

# Our Strategy

Leveraging data and analytics  
as an *advantage* to drive:



## People

Company strategy and  
consistent, data-driven  
decision making



## Process

Increased profitability and  
accelerated voluntary  
product growth



## Technology

1. Targeted, innovative  
solutions tailored for  
our customers



## Metrics

1. Improvements in  
operational efficiency  
throughout the  
organization

**Allstate Benefits believes that executing on our data analytics strategy will provide a transformational advantage in an increasingly competitive voluntary insurance market**

- Voluntary carriers continue to use traditional approaches of leveraging internal data sources to make reactive decisions
- Most carriers have yet to consolidate data from external and internal sources
- Few meaningful tools are available in the marketplace to help end consumers make decisions
- Allstate has the opportunity to move quickly to be a early adopter in implementing a data strategy that can disrupt the voluntary insurance market

