

How insurers can future-proof for tomorrow with analytics

The pandemic is the great revealer for the insurance industry. It betrayed areas of weakness and provoked new challenges, including:

Increased fraudulent activity

Cybersecurity threats

Virtual customer engagement

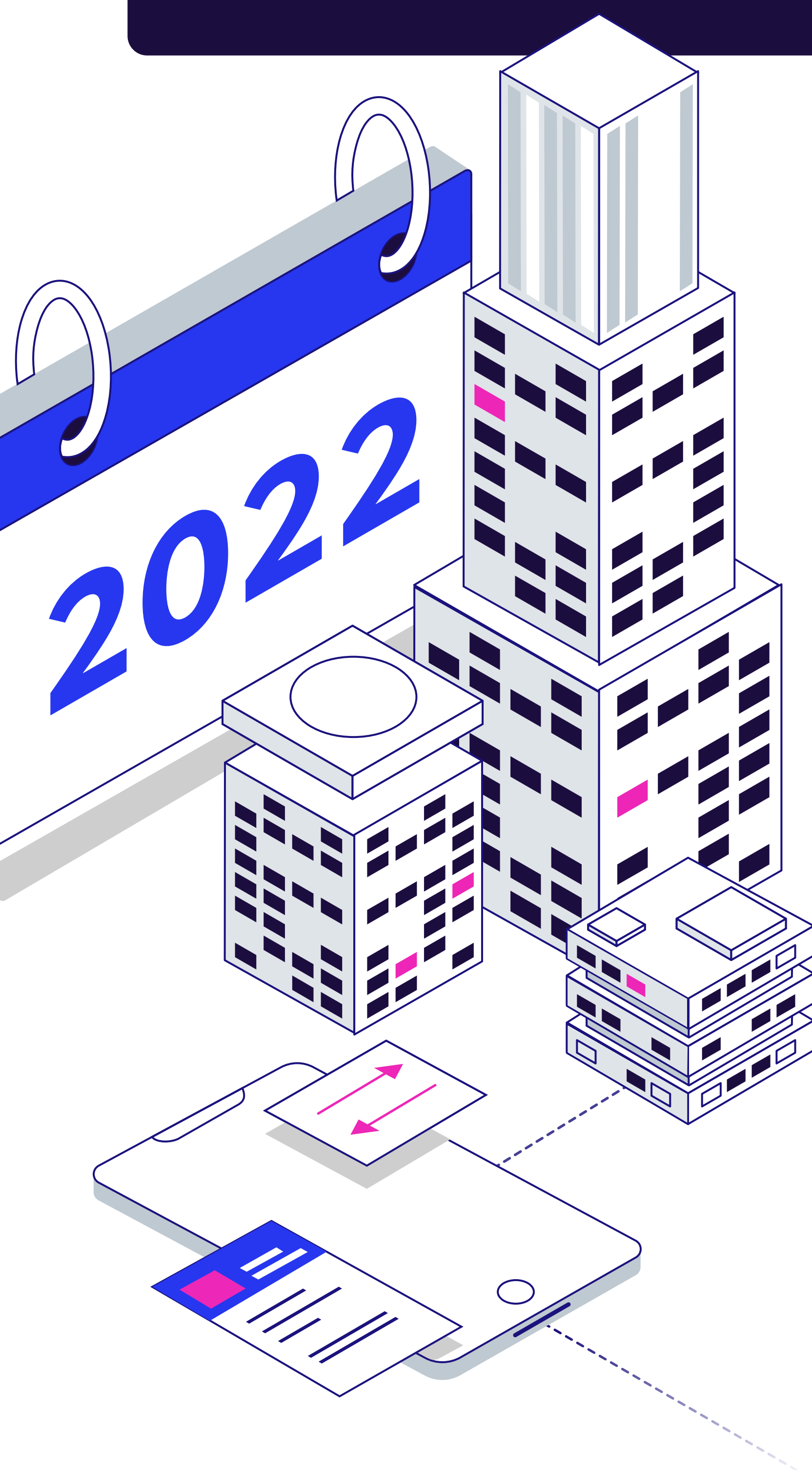
Remote lead generation

Widened digital skills gap



48%

of insurance executives agreed that the pandemic “showed how unprepared [their] business was to weather this economic storm.”



To survive in a highly competitive and commoditized market, traditional business models and insurtech firms alike must pivot through innovation and investment in data analytics.

