

News Release

Sompo Japan Nipponkoa Insurance, Daiichi Kotsu Sangyo and Accenture to Develop Deep Learning Algorithm to Understand Driving Behavior, Improve Safety in Japan

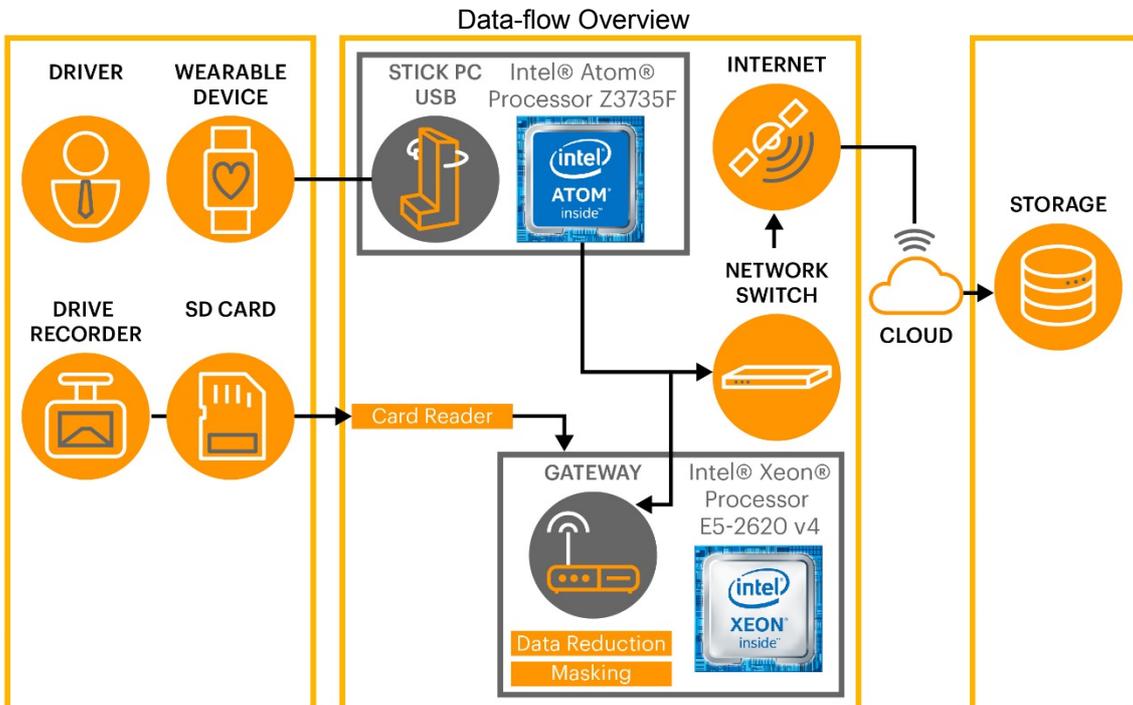
Companies will research how to use data analytics to analyze behavior and potentially reduce automobile accidents

TOKYO; August, 25th 2017 – [Sompo Japan Nipponkoa Insurance](#), Daiichi Kotsu Sangyo and [Accenture](#) (NYSE: ACN) are collaborating to build a deep learning algorithm using the Intel® IoT Platform Reference Architecture to better understand individual driving habits and identify new ways to transform driver safety within Japan’s transportation industry.

The deep learning algorithm could enable transportation companies to provide personalized safety instructions for drivers, helping reduce the number of accidents, inform the development of optimal driver rosters, and enhance training programs.

Sompo Japan Nipponkoa Insurance will collect data from connected devices installed in Daiichi Kotsu Sangyo’s commercial vehicles. In addition to cameras capturing images and telemetry tools recording journey data, biometric information such as heart rates will be collected from consenting taxi drivers through wearable devices.

As part of an ongoing strategic relationship between [Accenture and Intel](#), the data will be processed securely and anonymously using the Intel® IoT Platform Reference Architecture that includes Intel® processor-based servers equipped with Intel®’s high-performance Xeon processors, Intel® Gateway for data collection, and edge computing image processing technology. The data will then be uploaded to the cloud for secure storage and analytics processing.



Accenture will use the input to develop an algorithm that will automatically assess the accident risk for each driver by collating and analyzing images, biometrics, and vehicle data indicating speed and driving behavior. Deep learning, which is one of the emerging advanced analytics techniques available today, will be integral to the data platform.

In an initial Proof of Concept experiment conducted in March 2017 that used data collected from 100 taxis and 100 drivers, the deep-learning algorithm created intelligence that identified signs of drivers' drowsiness and near-miss accidents from their heart-rate changes and driving behavior.

"Rapid advances in IoT and autonomous driving technologies are bringing new challenges that can only be addressed by using new technologies such as this deep learning algorithm," said Takuya Kudo, Data Science Center of Excellence global lead and Japan lead for Accenture Analytics, part of Accenture Digital.

As part of this innovative collaboration, Accenture will continue to create new intelligence by applying the latest analytics technologies to address industry challenges. For example, the ability to analyze images on a large, commercial scale is still being developed, and as part of this project Accenture is applying the latest innovations in advanced analytics and data science tools to enable this.

About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world's largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 401,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

[Accenture Analytics](#), part of [Accenture Digital](#), helps clients to use analytics and artificial intelligence to drive actionable insights, at scale. Accenture Analytics applies sophisticated algorithms, data engineering and visualization to extract business insights and help clients turn those insights into actions that drive tangible outcomes – to improve their performance and disrupt their markets. With deep industry and technical experience, Accenture Analytics provides services and solutions that include, but are not limited to: analytics-as-a-service through the [Accenture Insights Platform](#), continuous intelligent security, machine learning, and IoT Analytics. For more information, follow us [@ISpeakAnalytics](#) and visit www.accenture.com/analytics.

About Sompo Japan Nipponkoa Insurance

Sompo Japan Nipponkoa Insurance Inc. is a member of the SOMPO Holdings Group managed by the parent company SOMPO Holdings. Based on the group management philosophy of "We will at all times carefully consider the interests of our customers when making decisions that shape our business. We strive to contribute to the security, health, and wellbeing of our customers and society as a whole by providing insurance and related services of the highest quality possible" SOMPO Holdings aims to be the best customer service provider both at home and abroad. As the core company of the SOMPO Holdings Group, Sompo Japan Nipponkoa has established a network spanning 211 cities in 32 countries including Japan, and in addition to insurance underwriting, the company also provides services such as accident response and risk engineering. In addition to aiming to be a property and casualty insurance company that is most appreciated by the customers and leads the industry not only in scale but also service quality, Sompo Japan Nipponkoa is also driving the creation of a "theme park for the security, health, and wellbeing of customers" aimed by the group.

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