



Modernization Efforts in a Touchless Society
December 11, 2020



About Pacific Life

Pacific Life Insurance Company is a Fortune 500 company based in Newport Beach, California. For more than 150 years, Pacific Life has helped millions of individuals and families with their financial needs through a wide range of life insurance products, annuities, and mutual funds, and offers a variety of investment products and services to individuals, businesses, and pension plans. Whether your goal is to protect loved ones or grow your assets for retirement, Pacific Life offers innovative products and services that provide value and financial security for current and future generations. Pacific Life counts more than half of the 100 largest U.S. companies as its clients and has been named one of the 2020 World's Most Ethical Companies® by the Ethisphere Institute.



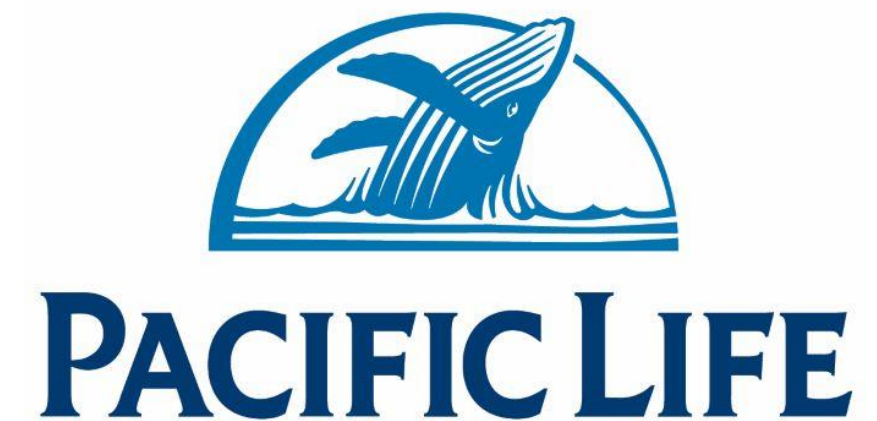


Jordan Martell is Vice President, Innovation Counsel at Pacific Life. Jordan helps Pacific Life navigate the nexus of regulations, emerging technology, and shifting consumer expectations. He believes financial services and insurance strengthen communities and enable families to achieve their goals despite adversity. He believes that innovation is central to broadening access to these important products and services. He dedicates his volunteer time to helping increase access to justice, including through new technologies. Jordan also serves as Chair of the Insurance Regulation Innovation Subcommittee at the American Council of Life Insurers (ACLI).



Agenda

1. Background
2. Innovation and AI
3. Modernization Efforts
4. Questions



Background

Homo erectus:
2,000,000 years ago



Homo sapiens:
300,000 years



PACIFIC LIFE

Background



PACIFIC LIFE

Background



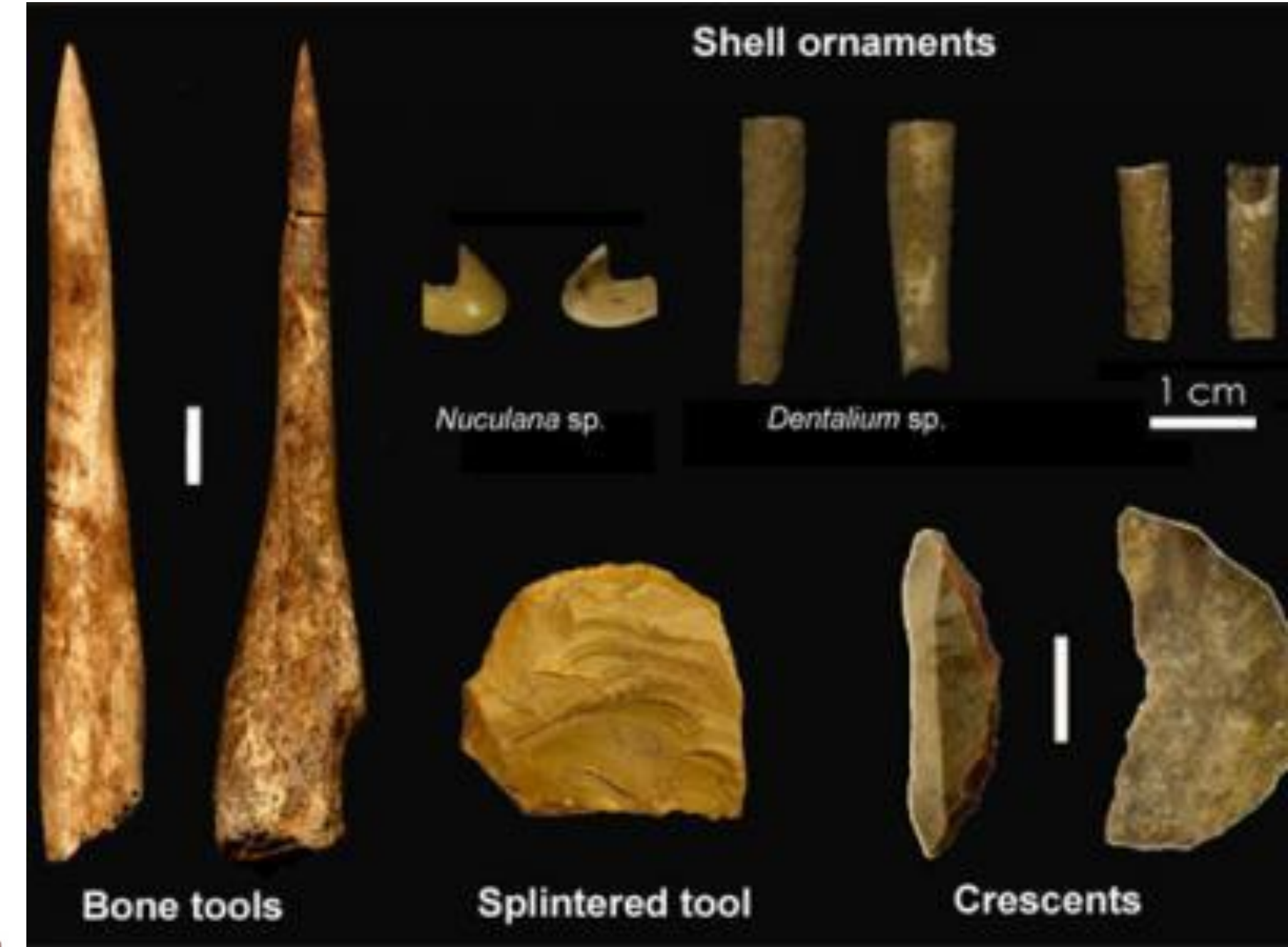
Background – First Tools:



Homo erectus



Homo sapiens



PACIFIC LIFE

Background – Most Recent Tools:



Homo erectus



Homo sapiens



PACIFIC LIFE

Background – Most Recent Tools:



Homo erectus



Homo sapiens



PACIFIC LIFE

Background – Most Recent Tools:



Homo erectus



Homo sapiens

Background – Most Recent Tools:



Homo erectus



Homo sapiens



PACIFIC LIFE

Background – Most Recent Tools:



Homo erectus



Homo sapiens



PACIFIC LIFE

Survival requires innovation



Survival requires innovation

- More than half of Fortune 500 companies have disappeared since 2000.
- Average company lifespan on S&P Index
 - 1960: ~ 60 years
 - Today: ~15 years
- By 2027, 75% of today's S&P 500 will disappear



AI – Why now?

