



Overview

Guidewire Analytics, powered by the Guidewire Data Platform and Cyence, combines advanced data management capabilities, financial modeling, big data analytics, and machine learning trained by years of P&C domain expertise.

Benefits

- **Uncover hidden insights**
- **Simplify complex data operations**
- **Extend data science capabilities**
- **Operationalize insights seamlessly to workflows**
- **Accelerate insurance speed-to-market**

Features

- **Extensive external data collection via data listening**
- **AI- and machine-learning-enabled data curation and statistical modeling**
- **Predictive models built on years of P&C domain expertise**
- **Custom-built models tailored to insurers' success criteria and business use cases**

Data Listening and Rapid Prototyping

➤ **Gain a competitive edge with a seamless path from data to business value.**

Overcome 21st-Century Data Challenges

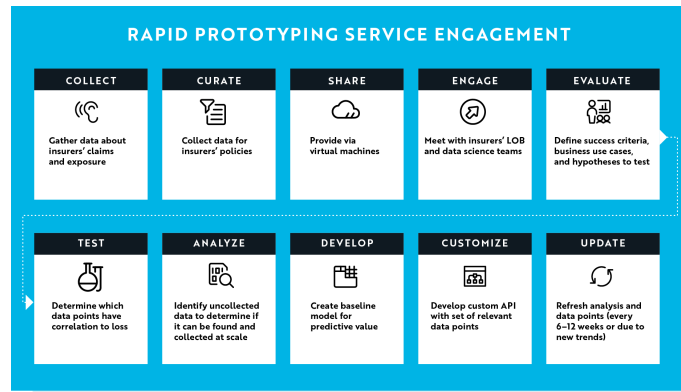
As insurers embark on a journey to provide new coverages for emerging risks or underserved markets, the immediate roadblock is often a lack of authoritative data sources and historical data—which leads to manual and subjective underwriting. Finding and making sense of data becomes the most important digital transformation initiative for many insurers.

However, data is messy to work with and difficult to craft into a commercial asset. To provide value, it needs to be sourced, extracted, stored, and curated. The journey from data to value is arduous, because it:

- Requires technology that can discover and collect all types of data—including internal, external, behavioral, third-party, and open source
- Needs tools and frameworks to manage the wealth of data and curate it to apply relevant, useful information to the right people, in the right places
- Demands P&C-industry and data-modeling expertise to extract insights that improve business results, as well as the ability to operationalize outcomes to generate value

Many available technologies today omit this “first-mile, last-mile” integration. As a result, it is not uncommon for insurers to exhaust a large team of data scientists for data discovery and collection, or have ready-to-use models that remain on the shelves, never operationalized.

Unlock Unlimited Data Potential with Data Listening and Rapid Prototyping



Engineer to perfection for customer's unique demands and business challenges

OSHA	DOT	Crime	FEMA	Web marketing sophistication	Online traffic	Prior crashes w/ hazardous materials	Degree of fire risk	# employees exposed	# of unique standards violated in 1 year
# of unique standards violated in 3 years	Extent of wage violations	Web reputation	Violent crime rate	Property damage crime rate	Theft rate	Proportion of female officers	Proportion of male officers	Alcohol	Healthcare cost index
Socioeconomic health	Traffic levels	Motor vehicle deaths	Negative lifestyle attitudes	Positive lifestyle attitudes	Education rates	Healthcare accessibility	Prior violations	Prior accidents	Services: Motor vehicle use
Prior hazardous materials transport violations	Prior driver injuries	Prior investigations	Dependence	Extent of use	Prior out-of-service records	Prior severe violations	Health and safety index	Exposure to hazardous materials	# of incidents
Property damage index	Open late on hours	Open late on weekdays	Open late on weekends	Open 24 hours	Open on the weekends	Consumer sentiment	Proximity to emergency medical services	Density of emergency medical services	Proximity to fire stations
Density of fire stations nearby	Proximity to gun retailers	Density of gun retailers nearby	Proximity to companies w/ hazardous chemicals	Density of companies w/ hazardous chemicals	Proximity to hospitals	Density of hospitals nearby	Proximity to police stations	Density of police stations nearby	
Density of urgent care facilities nearby	Prior workplace inspection	Prior workplace safety issues found	Prior workplace fine	Web Sophistication	Prior wage violations	Wage violation cost	Proximity to urgent care facilities		

A comprehensive set of curated risk factors for small business workers' compensation

P&C insurance needs an efficient, cost-effective way to interact with data, and Guidewire Analytics can enable a seamless path from data to insights and business value so that you can overcome 21st-century data challenges.

For the first time, insurance carriers can benefit from the availability of bionic intelligence. Through a process called **data listening**, Guidewire Analytics collects vast amounts of technical and behavioral data from a variety of sources at scale. Next, we curate the data and apply sophisticated machine-learning techniques to find the signal in the noise. This massive collection and processing effort produces risk models that are delivered either in the cloud-based Guidewire Analytics applications or through custom **rapid prototyping** service engagement, based on each customer's unique environment and challenges. P&C insurers now get the insights they care about to address questions such as: "How can I differentiate these risks when they look so similar?" "How to reduce underwriting leakage while improving pricing granularity?"

With data listening and rapid prototyping, Guidewire Analytics enables insurers to:

- Discover and capture the universe of available data—internal, external, behavioral, third-party, open source
- Clean, validate, process, and curate data for consumption while ensuring data integrity via triangulation across data sources and time
- Combine AI- and machine-learning-enabled statistical modeling with deep historical claims experience to link a wealth of company data to proven impact on key performance indicators
- Curate the extracted data insights to the right people, at the right places, across the entire insurance lifecycle
- Embed analytics, tooling, and business guidelines directly into existing workflows to seamlessly drive business value

“After conducting a review of data analytics services available in the market, we found that Guidewire’s data science capabilities and engineering expertise offered us the best solution to address the challenges of today’s data-driven world.”

**–Adam Rich, Head of Underwriting Tech
Beazley**

Reimagine P&C Insurance with Enhanced Data Science

Data listening and rapid prototyping enable customers to realize the following advantages:

- **Uncover hidden insights:** Discover non-obvious insights by analyzing the universe of available data captured through data listening at petabyte scale across public, private, and proprietary sources. Get differentiating insights instantly to understand emerging risks and develop new products with confidence.
- **Make complex operations simple:** Let sophisticated machine learning and AI do the hard work of curating raw data into ready-to-consume modeling extracts. Generate intelligent insights to answer crucial questions across underwriting, policy, and claims management.
- **Extend your data science power:** Leverage predictive models built on years of P&C actuarial, data science, policy, and claims expertise. Gain actionable knowledge with predictive models that have been trained over time on vast amounts of internal and external data.
- **Accelerate insurance speed-to-market:** Roll out new insurance products faster to drive growth in times of accelerating change—in a way that not only maximizes profits but also minimizes risk.

Reimagining P&C insurance with enhanced data science requires a new level of decision-making driven by insights from data, rather than just intuition and past experience. Our approach relies on a data listening engine that monitors external sources, applies risk-specific models to extract the relevant signal, and feeds them into the strategic planning and product definition process—to make decision-making faster and easier. This whole process could be a virtuous cycle. And wouldn’t insurance then be, in effect, “smarter”?

Guidewire is the platform P&C insurers trust to engage, innovate, and grow efficiently. We combine digital, core, analytics, and AI to deliver our platform as a cloud service. More than 380 insurers, from new ventures to the largest and most complex in the world, run on Guidewire. For more information, contact us at info@guidewire.com.