




**Hewlett Packard
Enterprise**

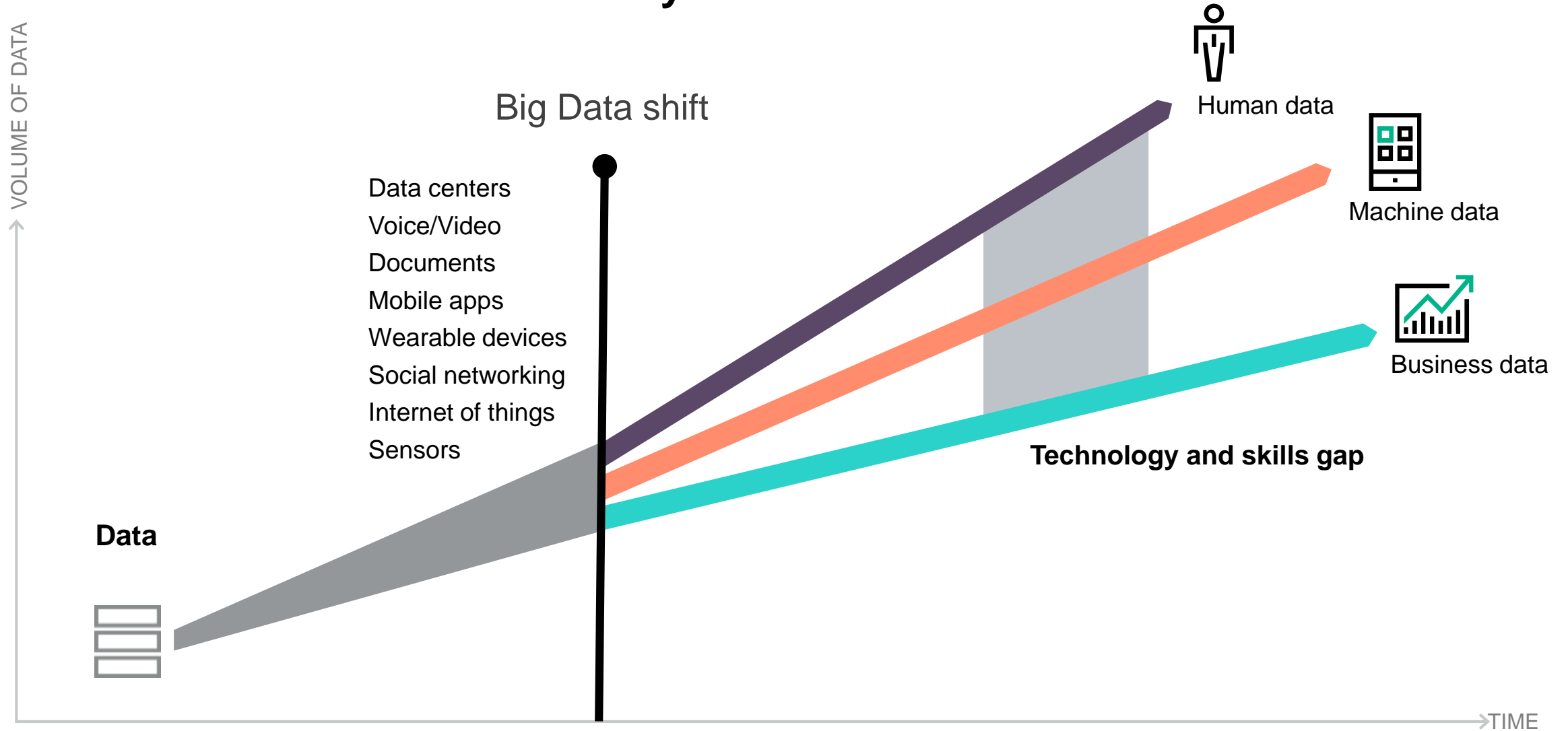
Setup a Data-driven Insurance Organization



