



DATASHEET

IMS ONE APP MOBILE DEVELOPMENT FRAMEWORK

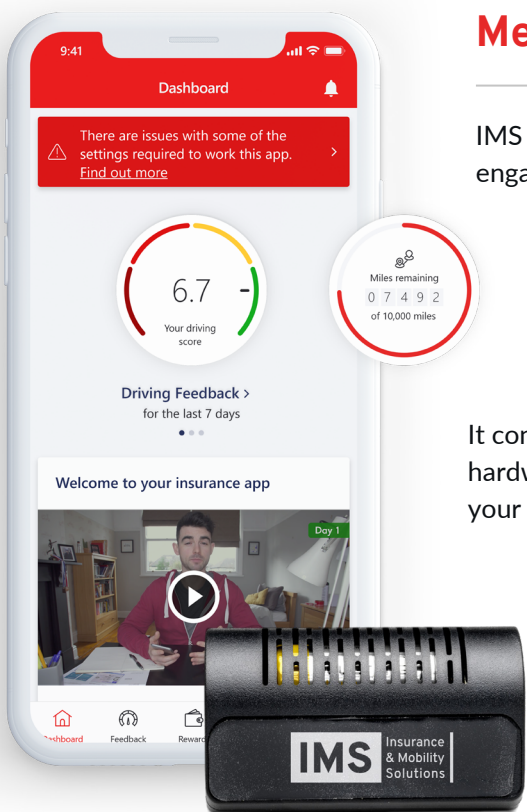
Ensure a truly engaging brand experience that stands apart from the rest.



Worldwide, telematics programs have gained significant traction in both insurance and mobility markets with the COVID-19 crisis accelerating user adoption. In fact, the top global insurers have insurance telematics programs in market with demand more personalized approaches to pricing surging in popularity thanks to consumer demand for data-driven usage based and mileage-based propositions. In mobility, rental vehicle and car sharing organizations are quick to bolster new user experiences leveraging telematics data to better engage customers in more virtual and touchless environments.

How are you able to drive brand differentiation and engagement when the majority of in-market offerings consist of interfaces that look and function identically to your competitors?

How is it possible to get to market in a timely fashion when bespoke and differentiation results in a significant delay and unbearable costs for go-to-market?

