

» TELEMATICS IS FANTASTIC

By **Francesco Signor**

Corporate Communication & Public Affairs
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Telematics technology is one of the most recent frontiers of the automotive sector. It has been a key factor towards the achievement of an increasingly connected mobility, laying the foundations for autonomous driving in the near future. Entertainment, information, driving style analysis, data exchange between vehicles and infrastructure, fuel consumption and predictive maintenance are just some of the keywords that the progressive distribution of black boxes has established in the connected car world.

This ecosystem is capable of creating "big data" that, if analyzed correctly and preventively, makes it possible to improve services and create solutions tailored to a car fleet, a telematics policy or a driver. This scenario will also attract new players who are looking at this market with great interest. Not by chance, a couple of years ago, Facebook already manifested its intention to play an active role, choosing the Frankfurt Motor Show as the venue in which to present its vision.

"We may not build cars," as Christoph Stadel, head of Facebook's automotive strategy, explained to Ansa, "but we plan on taking plenty of actions that will benefit the world of mobility, such as joining forces with vehicle manufacturers to speed up the digitization process. We are also redesigning their marketing strategies. Our contribution to the automotive industry can cover a number of aspects: from how cars are built to how to find partners, from how to interact with suppliers to how to talk to customers". These ambitious words open up very evocative scenarios indeed. We are certain that this new paradigm will not only concern the world of cars, but also very different market sectors (cars, motorcycles, bicycles, homes, people, company assets, goods, urban hygiene, just to mention the most significant ones) that Viasat has put at the core of its technological strategy (Electronics, Telematics, IoT and Big Data), developing new socially useful applications which will be focused on the needs of the customer.



VIASAT
INFORMA
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ROUNDUP

» "SICURI&PROTETTI": MORE THAN JUST A CATCHPHRASE



Interview with **Valerio Gridelli**
CEO of Viasat S.p.A.

The Insurance Telematics market is changing radically according to the technological and consumption trends. The impact of the IoT on the insurance market is already substantial today, and is expected to become dramatic in the coming years. In the Automotive sector in particular, the number of mobility-related customer services will keep growing, and policy costs will cease to be the only tangible factors in the insurance offer. Hence "Sicuri&Protetti", Viasat's new proposal.

For some years now, black boxes have been becoming increasingly widespread. Where does this popularity come from? Well, whoever installs a Black Box gets an insurance discount! And in certain areas of Italy, where insurance policies are very expensive, even a minimal discount can mean

saving hundreds of euros. And I would like to add: do customers fully perceive the advantages and opportunities offered by Black Boxes in terms of useful value-added services? I don't think so! At least, not all of them. Consumer perception is influenced by the way in which the products are presented (the savings lever being the most immediate and easy way to direct the purchase) but also, if not especially, by the value inherent in the insurance solutions developed by the Companies.

Thus, enter the "Sicuri&Protetti" offer. What is it?

"Sicuri&Protetti" includes a variety of technological solutions related to support, protection and security, thanks to the Viasat 24/7 Operations Center. Insurance brokers can provide their customers with our solutions regardless of their car insurance policy. Specifically, the "Sicuri&Protetti" products, which are based on Viasat satellite infotelematics technology, can provide drivers with any kind of support: personal protection, geolocalized and timely support, protection





Viasat Group acquires a stake in Cogema

Viasat Group S.p.A., through its subsidiary VEM Solutions S.p.A., has acquired a stake in Cogema S.r.l., an electronics manufacturing company based in Merone (Co). The partnership with Cogema expands the industrial capabilities of the Group, which now has two production plants in Italy (Venaria Reale and Merone), one in Bulgaria with 150 employees, one in Tunisia with over 220 employees and one in China with 120 employees plus a purchase center, which takes our supply chain to the next level with regard to the research and development of new areas for the purchase of electronic components. In other words, an advanced electronic manufacturing hub that maintains governance and strong roots in our country. The consulting firm Nash Advisory supported the management of Viasat Group in the process of acquiring the stake.

Viasat Group at the EUGreenWeek in Brussels

Massimo Getto, Vice President and CFO of Viasat Group, took part in the May 16th session of the #EUGreenWeek called "Steps to Success for Better Waste Management". On the occasion, he discussed technology and the importance of applications related to PAYT and waste management in the context of Smart Cities. In addition, best practices in separate collection of municipal waste were presented, and the role of extended producer responsibility schemes was discussed. Proper Waste Management is a key element in the Circular Economy, as it helps to prevent waste from having a negative impact in terms of environment and health. Through Operate, its Environmental Observatory and PAYT, Viasat has a presence in the PAYT (Pay-As-You Throw) working group within the framework of the Circular Economy partnership of the project "Urban Agenda for the EU".