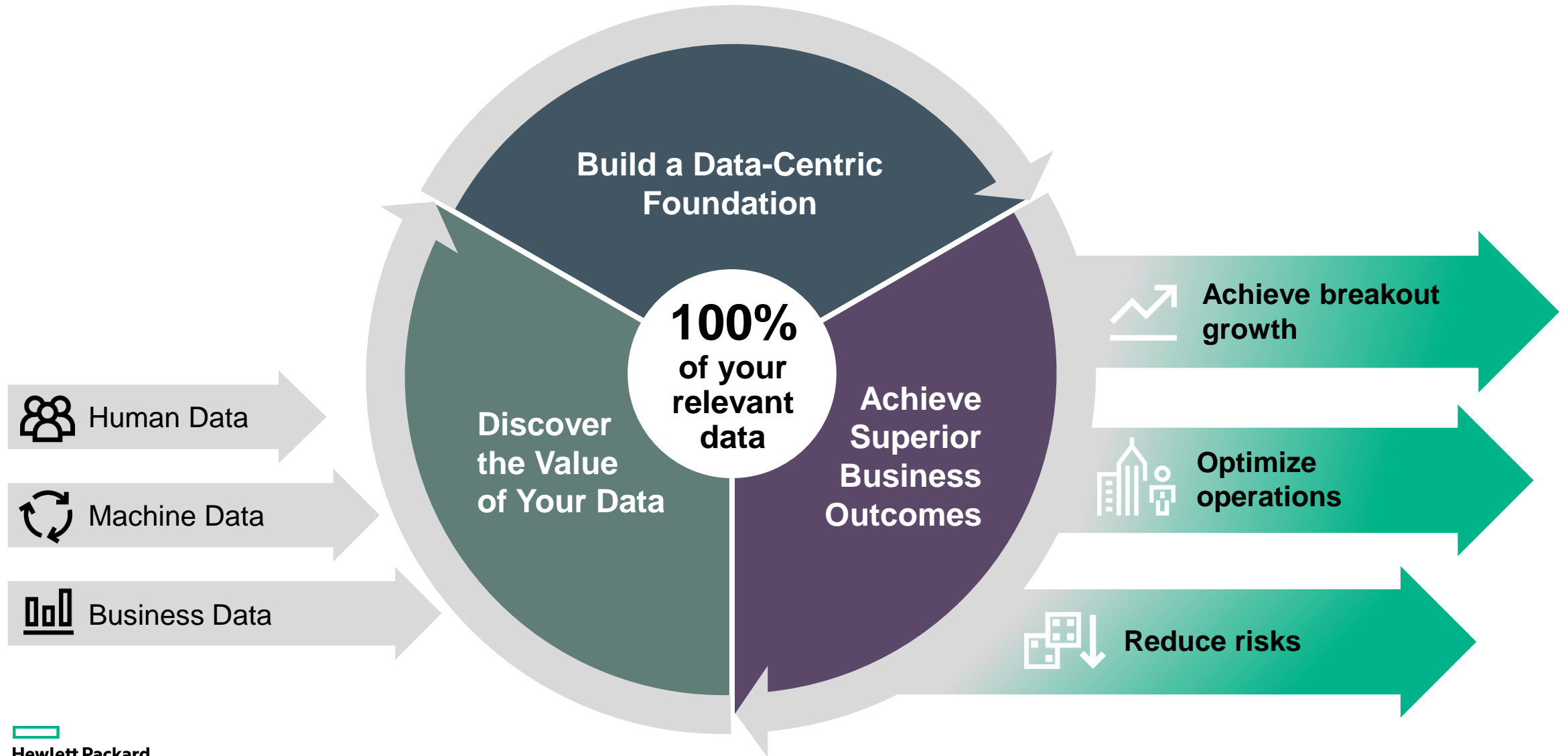


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- Visão holística do cliente
 - Desenvolvimento de novos produtos na proteção de risco
 - Qualidade no contacto com o cliente
 - Estratégia Digital

Data fuels the Insurance Industry



Data fuels the Insurance Industry



Identify the driver, driving style and car usage

Data sources and volumes



Driving Style and Car Usage Characteristics

Which Driver is doing heavy Steering with strong Braking or Acceleration ?



Sportive compared to more conservative driving styles can be identified when analyzing events where strong steering maneuvers happen in parallel to strong braking or acceleration patterns.



Transform
to a hybrid
infrastructure



Protect
your digital
enterprise

Enable
workplace
productivity

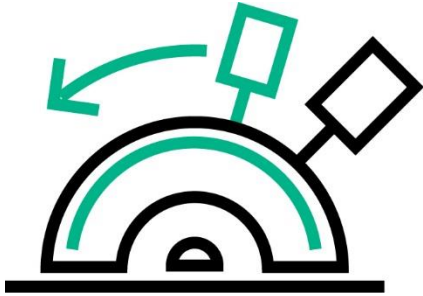


**Empower the data-
driven organization**

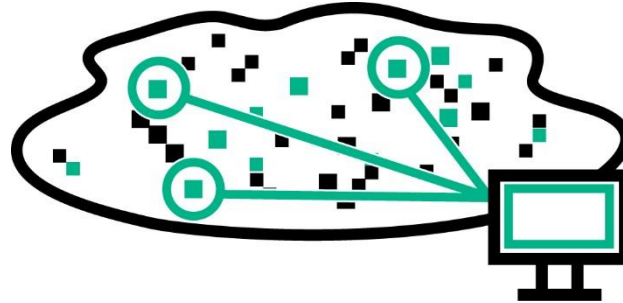
Harness 100% of your
relevant data to empower
people with actionable
insights that drive superior
business outcomes.