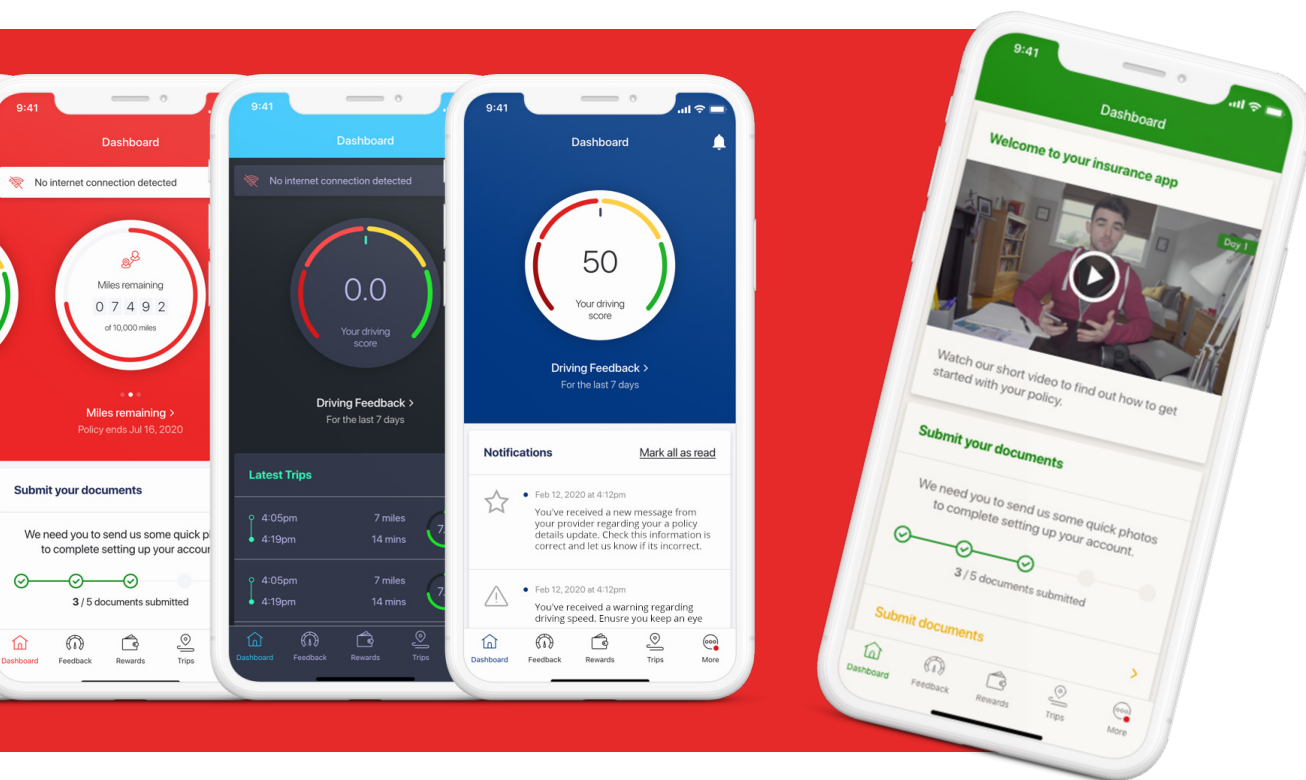


Meet IMS One App

IMS One App is our mobile app development framework that puts user engagement and experience at the forefront. Whether you're an insurer or mobility operator, it is designed to help you truly connect with your customers to change driving behavior, reduce road risk and deliver better outcomes for you - and them. One App enables you to create a highly differentiated mobile app with the industry's most configurable experience to drive true user engagement.

It configures across all sensor types whether collected by smartphone, or with hardware add-ons (ie. IMS Wedge). It provides one core mobile interface for your program so you can easily evolve one proposition over time.

IMS One App provides the industry's most configuration options going far beyond logo and color scheme to include core features and personalized functions. Now you can fully configure your app experience, functionality and presentation layer to offer a truly engaging user experience leveraging UI best practices that reduce customer support calls and increase adoption and usage.



Choose your Mobile Telematics Path: SDK or New Standalone App

IMS One App is an all-inclusive mobile telematics framework providing you with options in deploying mobile telematics to your users;

- 1 SDK:** for organizations looking to enable telematics in your existing app - meaning users continue to benefit from one app to download.
- 2 New Standalone App:** For businesses without a mobile app or those that require a dedicated new app for their proposition.

Create a highly engaging bespoke experience without the bespoke cost or time!

IMS One App enables you to build your app experience for serious engagement - not just display!