Viasat Group's 2019 Road Safety Guide has been published

Download the new 2019 Road Safety Guide by Viasat Group at the following address: http://bit.ly/scarica_Gas2019. The topics covered are many, from the technological evolution of Insurance Telematics to Connected Cars, from driving risk prevention to the Big Data and IoT revolution. The new edition of the Road Safety Guide is even more modern and forward-looking, but always in the wake of its tradition which was born in 2006, with the aim of providing a privileged point of view on the themes of innovation in the world of satellite infotelematics. It is an indispensable information tool for institutions, companies, operators in the sector and, more generally, the media.

of the car in the event of theft or robbery, parameterization of an accident, protection against fraud, and even an analysis of their driving style. By emphasizing these aspects without neglecting the policy discount, we will be able to increase the value of the insurance offer. Therefore, our one-stop solution will provide you with the freedom to choose the satellite device that best suits your needs.

Why did you choose to work with insurance brokers?

We have always been a telematics manufacturer and as companies began to understand all of its advantages, we added the insurance channel to our traditional consumer one. The next step was natural: other than companies, we also chose to work with intermediaries who aim to sup-

plement their offer of innovative services to end customers through telematics. If it is true that the work of those intermediaries is founded on the principle of protecting the Client against all types of risk, "Sicuri&Protetti", with its Viasat devices and services, becomes a perfect fit for them. To date, several hundreds of them are working under our mandate, and we are providing them with ongoing assistance and training. In addition, we have signed a collaboration agreement with ANAPA (National Association of Professional Insurance Brokers) with the aim of putting our telematics products and services at their members' disposal with tailor-made solutions and conditions. We now aim to forge new partnerships with anyone interested in distributing "Sicuri&Protetti", without any restrictions or exclusions.



» "Sicuri&Protetti", based on Viasat infotelematics satellite technology, provides a range of technological solutions for support and protection, thanks to the 24/7 Operations Center. Insurance brokers can provide their customers with our solutions regardless of their car policy. Maximum security and savings in a single solution, which also gives you the absolute freedom to choose the satellite device that best suits your needs.

WITH VIASAT, INSURANCE BROKERS HAVE ONE MORE ARROW IN THEIR QUIVER

By **Antonio Iemmino**
Iemmino Insurance

At Iemmino Insurance, we have been acting as intermediaries for two generations and we have always set ourselves the goal of offering innovative insurance solutions. In this respect, we have seized the opportunity to collaborate with Viasat. Until yesterday there were Black Boxes, which were almost exclusively offered to obtain a discount on the car policy. Today this aspect, which is still important for a motorist, can be supplemented by customized services, tailored to the needs of the customer. Thus, the criteria we use to illustrate the advantages of telematics - maximum security

and protection - allow us to develop a tailor-made proposal that is no longer and not only aimed at obtaining insurance discounts, but also linked to the provision of useful and technologically advanced services. Being an intermediary these days cannot be limited to offering policies that have a lower premium than the competition, and those who persist in doing so are doomed to fail. The key is to act as a 'qualified consultant responsible for the all-round protection and security of the client'. Being able to build telematics solutions, thanks to Sicuri&Protetti by Viasat, makes the difference: the customer fully perceives the functions that are made available to him and exploits them in a conscious manner. We have always set ourselves the goal of anticipating the times rather than following the market and today, thanks to Viasat, I believe that a new chapter is beginning for our trade: no more waiting for a policy to become useful when damage occurs, but rather avoiding damage altogether, as far as possible, with the aid of technology. Thanks to Sicuri & Protetti and to the constant exchange with Viasat, we are sure to achieve this goal.



"ANAPA was founded in 2012, and is now a point of reference for all Italian insurance brokers. It aims to valorize the professionalism of insurance brokerage together with the need to embrace new technologies and new ways of interacting with customers. I am thrilled with our partnership with Viasat, which represents an exclusive opportunity for our members and our sales network. We wish to offer our customers a service that is not necessarily aimed at obtaining discounts on car policies, but rather based on the diversification of the offer in terms of vehicle protection, support, prevention and road safety, achieved through high-quality technological solutions. For insurance brokers, this certainly represents a further extension of the customer consultancy paradigm as well as a source of further profit for their agencies".