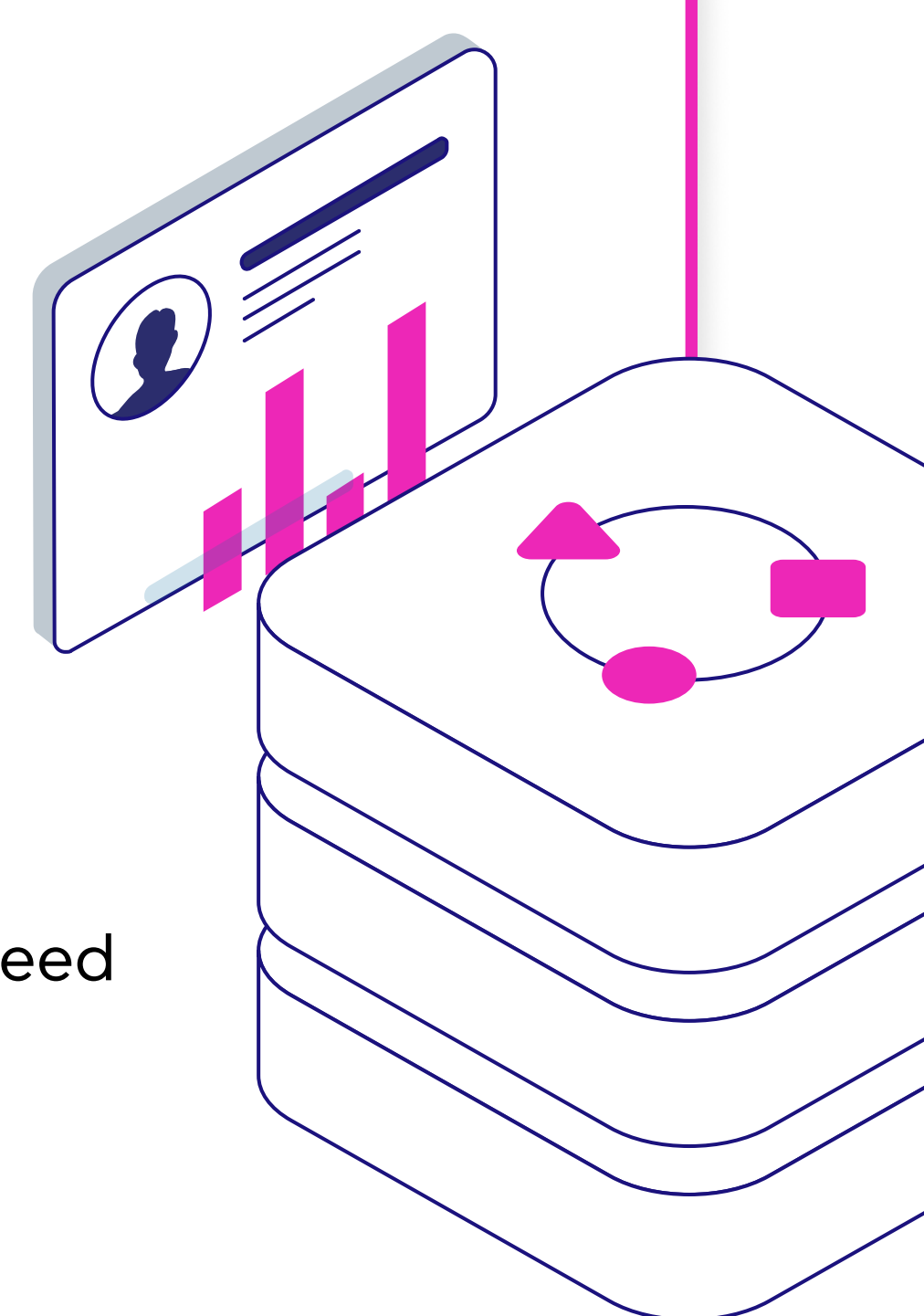
In fact, **49%** of insurance executives (led by **56%** in North America) intend to boost expenditure in data analytics.

Agile, powerful, and secure, GoodData’s composable data and analytics platform delivers actionable insights against ongoing challenges as well as those to come. GoodData can also help insurers turn data into revenue.



The right BI solution should enable insurers to:

- ✓ Embed analytics directly into their product, portal, or app
- ✓ Distribute analytics to internal teams and external users
- ✓ Reconcile multiple sources of reporting (third-party aggregators, IoT devices, legacy systems)
- ✓ Validate identity, patterns, and risk at scale, such as churn and fraud
- ✓ Drive automation throughout insurance lifecycle
- ✓ Identify cross-selling or upselling opportunities
- ✓ Improve underwriting in both speed and accuracy
- ✓ Enable sales and distribution in a remote world



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