

# Accelerating digital journeys since 2016.

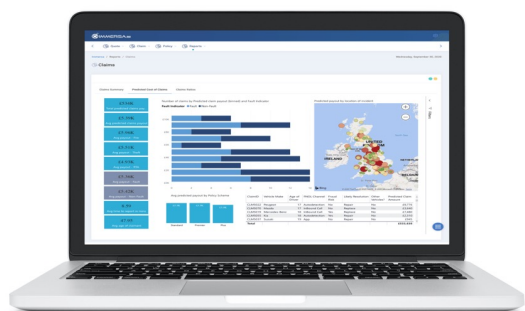
Data Enrichment, Analytics,  
Visualisation, Data Science,  
Machine Learning & AI



## Better outcomes for insurers, brokers and their customers.

Our solutions use advanced analytics to deliver real-time enrichment from customer and market data, along with data modelling, reporting and prediction, helping our clients:

- ✓ Be more competitive
- ✓ Become less exposed to risk
- ✓ Detect and prevent fraud



- ✓ Be more profitable
- ✓ Identify new markets
- ✓ Give better customer experiences

## Embed data science into your real-time processes.

£ Optimise pricing for  
products & services

🛡 Detect and reduce fraud

👤 Understand market &  
customer behaviours

💰 Predict customer  
lifetime value

📈 Improve customer retention

🎯 Recommend products  
for up-selling

## Always-on analytics with real-time data enrichment.

- ✓ Secure data collection and storage
- ✓ Online reporting and visual analytics
- ✓ API integration with rating and other line of business systems
- ✓ Data science and machine learning with rapid deployment to production

For insurers, brokers, software houses and businesses looking for high value data enrichment, **IMMERSA365** provides a uniquely competitive collection of enrichment values built over your data and combined with our expertise in advanced analytics and predictive modelling – delivered as a modular system, securely hosted in our always-on high-speed cloud environment or integrated with your own cloud or on-premises infrastructure.

## Move your data and analytics to the cloud.

### Cloud hosted data and analytics platform

Easily integrate high speed data management, analytics and predictive models using the **IMMERSA365** API, to support demanding workloads for real-time transactions of quotes, claims, sales and web interactions.

### A fully managed solution

Designed for organisations seeking a data solution without the need for expert in-house teams, we provide products and services that implement the end-to-end delivery of reporting, analytics and machine learning.

### Optimise data in production

Simplify and shorten routes to production, with best practices in development and operations (DevOps) and the deployment and maintenance of machine learning models (MLOps), resulting in higher quality, faster deployments, versioning, monitoring and reporting.

### Unlock the full value of data

Build your own in-house capability with frameworks optimised for speed of implementation and learning, an architecture designed for easy adoption, and practices that can be adapted and extended to fit any business.