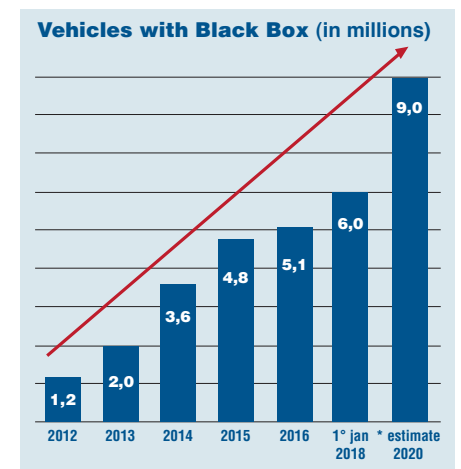
Vincenzo Cirasola
President of ANAPA Rete ImpresAgenzia

SECURITY AND SAVINGS AT YOUR FINGERTIPS

By **Nicodemo Magliocca**
Operations Manager VIASAT S.p.A.

The Italian leadership in vehicle telematics is undisputed, having pioneered both the production of technological equipment and the relevant management infrastructure. The idea of a car-mounted device is connected to the widespread use of satellite anti-theft services, which have been developed by Viasat since the second half of the eighties. We are talking about increasingly efficient telematics devices, able to activate rescue operations in case of need. And finally Black Boxes, which can provide, in addition to policy discounts, a whole series of services to drivers, including preventive information on the potential risks levels of different roads according to a series of monitored factors. Today, Viasat is the Italian infotelematics technology pioneer, with a service based on the georeferenced localization of vehicles. The work of over 150 operators guarantees assistance to more than 2 million telephone calls a year (the response times from the moment of the emergency call, manual or automatic, are 30 seconds). All this is made possible by the presence, on the territory, of 3 perfectly integrated operating centers, setup as backups for one another.

STATISTICAL CHART



Source: MBS Consulting

Domenico Petrone: "At the market level, according to data by Ivass, 20.1% of car insurance policies provides for the use of black boxes, almost twice as much as 5 years ago. If we consider that over 6 million boxes have been installed on a fleet of 31 million cars in Italy, one in five vehicles has been fitted with a telematics device. The race is not over yet: MBS Consulting estimates that, by 2020, the number of installed devices will be over 9 million, or 28% of the total number of insured cars".

VIASAT SPONSORS THE 2019 FESTIVAL SHOW TO PROMOTE ROAD SAFETY

For the twentieth anniversary of the Festival Show, Viasat will be the sponsor of the travelling music festival, organized by Radio Birikina and Radio Bella & Monella, which will tour the main holiday resorts of the Northern Adriatic this summer (June 30 - Padua; July 6 - Chioggia; July 25 - Caorle; August 1 - Jesolo Lido; August 8 - Bibione; August 20, Lignano Sabbiadoro; August 23 - Mestre; September 7 - Trieste) and meet thousands of tourists from all over Italy. This unique musical event presented by Anna Safronik, a well-known face of Italian fiction and international actress, will feature over 50 artists performing on the eight stages of the festival, but will also give space to 12 emerging talents who won the finals of the 2019 Festival Show Casting. During the festival, Viasat will distribute "Sicuri&Protetti" t-shirts and backpacks to promote a wide range of services for cars, motorcycles and bicycles. Satellite-based anti-theft systems, assistance in case of breakdown or danger, automatic alarms in case of accident and telematics reports to certify the data collected by the on-board devices, which may be used, for example, to contest a fine, to reconstruct the dynamics of an accident and much more. Finally, Viasat will launch

a special promotion dedicated exclusively to the public present in the 8 squares of the tour. Music is a universal language and a powerful communication medium. We chose to attend the Festival Show because

it is aimed at audiences of all ages in the most beautiful summer locations, selected based on their touristic or historical importance. This is an ideal context which will allow us to tell how Viasat strives to help create a new generation of prudent and responsible drivers, aware of how their driving behavior can lower the number of road accidents, saving lives and helping reduce the social costs of these tragedies. In other words, safe and protected drivers who are aware of the fact that innovative on-board satellite infotelematics technologies can really protect us while we are driving. After all, the world is changing and the citizens' perception of security is changing along with it. It is no longer enough to offer insurance benefits strictly

based on a price logic. There is so much desire for security today that we are finally ready to benefit from solutions and services that make our lives, and those of our loved ones, as serene as possible. This is exactly what Viasat has been doing for 45 years.

» Music is a universal language and we have chosen to be at the Festival Show because it is aimed at audiences of all ages. It is the ideal venue for us to explain how Viasat aims to help create a new generation of prudent and responsible drivers «

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Supplement to the Guida alla Sicurezza
Publication registered at the Ordinary Tribunal of Ivrea no. 2 del 15/02/2016
Managing Director: Francesco Signor