- Formula for AI:



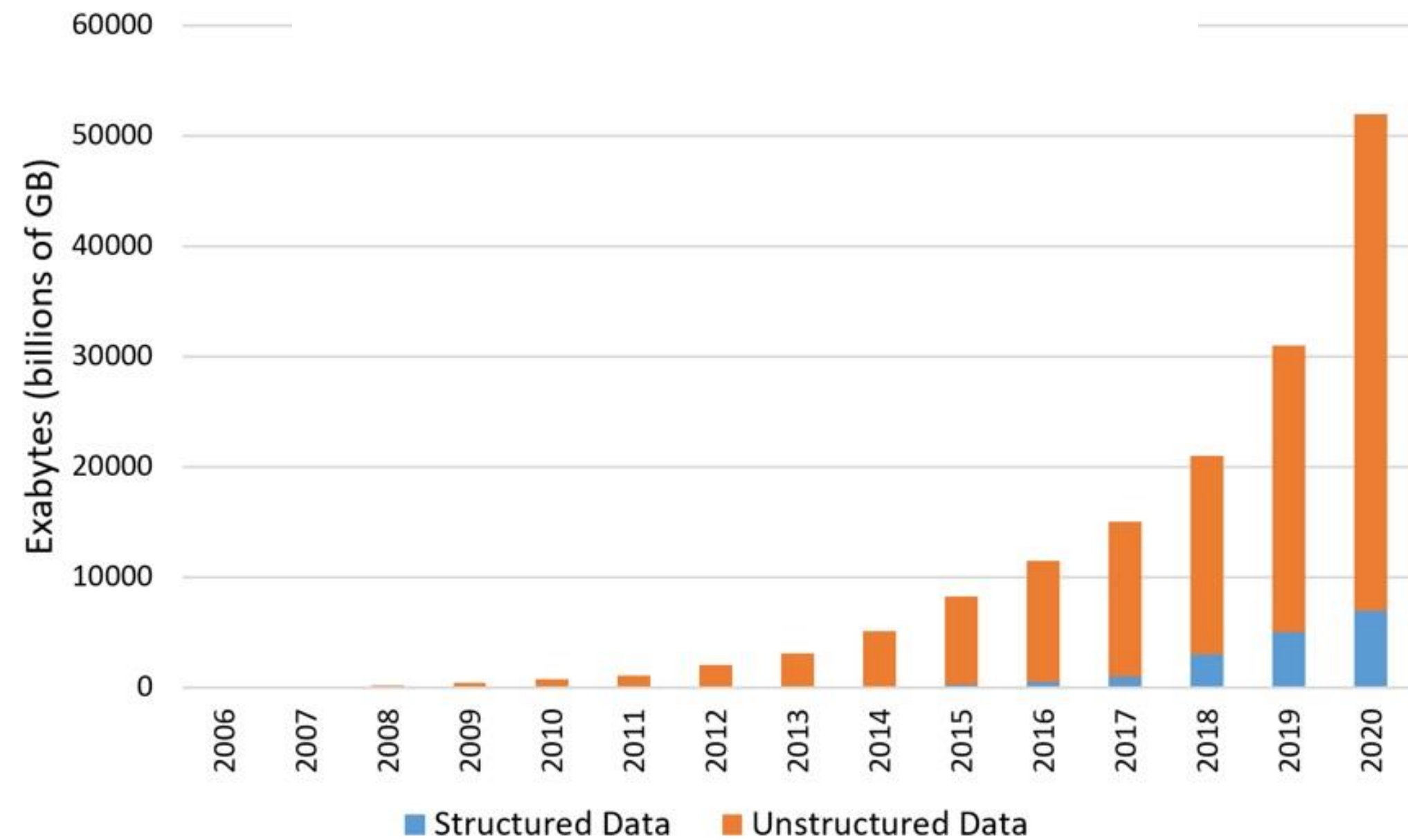
PACIFIC LIFE

AI – Why now?

- Formula for AI:

Data

The Cambrian Explosion...of Data

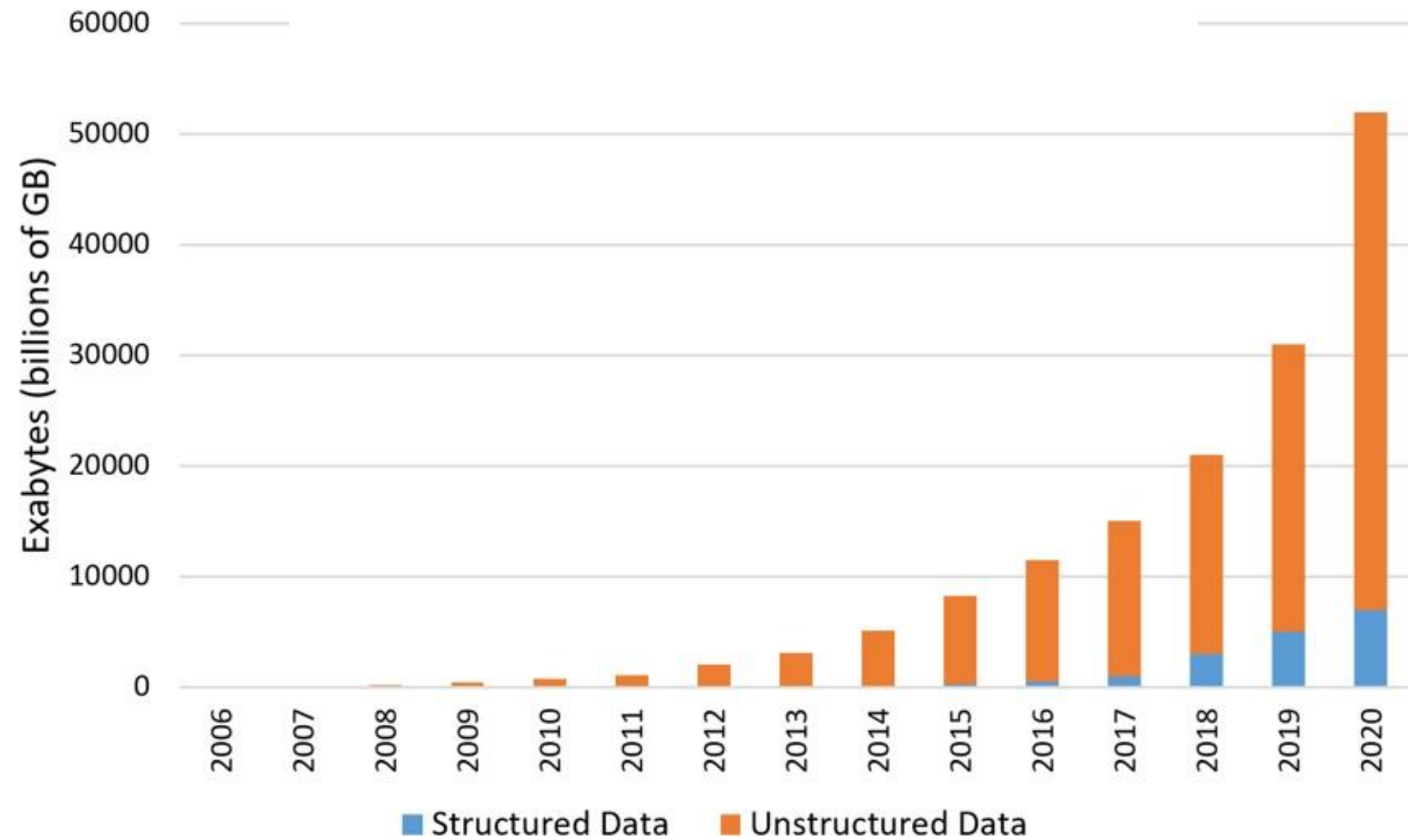


AI – Why now?

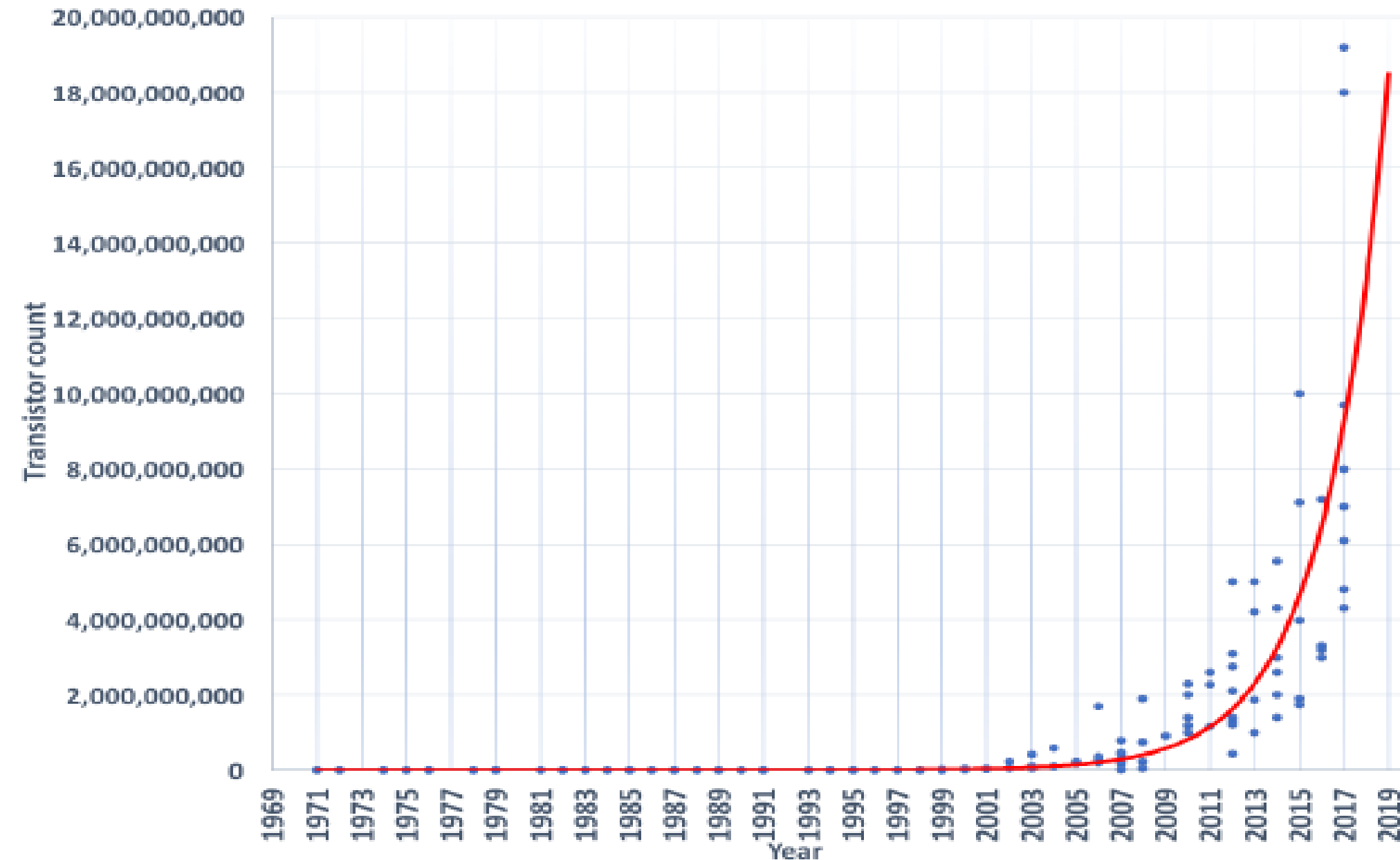
- Formula for AI:

Data

The Cambrian Explosion...of Data



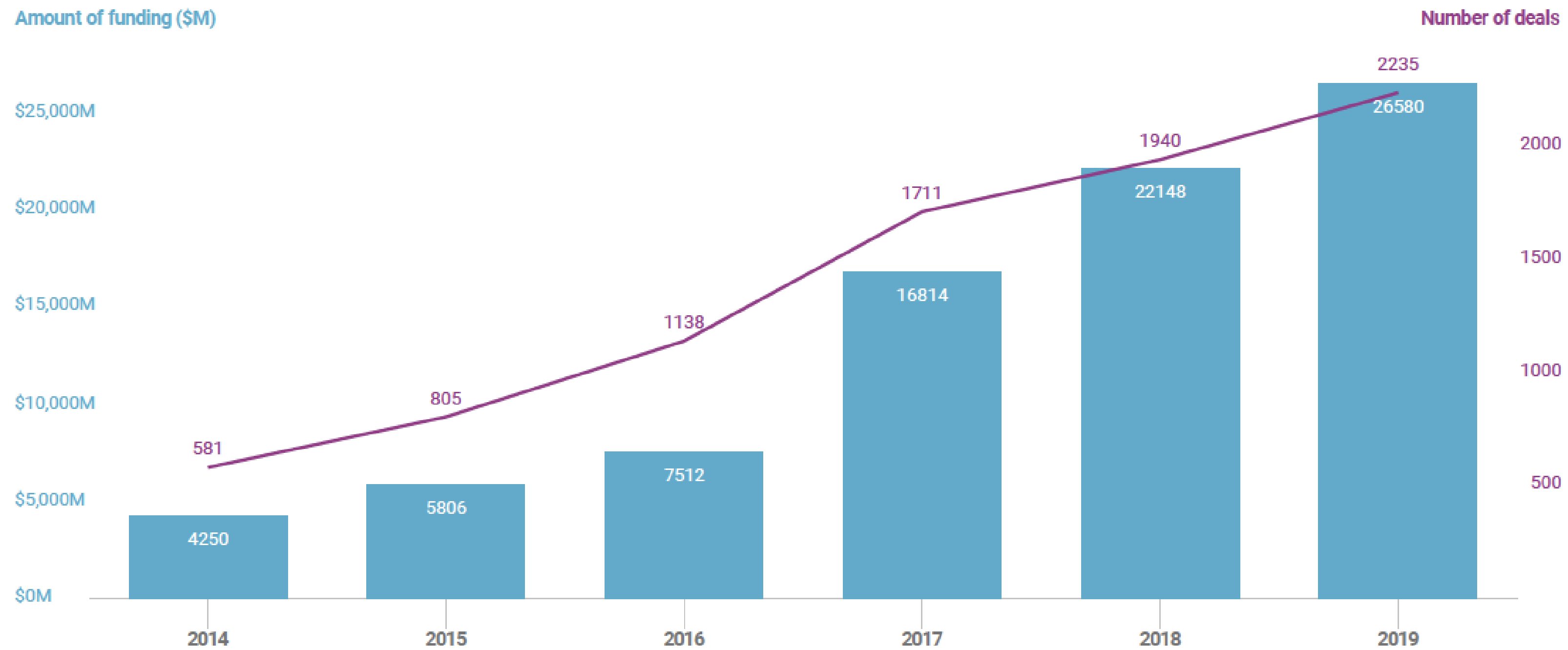
Computing Power



PACIFIC LIFE

AI – Why now?

- Formula for AI
- Funding: **2019 sees record funding to AI startups at \$26.6B**



Created with:  CBINSIGHTS

Source: [CB Insights](#)



AI – Why now?

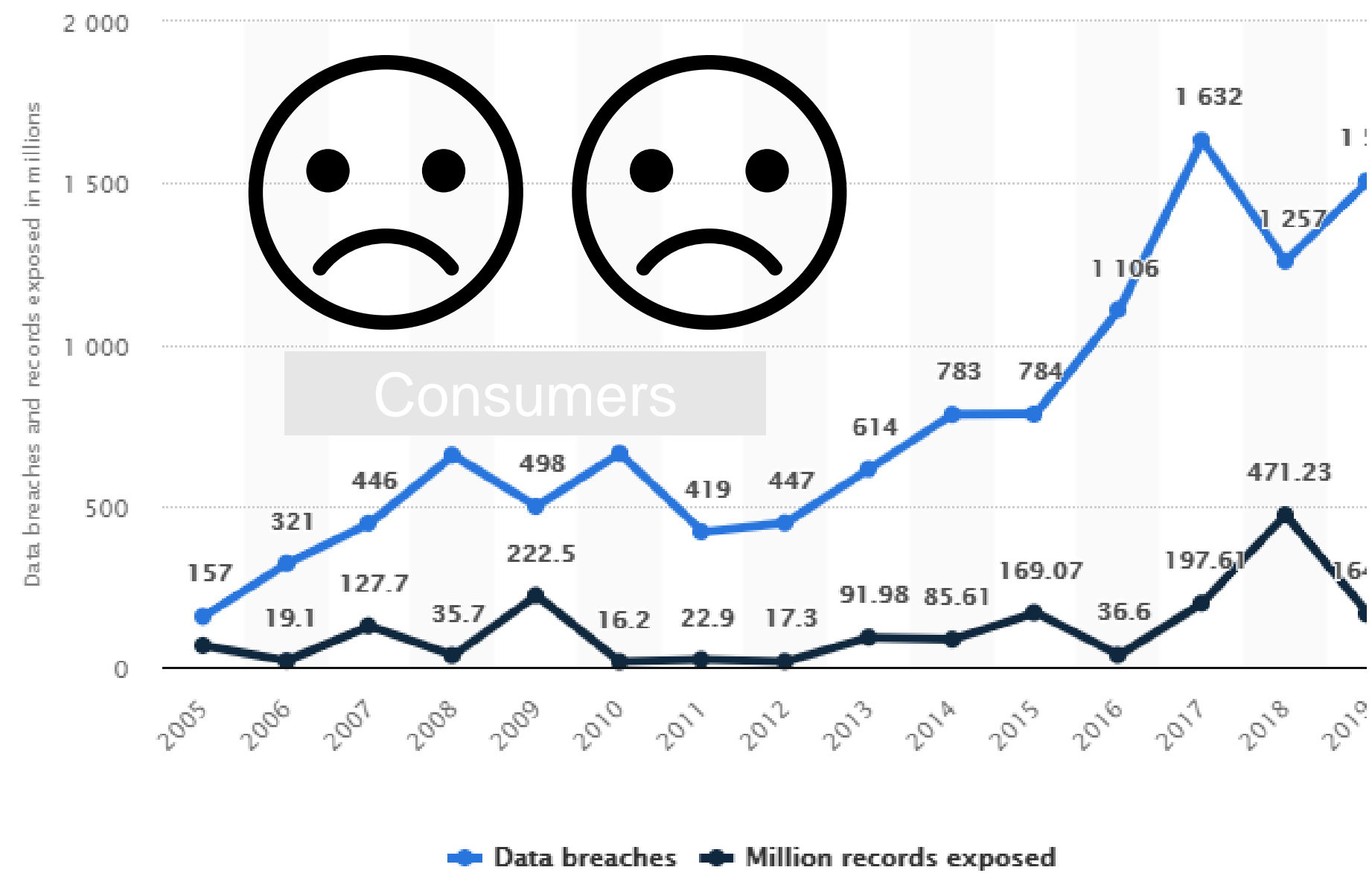
- Formula for AI
- Funding
- Problems:



PACIFIC LIFE

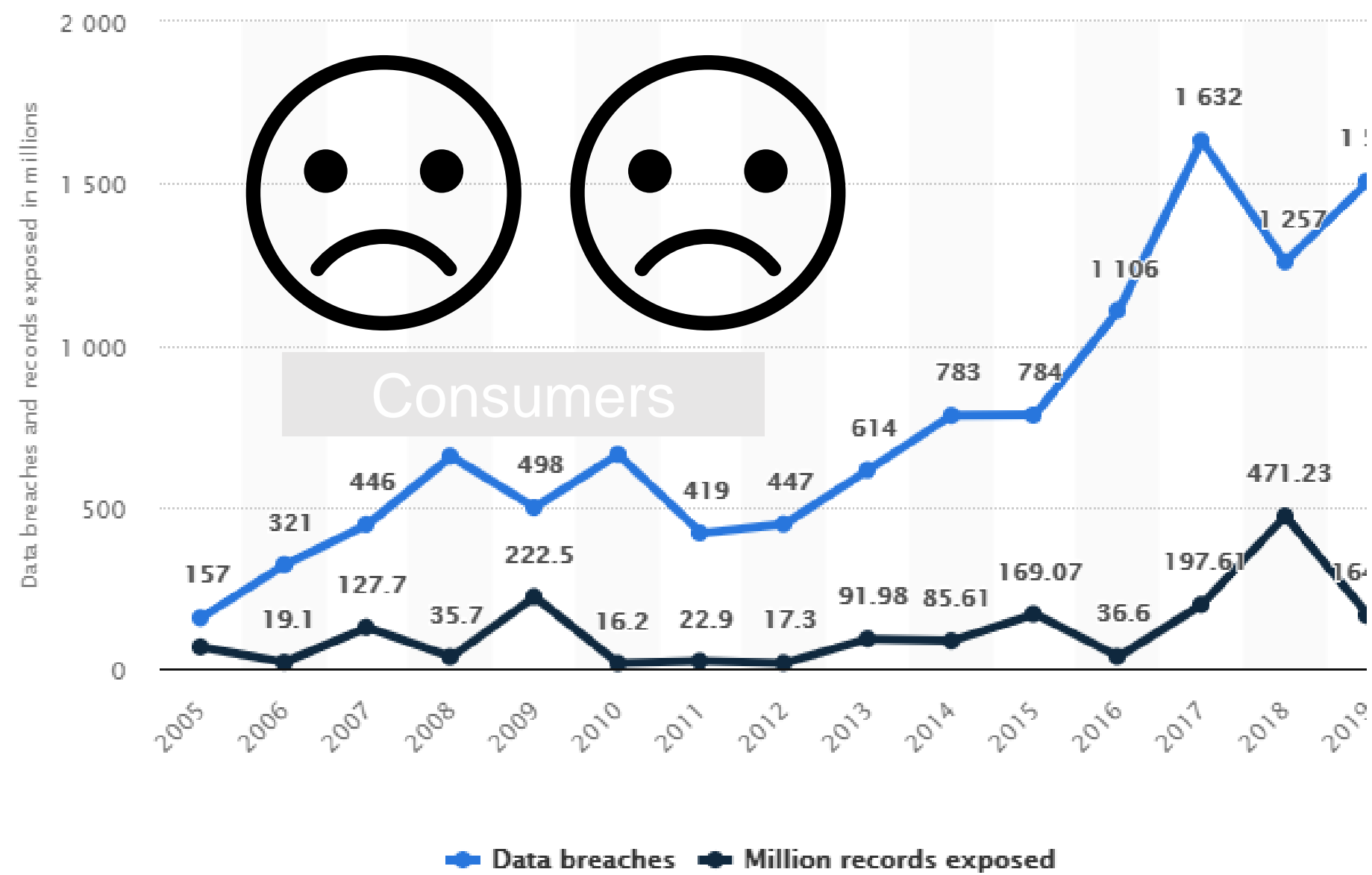
AI – Why now?

- Formula for AI
- Funding
- Problems: Data Breaches

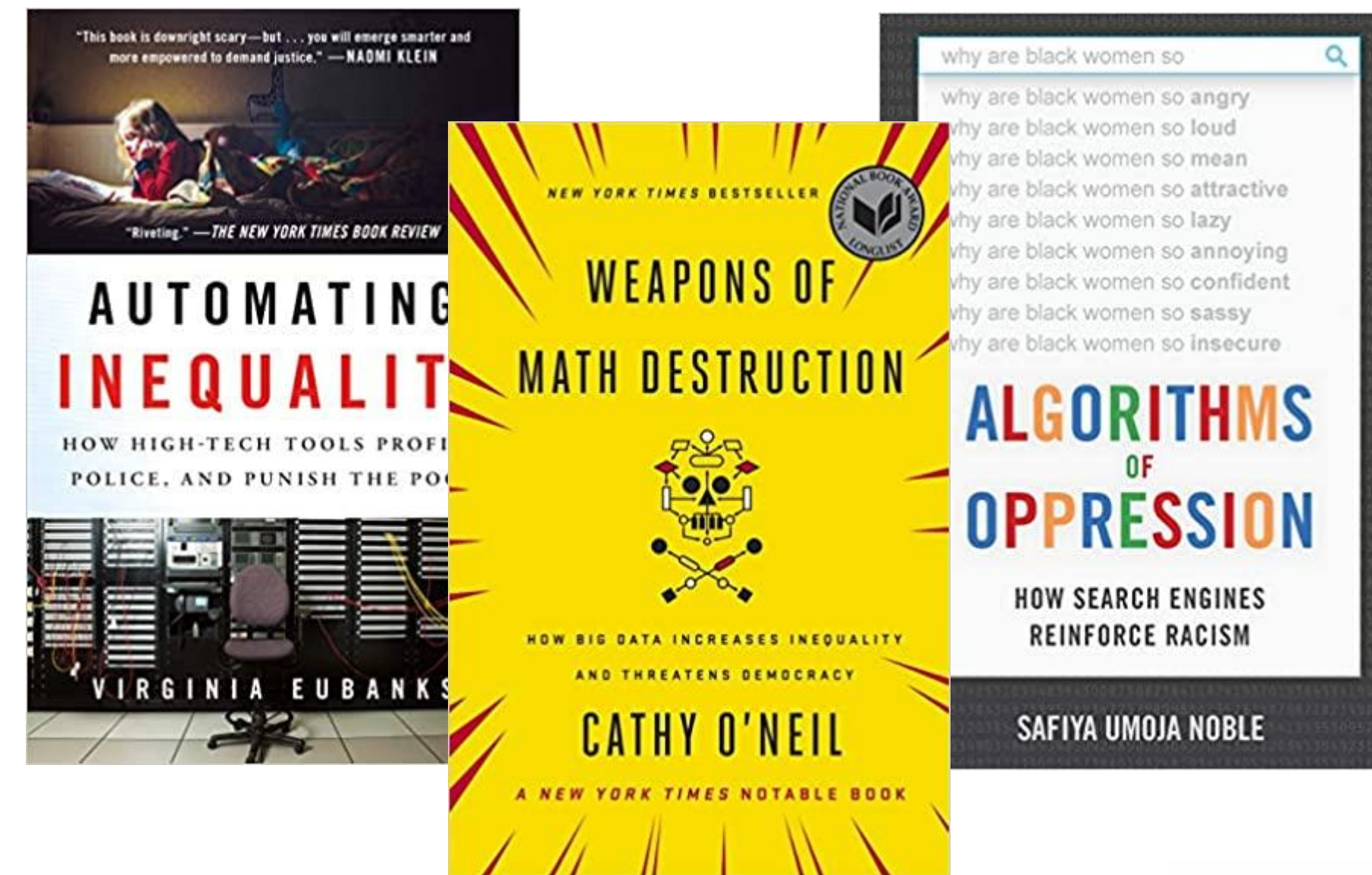


AI – Why now?

