

# OCTO

## OCTO IoT4I for Salesforce



available on  
AppExchange

### Transforming Insurance through IoT

OCTO, the IoT leader, is a partner of Salesforce, the number one CRM solution in the world. OCTO has over 100 industry customers worldwide using telematics solutions based on its own IoT platform & analytics and has a global leadership. Thanks to the Salesforce platform, OCTO IoT4I gives insurers the flexibility to select the right target and offer personalized products and flexible pricing based on OCTO Driving Behaviour Scoring.



### Transforming Insurance through IoT

The OCTO IoT4I app is a disruptive digital solution that allows insurers to understand and figure out individual customer driving behaviour, favouring customer engagement and cross-selling.

Marketing and Sales Managers of the insurance company can build their own campaigns via the OCTO IoT4I app, selecting the target from their portfolio in order to propose a motor line personalized offer.

After receiving the target selected, OCTO starts a campaign to engage the customers, measuring the Driving behavior for each policyholder. After 90 days OCTO returns the campaign's results through Salesforce's platform showing the overall driving behavior scoring of the target selected by the insurance Company.

Thanks to the OCTO IoT4I app and Salesforce platform, insurers now have a unique and clear 360-degree view of the policy holder.

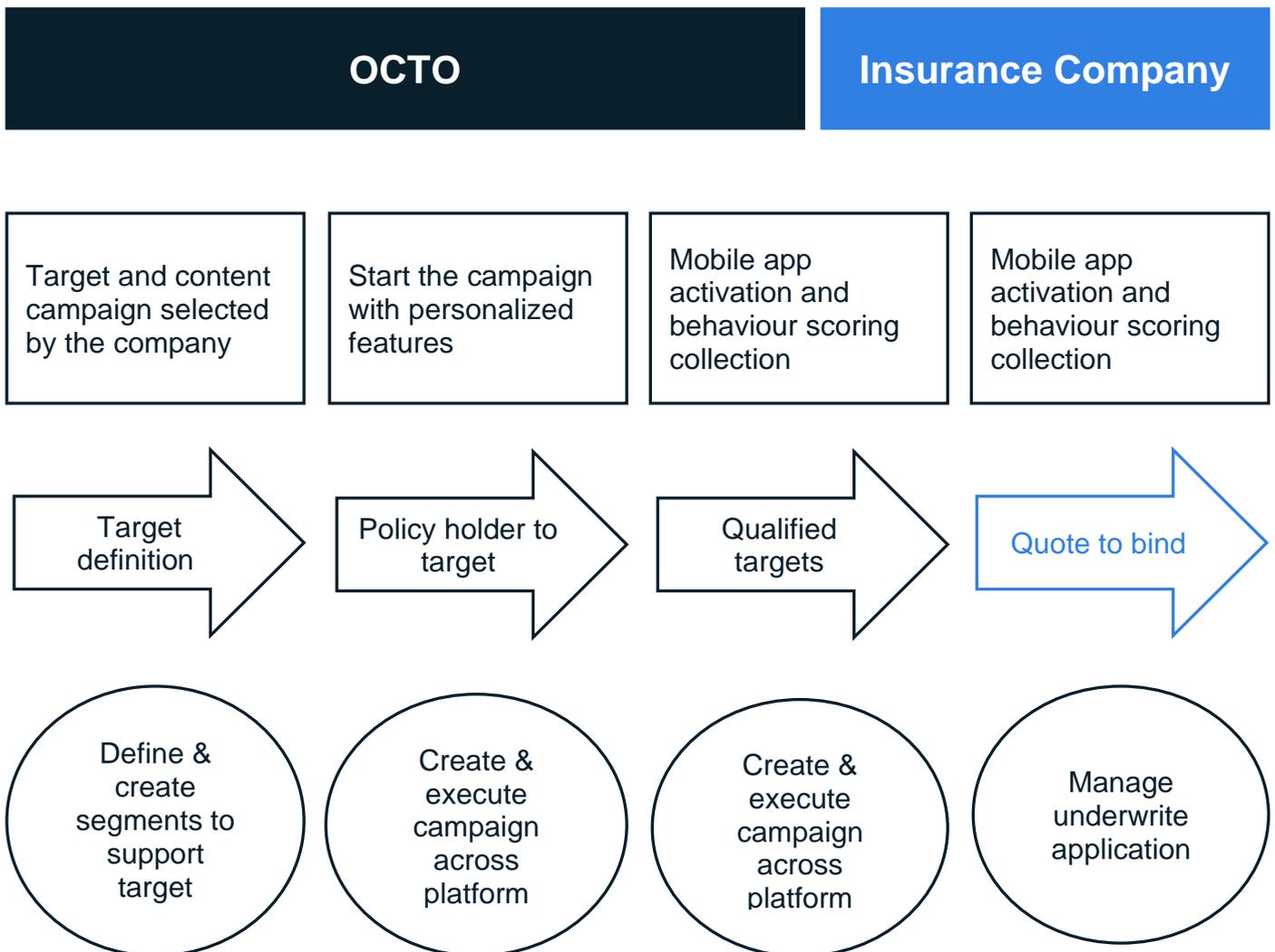
The policy holder is easily involved in a new experience, a digital campaign, where he is finally in control.

The driver receives an email containing "OCTO DriverMate in" app download link; from the mobile app she/he can check the Driving Behaviour scoring and have a view of her/his driving trends

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affecting, in this way, the insurance company's quotes. IOT4I revolutionizes the insurance experience through engagement, active driving supervision and tailor cross selling, packed in a ready and easy to use scalable and feature proven solution, powered by the partnership between OCTO and Salesforce.

## Insurance Company



## Key Statistics

Octo IOT4I analytics generates the OCTO Score based on driving parameters and driving context.

- Select and qualify your Leads
- Target your eligible customer base
- Quote your offer accordingly

Octo IOT4I revolutionizes the insurance experience

- Increase motor portfolio's quality and profitability
- Innovating pricing model
- Increase customer retention for more profitable ratio

## OCTO KEY'S STATS

**18 years**

Operating History  
in more than 20 countries

**+6 Mln**

Connected Users

**280 Bn**

Miles of Driving Data

**400 K**

Rentals per months

**480k**

Crashes Analyzed

### About OCTO Telematics

Founded in 2002, OCTO is today the Number 1 global provider of telematics and a data analytics solutions for the auto insurance industry and, increasingly, a major player in Fleet Telematics services, with world-class solutions to grow its core businesses - Insurtech and Smart Mobility - and to expand and provide innovative connected solutions in new industries and international markets.

OCTO's vision is to connect the world of mobility through advanced analytics and IoT-driven services for a new era of Smart Telematics. OCTO currently has 6 million connected users, holds the largest global database of telematics data, with more than 280 billion miles of driving data collected and over 480.000 crashes and insurance events analyses, and manages more than 400,000 vehicle sharing hires per month

### OCTO Telematics

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