTECTING THE AGENCY

- Many agencies lack a holistic approach to internal cyber security
- There is a balance between system usability and security – most IT departments attempt to avoid an environment of “no” but this can lead to security weakness
- Agencies should consider an outside audit of systems and controls

### CYBER SECURITY – DRIVING THE SALES

- Most agency IT leaders are inwardly focused but hold a wealth of information and capability
- Most agencies view a “consultative approach” as a key value proposition

- CIOs can bring valuable insights to placements, especially in cyber
- The key hurdles to overcome for CIOs engaging with producers are language, industry knowledge and a lack of time. CIOs can work to overcome these barriers and add valuable insight to the production team

## MARKETING AUTOMATION

- Agencies are increasingly recognizing the immense value that can be derived from marketing automation
- Viewing technology and marketing as strategic differentiators is still in early stages at most agencies
- Agencies who have engaged in concerted marketing automation efforts are recognizing significant results
- Marketing used to be considered an art. Now it is very much a science as it deals with large sets of data
- Technology used to be viewed as a science as it was very inwardly focused. As the focus shifts to data IT is increasingly becoming an art. Marketing automation meets at the convergence

## DAY TWO

### JOINT SESSION WITH MARKETING & COMMUNICATIONS WORKING GROUP

On Day Two, participants of the CIO Working Group gathered with members of the Marketing & Communications Working Group to explore how both departments can work together and create a more client-centric experience by combining technology and marketing. Marketing & Communications professionals have the potential to create a major advantage to agencies through the use of digital marketing tools, so it's important to know how to incorporate technology into their work on a day-to-day basis.

#### Highlights

- 70% of an organization's brand experience is delivered through technology resources
  - As technology drives the customer interaction, the relationship between IT and Marketing must evolve; there is great potential for a much stronger integration between the two
- Agency Management Systems are not the only source of data
  - It's how data is used that helps to distinguish your firm in the marketplace
- Technology now drives many marketing strategies and there's much overlap in the intersection of responsibilities to drive revenue, increase efficiencies and retention and spearhead innovation
- In 2011, approximately 100 companies existed in the marketing technology landscape
- In 2015, approximately 1,876 companies are on the scene (excluding software)

#### Discussion

Several participants shared how they are attempting to bridge the gap between the two functions and talked about how their priorities could be accelerated or navigated with a stronger partnership.

- How are you using technology to better understand your customer?
- How do your teams glean intelligence/behavioral data that marketing is translating into business opportunities? Do you feel like you have enough data?
- Are you investing in dashboards or portals for your clients? How is engagement being measured in the acquisition or development phase of the tech process? What are success metrics?
- Is your next technology investment going to move the needle? How do you know?
- Who is your next hire? What are the skillsets of the technologists that can bridge your two areas? Is there a possibility of that new hire to sit in between marketing and information technology?
- Where's the next big idea coming from? Who is driving the change?
- Who's close to having a single client record?

- Many marketing teams (at member firms) are currently using marketing automation to drive leads, increase retention and generate business. How are these resources being vetted and do they integrate with your current technology platforms or are we just layering on top of it? Is there redundancy in data or could we be culling data/intelligence from multiple sources within IT and marketing operations? When thinking of automation strategies, what are you hoping for?

### Peer Share

- One firm is launching a **Technology/Marketing Steering Committee**. One of their initiatives is to map all the technology used by the firm, assess how it fits in their enterprise architecture and the goals for its use. There are five guideposts that will be identified for outcomes. Technology ownership will be spread across the organization for more effective utilization and ROI.
- Another firm created an **Innovation Committee** to drive new initiatives around technology and customer engagement. (Teams from Marketing, IT, Sales and others)
- A single sign-on Client Portal being developed that provides complete access to all the firm's resources and information to enhance the customer experience.
- Marketing has been an "art," but now science is creeping into the mix because of the intelligence/data needed to make decision. Technology has been a "science," but now need to incorporate the "art" of enhancing customer engagement.

## NEXT MEETING

The next CIO Working Group meeting will take place October 24-25 in Washington, D.C.

## QUESTIONS?

Contact Chris Gagnon at [christopher.gagnon@ciab.com](mailto:christopher.gagnon@ciab.com).