

# London Market: Unlocking the Value of Market Modernisation

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An aerial, high-angle view of a large, modern office space. The floor is filled with rows of desks, each with a computer monitor and office chair. In the center of the office, there is a prominent, ornate clock tower structure. The entire scene is overlaid with a semi-transparent blue filter. The text is centered over the clock tower area.

“Together with our partners, we’re delivering solutions that will **digitise** the London market, making it **better**, **faster** and **cheaper** for all participants.”

— Bob James, Chief Operations Officer, Lloyd’s

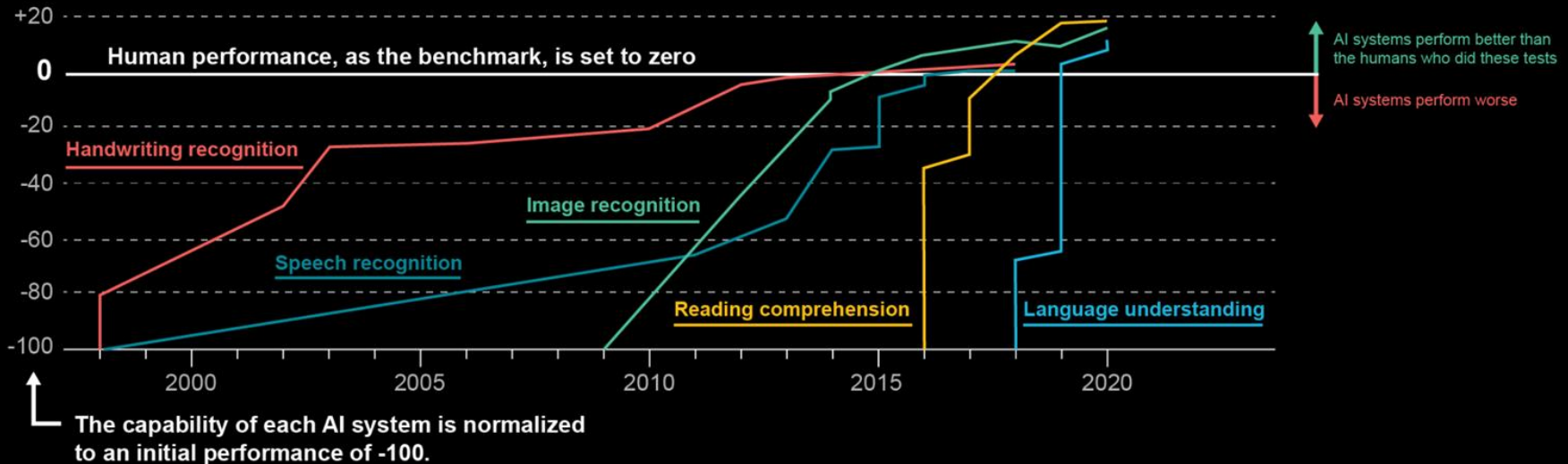
# How to digitise a 340-year old marketplace?



- **Standardisation**
- **Connectivity**

# Language and image recognition capabilities of AI systems have improved rapidly

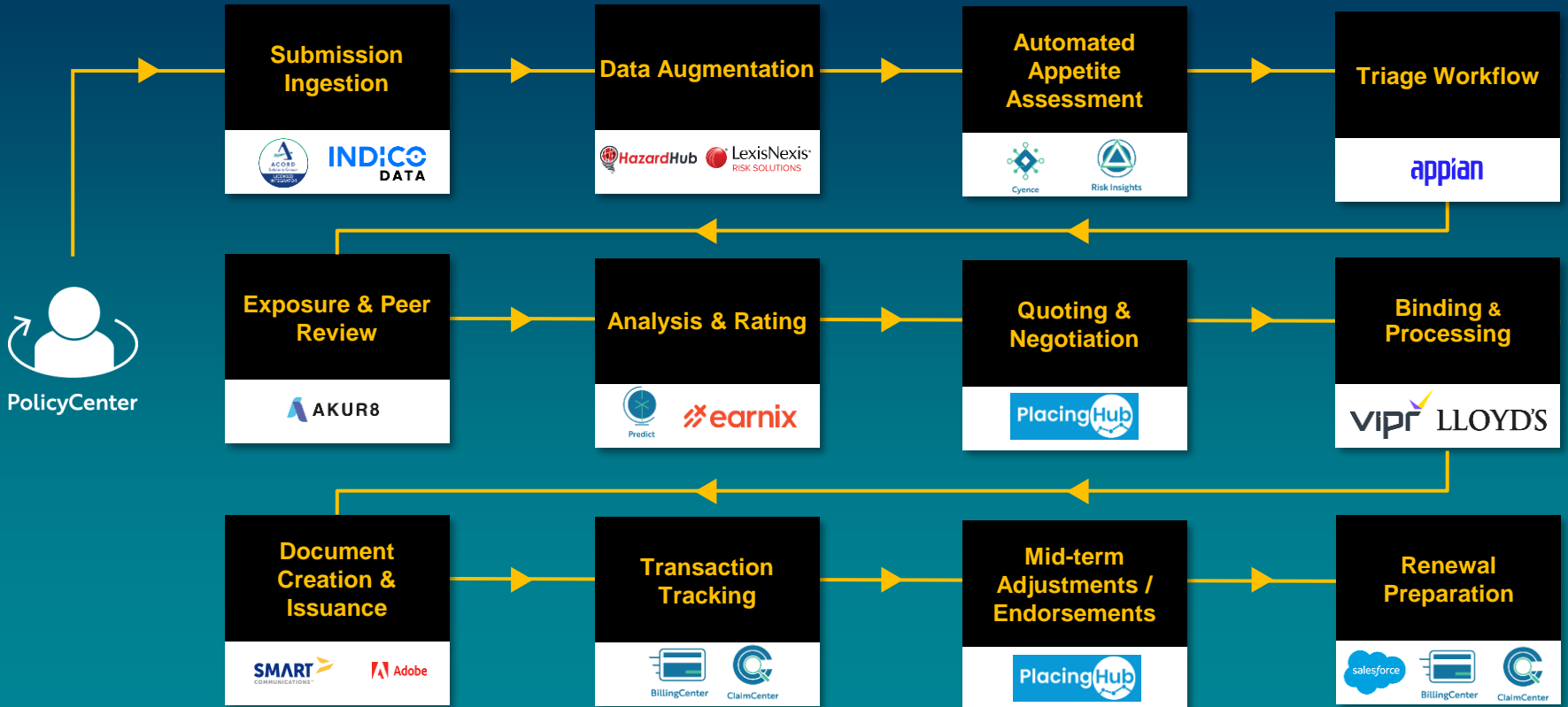
Test scores of the AI relative to human performance.



Data source: Kiela et al. (2021) - Dynabench: Rethinking Benchmarking in NLP

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# How do insurers leverage a truly digital ecosystem?





“In the middle of difficulty lies opportunity.”

— Albert Einstein

# How should London Market insurers prioritise their investments?

