GSMA Device Database

Precision in Protection

How **GSMA Device Database** is helping an Asian insurance company to grow profitably in the handset protection market

Accurate and insightful data is the lifeblood of the insurance business. Balancing the need to make a profit, while offering attracting premiums, depends on a fine-grained understanding of risk. In the fast-growing, but highly competitive market for smartphone protection plans, robust device data can help service providers get that balance right.

Pricing smartphone protection plans

To support its multi-faceted mobile device protection service, a multinational Asian insurance provider turned to the GSMA's Device Database to help it keep track of exactly which models of handset it is insuring. The company uses the Device Database to quickly and easily match the IMEI (International Mobile Equipment Identifier) of the customer's device to a manufacturer and model. As a result, it can gauge the likelihood that the device will develop a fault or be damaged in an accident and ensure it is charging an appropriate premium.

Across Asia, smartphones have virtually displaced feature phones, but not all smartphones are equal. Depending on their wealth and preferences, consumers are buying models ranging in price from US$100 to US$1,300, so it is critical that the provider knows exactly which model it is insuring and the related risks it is taking on.

Cleaning data to ensure accuracy

The provider used to ask each of its retail partners to supply details of the mobile device it was protecting – and each of the many retailers would provide this information in a slightly different format, which made it very difficult to run detailed reports. All of the data needed to be cleaned and standardised, which was a laborious and costly task.

But the GSMA Device Database has solved that problem. Now the insurance provider simply asks its retail partners for the IMEI number of the device and Device Database does the rest, automatically identifying each handset. The Device Database provides the data in a consistent, standardised format, which makes it easy to embed the device data into its existing workflows and systems.

Forecasting repairs and evaluating loss

Either working with device retailers or serving consumers directly, the company offers device protection, repairs, trade-ins, and tech support. It has a variety of protection plans, ranging from a basic offer that will replace a screen, up to a full package, which will repair all kinds of damage and wear and tear and provide a replacement device in the event of a theft. If a device can't be repaired economically, it recycles the materials and provides the end-customer with a replacement.

The insurance provider is now employing GSMA Device Database to identify millions of devices every year. It also uses the data to help with forecasting likely repairs in the future; firstly by insuring that the correct repair materials are always in stock and secondly by improving underwriting reports by more accurately predicting what is likely to happen.

When it needs to investigate a loss ratio, the insurance provider can identify which makes and models of handsets resulted in that loss. If the claims for a certain model are proving to be more expensive than others, then this model represents a higher risk and the protection plan will be priced accordingly.

Updated in real-time by device manufacturers, GSMA Device Database also helps insurers establish price protection plans for new models by reviewing how similar models perform and then price the new model accordingly. For example, if the data were to show that the new genre of folding phones are more expensive to repair, or break more easily, than conventional phones, then price plans for future folding models can be adjusted accordingly.

Protection for IoT devices

The company envisions that it will expand into providing protection for connected wearable devices, such as smart watches. If the device has a cellular connection, then it will have an IMEI number and be listed in the GSMA Device Database.

About GSMA Device Database

GSMA Device Database is unique. The database draws from this original TAC information provided by the device manufacturing community during the TAC allocation process. Thus our data provides unrivalled accuracy. Updated daily and available to download via a secure web based portal, users simply create a web account and login to download the data they wish to ingest, at a time of their choosing.

Get in touch with a member of our team below to discuss your specific requirements.
Alternatively learn more at **www.gsma.com/devicedatabase**

North America & Europe	APAC & Eurasia	Latin America & Spain
Marilyn Malpus	**Edward Wong**	**Nicolás Forster**
Senior Director, Client Relations, GSMA IMEI Services London	Outreach Director APAC, GSMA IMEI Services Hong Kong	Outreach Director LATAM, GSMA IMEI Services Argentina
Tel: **+44 (0)7860 786292**	Tel: **+852 6026 8155** / **+86 130 52151514**	Tel: **+54(9)1160475933**
Email: **mmalpus@gsma.com**	Email: **ewong@gsma.com**	Email: **nforster@gsma.com**

GSMA IMEI SERVICES
THE GLOBAL SOURCE OF IMEI DATA

GSMA LTD, 165 OTTLEY DRIVE, SUITE 150, ATLANTA, GA 30324, USA