Q/A Reduced customer supports calls and end user troubleshooting



Faster time to market with lower cost



Industry's most configurable brand differentiation and user experience



Improved user engagement and adoption

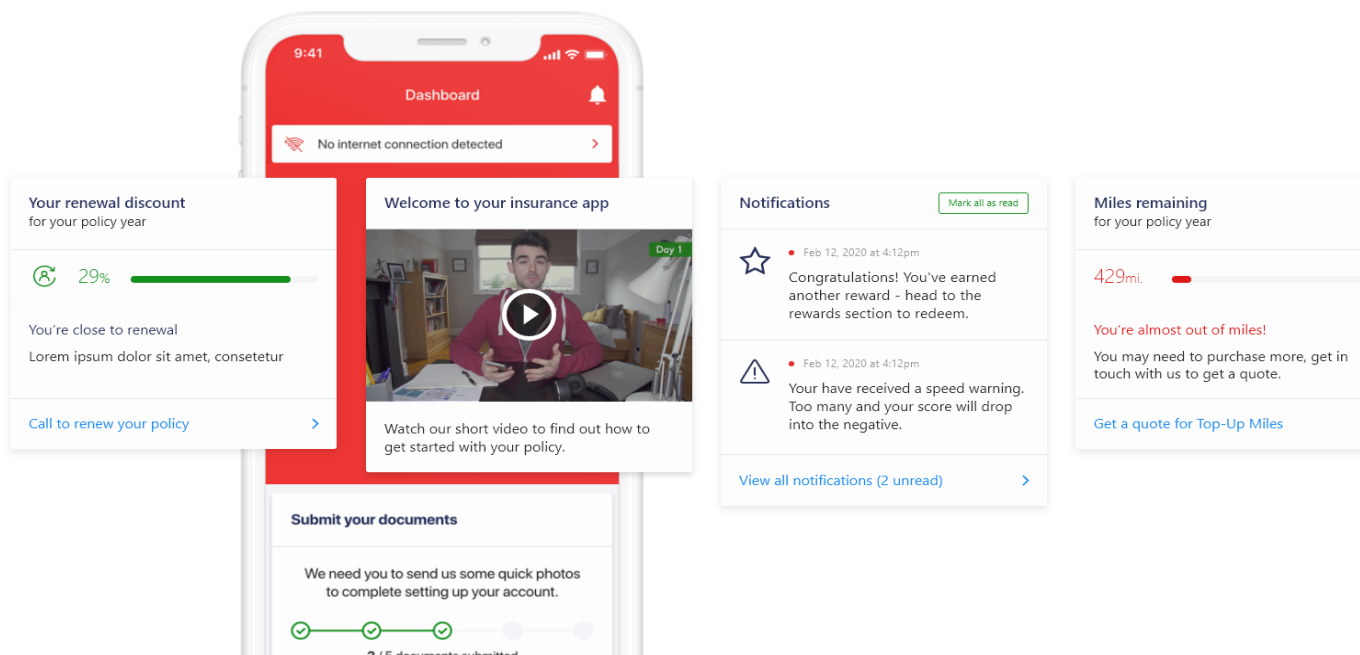
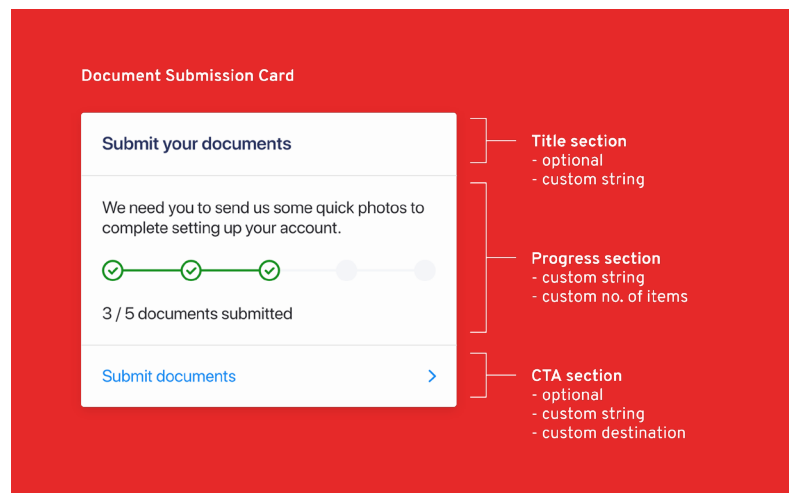
Configuration Options: One App Sets a New Industry Expectation

