# ANZO® for Insurance

The most successful insurance organizations will outperform competitors in such key areas as personalized customer service (customer 360), claims processing speed, loss expense reduction, subrogation recovery, fraud detection, risk assessment and product innovation. Doing so, however, requires a new level of data discovery and integration beyond what traditional data tools can provide.

Insurers must go beyond the traditional data warehouse to the *data fabric* — a new, future-proof data management architecture made possible by the Anzo data discovery and integration platform.

Anzo is a software platform that provides the data discovery and integration layer at the top of the modern data fabric architecture. With Anzo, users find and understand data drawn from your organization's entire data landscape.

Anzo transforms your existing disparate data sources — internal and external, structured and unstructured — into unified, blended information that helps reveal new opportunities and inform key operational decisions.
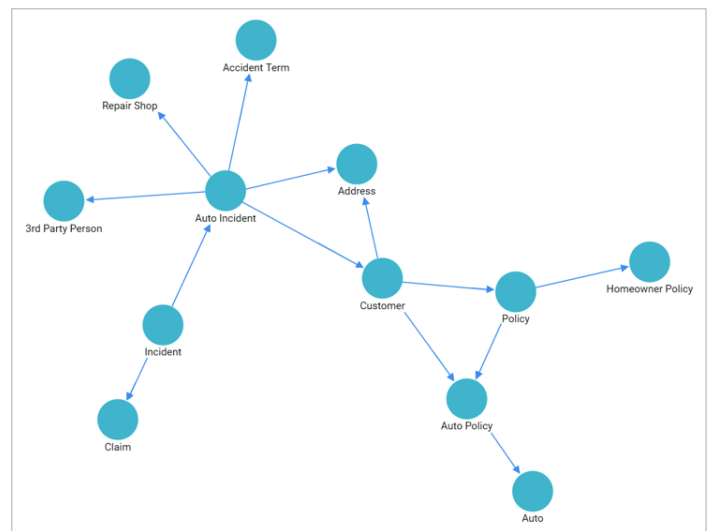
Anzo is a modern data discovery and integration platform that lets anyone find, connect and blend any enterprise data into analytics-ready datasets
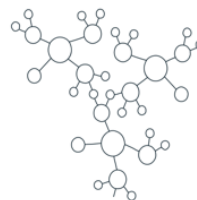
ON-BOARD
Catalog your data sources in a universal semantic format

MODEL
Integrate data sources based on common business meaning
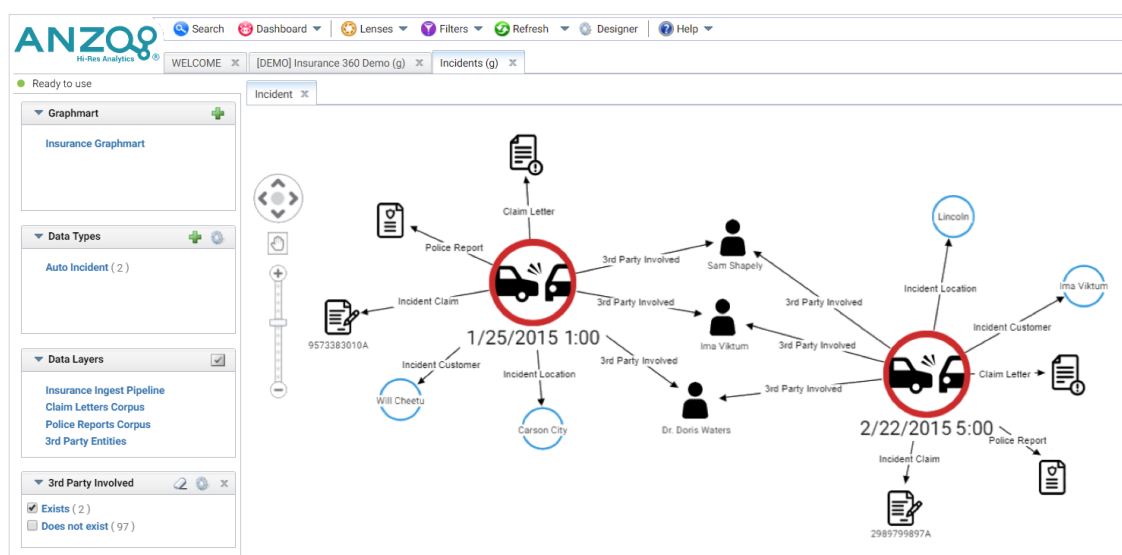
BLEND
Blended data products on a self-serve basis

ACCESS
Analyze data on demand in real time

Key Anzo benefits for insurers include:

- **Research, manage and strategically underwrite risk** using complete data-driven insights into risk factors, instead of relying on misleading, incomplete data and "gut feel"

- **Minimize claims expense** (loss adjusting expense) and reduce claims going into litigation by linking all parties' internal and external activities to each claim for analysis

- **Increase robotic process automation (RPA) capabilities** by leveraging complete access to claims-related data

- **Enable a true 360-degree view of the customer** for personalized customer service, such as targeted promotional campaigns, cross-sell up-sell initiatives and client retention strategies

- **Maximize subrogation opportunities** by identifying all party and carrier subjects for any given claim

- **Identify fraudulent claims** by rapidly detecting cross-claim, cross-data patterns of suspicious customer claims history and other behavior suggesting potential fraud *(see image below)*

- **Provide complete, optimized data for machine learning models** for risk management, fraud, reserving, "standard" use cases and other key functions

Anzo: Data discovery and integration spanning your entire data landscape

Based on semantic and graph technology, Anzo integrates and transforms vast collections of distributed, disparate systems into blended data assets for advanced analytics on a self-service, on-demand basis - in ways that data warehousing and traditional ETL tools simply cannot match.

Anzo builds a map of enterprise data that shows where each data element is and what it means in its business context. Using this map, users can find and understand each data element in an intuitive and visual way.

Business analysts build semantic and graph data models to capture the real-world meaning and use of data in the business, regardless of how the data are actually stored and formatted. This allows business users to understand their data completely and to use the data in more powerful and relevant ways like never before.

Contact us for a demo today!