- Formula for AI
- Funding
- Problems: Data Breaches



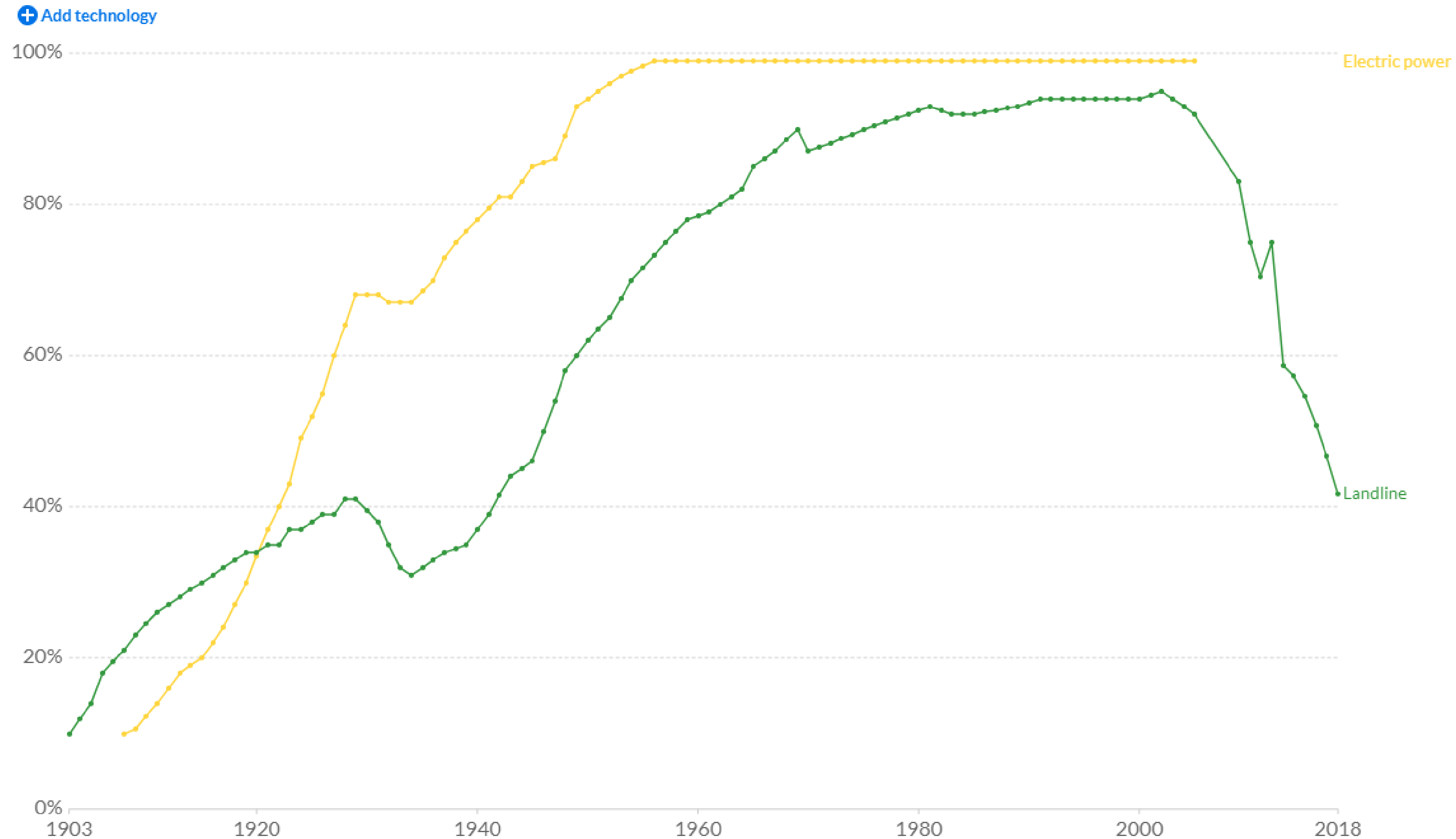
Bad Press



Proxy Discrimination in AI



Consumer Technology Adoption



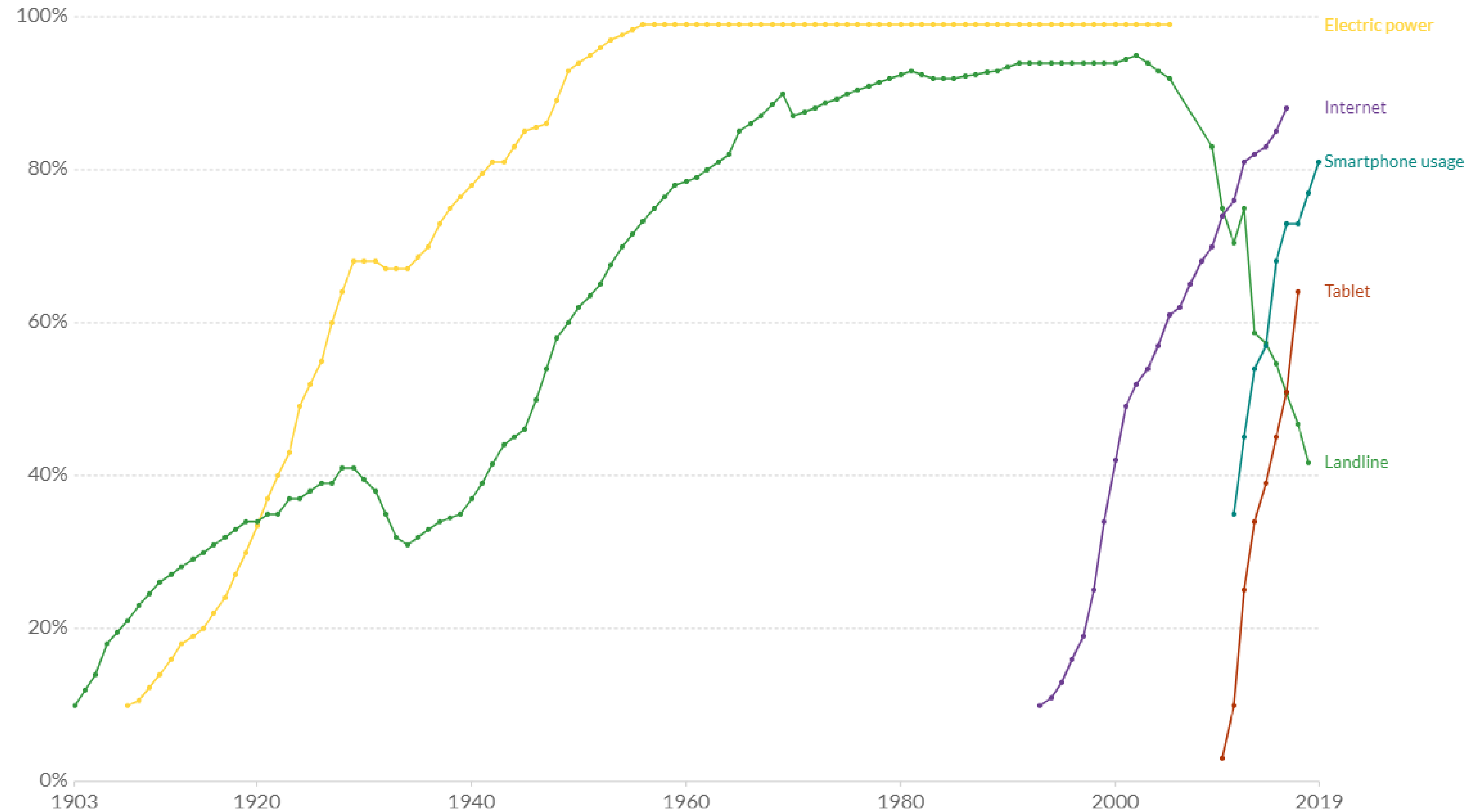
Source: Comin and Hobijn (2004) and others
Note: See the sources tab for definitions of household adoption, or adoption rates, by technology type.