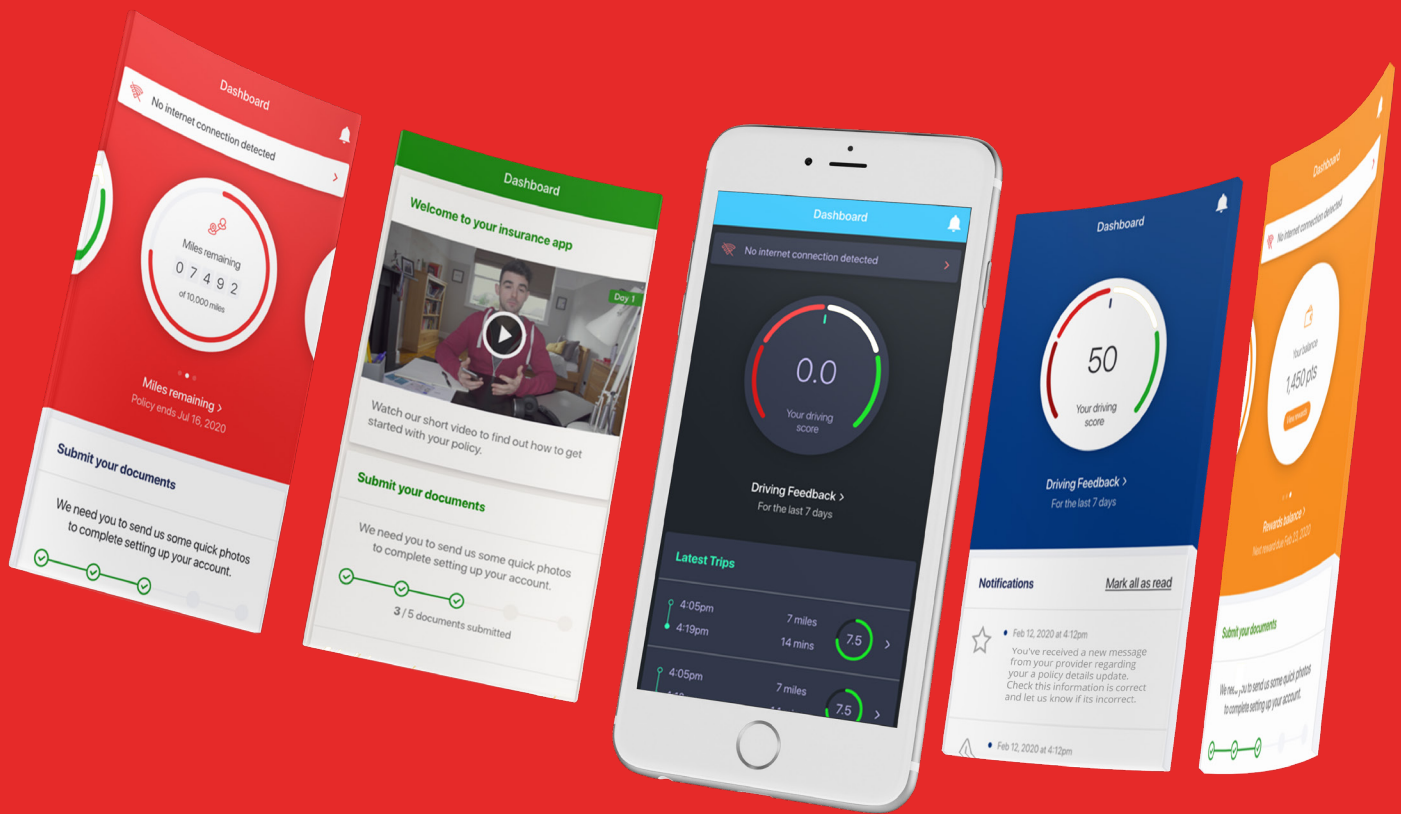
- ✓ **Proposition Type:** IMS One App tailors and configures the proposition and outcomes you are seeking, while also enabling you to evolve an existing proposition with ease.
- ✓ **Sensor Type:** Smartphone, Bluetooth device (IMS Wedge), OBD or Black box – the One App framework configures to your data collection sensor of choice.
- ✓ **Functionality Configuration:** Engagement and Rewards setup, core Features, Scoring type, Branding Options, UI Navigation – a single framework enables you to create a bespoke experience in no time and for less.
- ✓ **UI Configuration:** Text content, UI logic, Data Visualization templates, Color Values - define new options for in-market programs without the need for a new app release and approval hurdles.
- ✓ **Dashboard Configuration:** Warning Banner, Dial Array core presentation layer.

Featuring the Dynamic Cards System

The industry's only Dynamic Cards system enables your app's feature set and messaging to evolve at each step of the customer journey with full control over your app's functionality, interface design, content and messaging.

Dynamic Cards enables plug-and-play content of any format, from video to text or graphically rich content, to be displayed at the right relevant time to ensure user engagement.





About IMS (Insurance & Mobility Solutions)

IMS (Insurance & Mobility Solutions) is a vehicle and driving data business, delivering enterprise solutions to global insurers, mobility operators and governments. The IMS DriveSync platform provides the capability for customers to improve their approach to pricing, customer engagement, risk management and claims handling by leveraging telematics data from any source - smartphone apps, aftermarket hardware and OEM embedded units. The company, with offices across the UK, Europe and North America, has analyzed over 15 billion driving miles and its algorithms are fed by trillions of data points each day. For more info visit www.ims.tech

We're Here to Help

For more information on the IMS One App mobile app configuration framework, visit www.ims.tech/oneapp

To contact us for a trial, visit www.ims.tech/contact



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