

Data Analytics to Identify Opportunities for Developing Better Financial and Non-Financial Offerings

CONTEXT

Allianz Global Investment (AllianzGI) is a global investment and asset manager, operating in 25 markets, including Singapore, China, Hong Kong, Taiwan, Japan and Australia. It provides investment solutions across a diversified asset classes for both retail and institutional clients.

AllianzGI distributes financial products through intermediaries such as banks. As intermediaries are a key influencer in the customer's buying process, AllianzGI are keen to support the buying experience through building a better understanding of the customer and intermediaries' needs.

Currently, AllianzGI have access to internal data, market data and trend, web usage data, marketing data, but no easy way to leverage this for product development, education and communication and marketing strategy.

Bringing this data together (along with other information) and making sense of it will provide a deeper understanding of the customer and intermediary needs, which enables AllianzGI to -

- Better deliver investment/ product education and insights with relevance - both from a content and communication channel perspective, making it easier for investors to relate to AllianzGI's offerings as seamless as possible:
 - deliver insight to intermediaries, customers and companies
 - create more tailored education and communication material
- Have a more connected view of its customer across different parts of its business, such as sales, marketing, distribution, risk so each can benefit from this shared knowledge.
- Deliver value to customers through improved product development processes (financial and non-financial), bringing in key insights of what works / what does not work and why

PROBLEM STATEMENT

How might we better understand our customer's needs, so we develop financial and non-financial offerings (e.g. products, insights, education materials, etc.) that better meet their current and emerging needs to better engage the investors in the customer buying journey?

WHAT ARE WE LOOKING FOR?

A prototype solution(s) that

- Collects data from a variety of sources, including
 - Product sales
 - Product feedback
 - Feedback from sales team, intermediaries, marketing team (both qualitative and quantitative)
 - Website activity/analytics
 - Market trend, data and hot topics
- Turns this data into knowledge that helps AllianzGI teams make decisions like –
 - What do we stop doing?
 - What do we start doing?
 - What do we need to keep doing?
 - What's the gap in the market / our product range / our services?
 - What trends are worrying or opportunities?

There are no restrictions on the geographic location of the problem solvers who may choose to apply to this challenge. However, the prototype needs to be demonstrated in Singapore.

POSSIBLE USE CASES

1. With the Olympics in Japan next year, the solution provides us with our customer insight and is able to identify customers who may be interested in a relevant financial product or service that ties into the Olympics in Japan, enabling AllianzGI team to develop suitable packages/offerings for this target group
2. Product ABC is underperforming across our performance metrics - AllianzGI team needs to understand why this is happening and what are some ways we can better meet the customer and market need?

WHAT'S IN IT FOR YOU

- SGD \$50,000 of prize money for each winner of this challenge (see Award Model)
- Partnering with AllianzGI who has deep industry knowledge of the problem statement, is recognised for its commitment to sustainable investment, and has the industry context across global markets

- Opportunity to develop a future product with global scaling potential, or other long-term partnership for mutual gain
- Co-creating a solution that is applicable to other regulated environments and jurisdictions
- Collaborate with IMAS (Investment Management Association of Singapore) to reach out to the greater community for exposure, refinement and deployment
- Opportunity to pitch to industry audience in:
 - IMAS Digital Accelerator Program Showcase in March 2020
 - IMAS-Bloomberg Investment Conference in April 2020
 - For more information, visit www.imasdap.com

EVALUATION CRITERIA

Solution Fit	To what extent does the proposed solution address the problem statement effectively?
Solution Readiness	How ready is the proposed solution to go to the market? Is there any evidence to suggest capacity to scale?
Solution Advantage	Is the solution truly innovative, does it make use of new technologies in the market, and can it potentially generate new IP?
Company Profile	Does the product have user and revenue traction? Do the team members possess strong scientific/technical background?

AWARD MODEL

30% of the prize money will be awarded to each selected finalist at the start of the prototype development process, with the remainder 70% to be awarded during the prototype development process, based on milestones agreed between AllianzGI and the solver.

Note that a finalist who is selected to undertake the prototype development process will be required to enter into an agreement with AllianzGI that will include more detailed conditions pertaining to the prototype development.

DEADLINE

All submissions must be made by **14 February 2020, 1600 hours (SGT/GMT +8)**. AllianzGI and IMDA may extend the deadline of the submission at their discretion. Late submissions will not be considered.