OurWorldInData.org/technology-adoption/ • CC BY



PACIFIC LIFE

Consumer Technology Adoption



Source: Comin and Hobijn (2004) and others
Note: See the sources tab for definitions of household adoption, or adoption rates, by technology type.

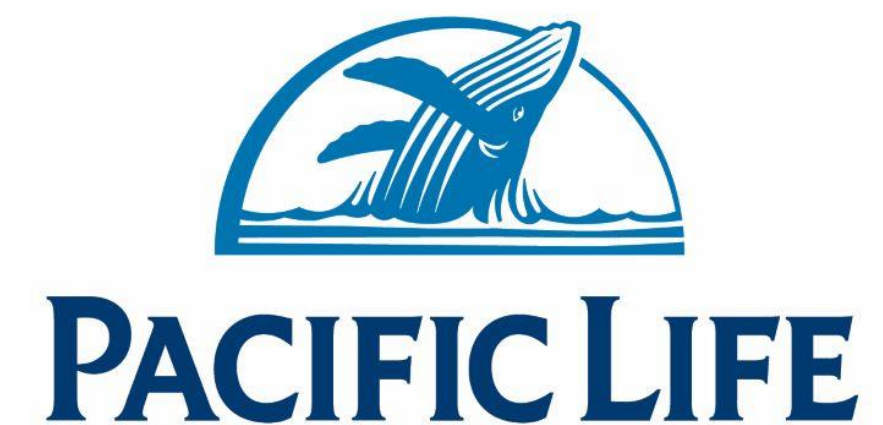
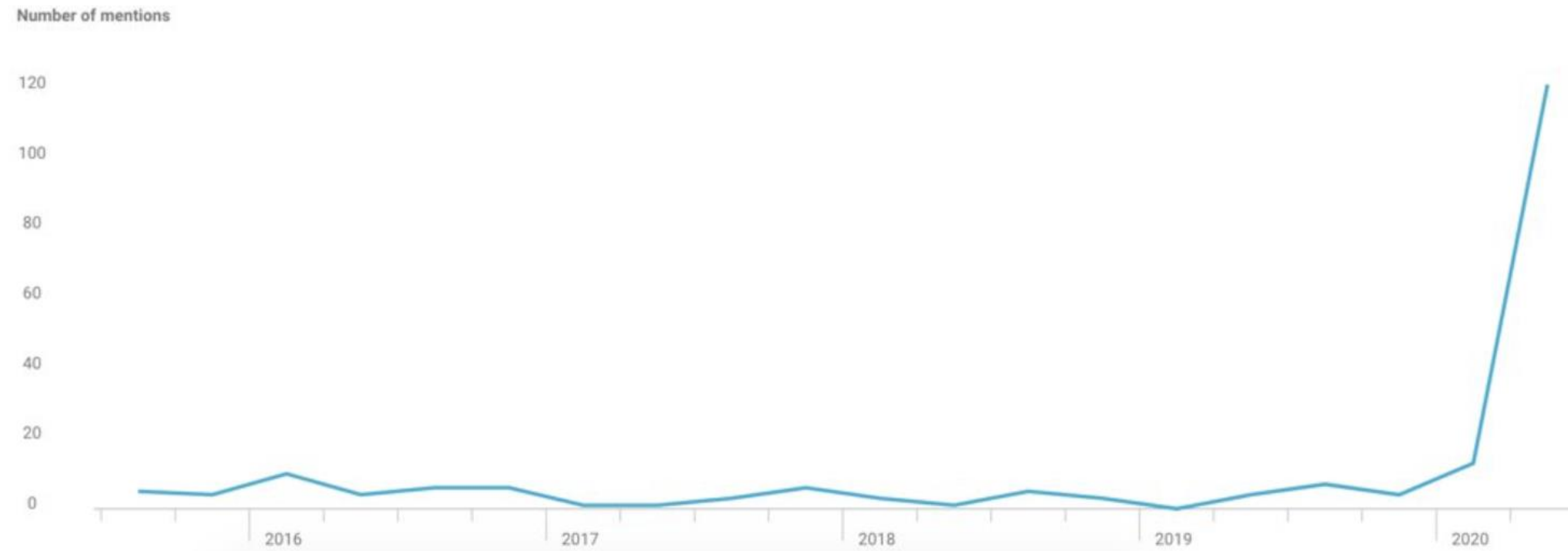
OurWorldInData.org/technology-adoption/ • CC BY



PACIFIC LIFE

Modernization Efforts

“Times like these...” in quarterly earnings calls



Modernization Efforts

March 21:



March 22:



Modernization Efforts



A touchless society



PACIFIC LIFE

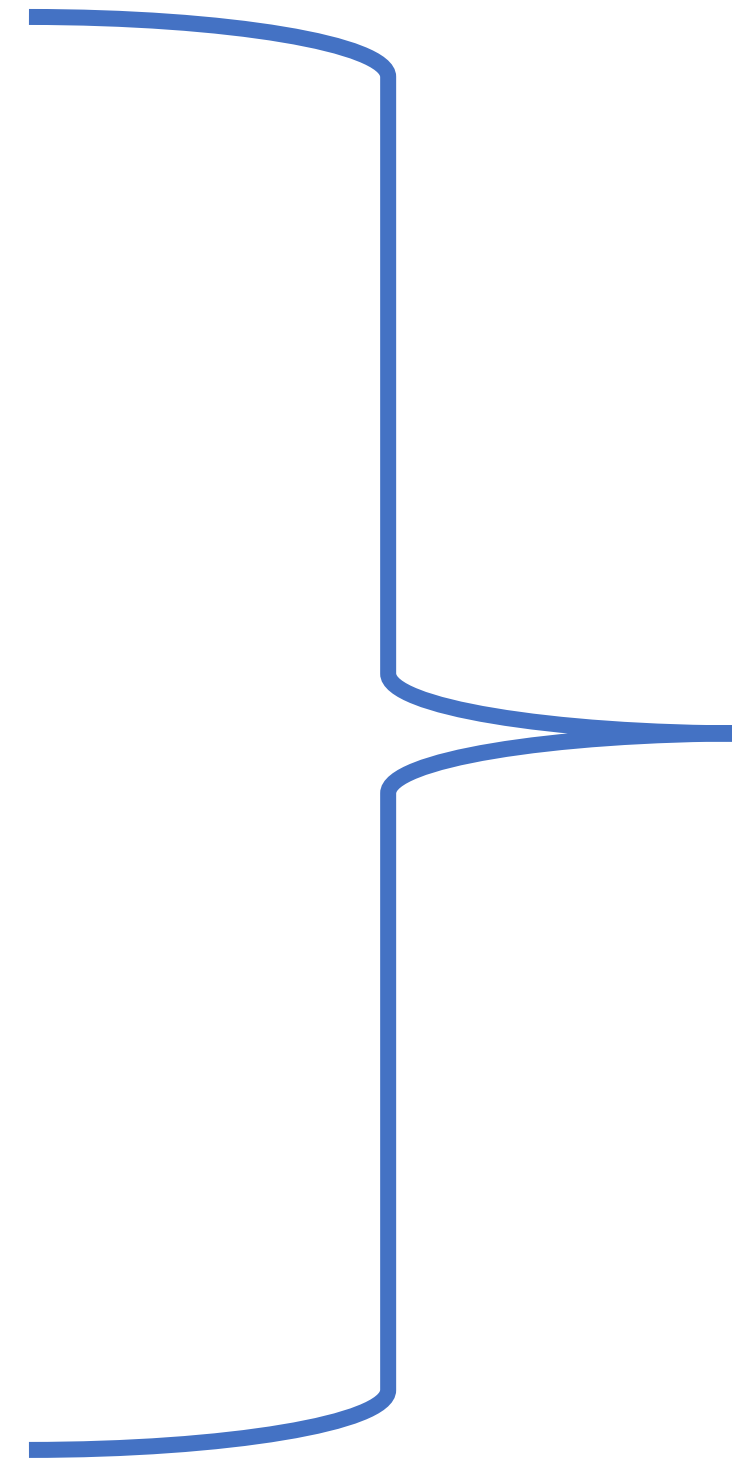
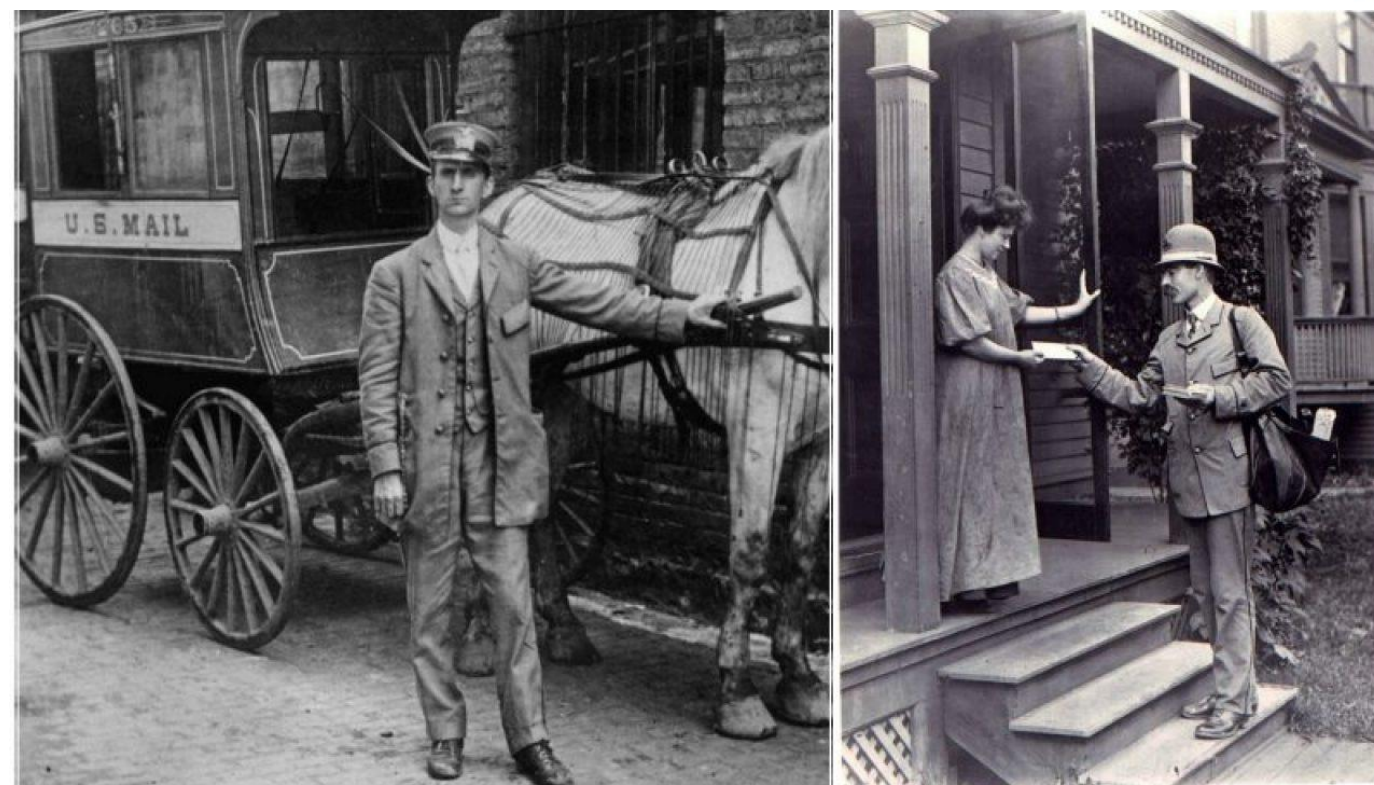
Modernization Efforts

A touchless society



PACIFIC LIFE

Electronic Delivery of Documents – Building a Digital Framework



Use of Electronic Signatures and Notarizations



PACIFIC LIFE

Relief from In-Person Requirements



Relief from In-Person Requirements



Relief from In-Person Requirements





Questions?



PACIFIC LIFE