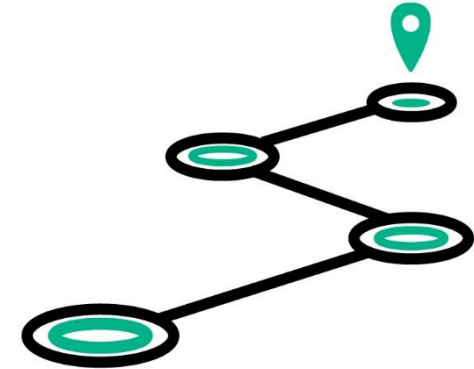
Empower the data-driven organization



Align business goals and challenges with the relevant data



Evaluate your data and quickly test, learn, and iterate ideas to discover value



Create a strategic roadmap based on learnings

Business benefits

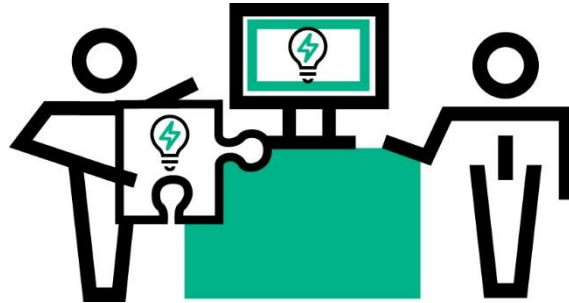
Agile execution to impactful projects

Maximize alignment to value

Execute the data-driven organization



Uncover meaningful patterns in data applying data science



Integrate these insights and algorithms into production environments



Deliver insights across your organization through analytics-apps

Business benefits

Accelerate time from analytic discovery to business impact

All the relevant stakeholders empowered with insights

Insights are available at the point of action

Use cases powering Insurance organizations



Customer Experience

Claims Management

Campaign Optimization

Sentiment Analytics

Entity discovering

Customer 360 View

Product Design

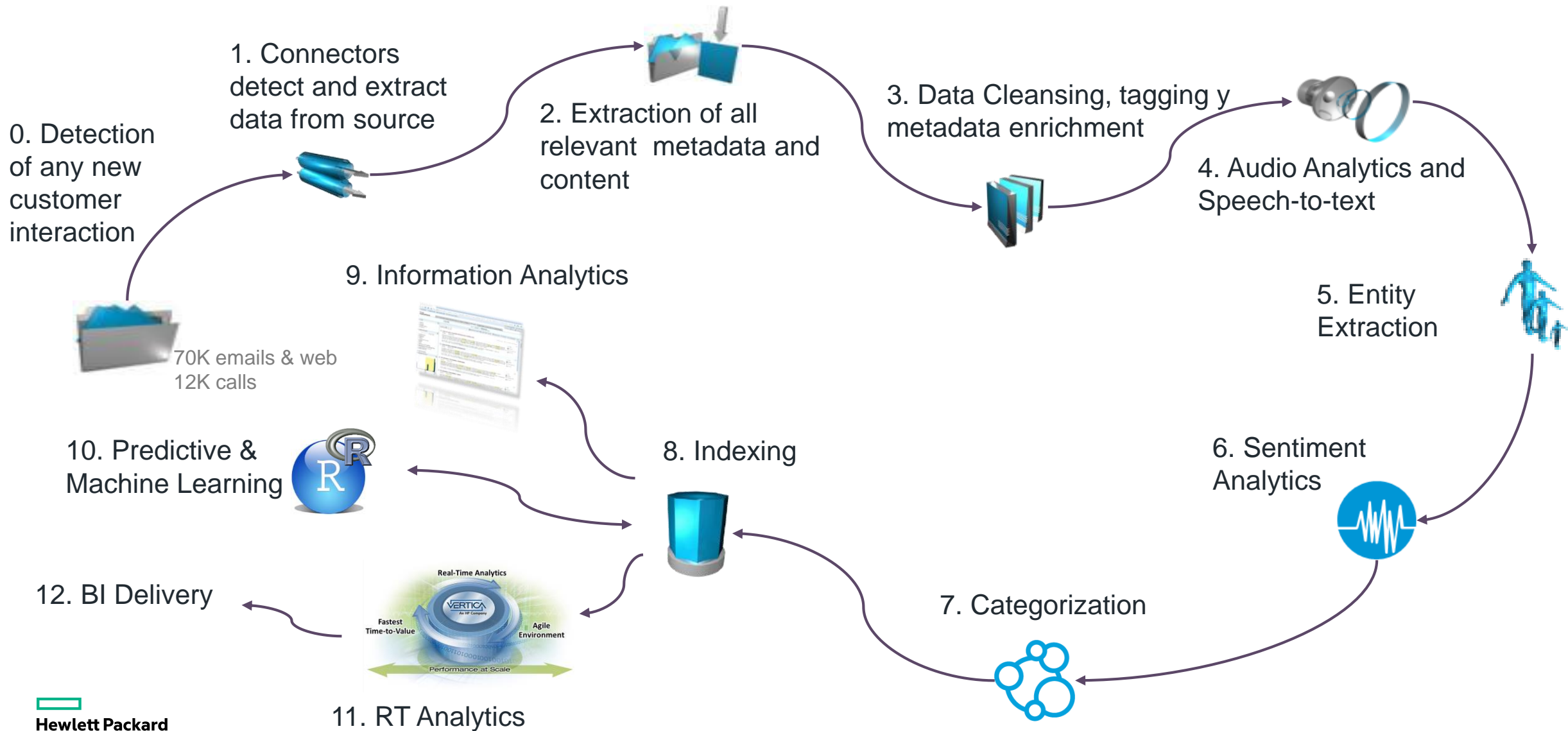
Whiplash Fraud

Internal Fraud Detection

Speech to text call center analytics

Churn analysis

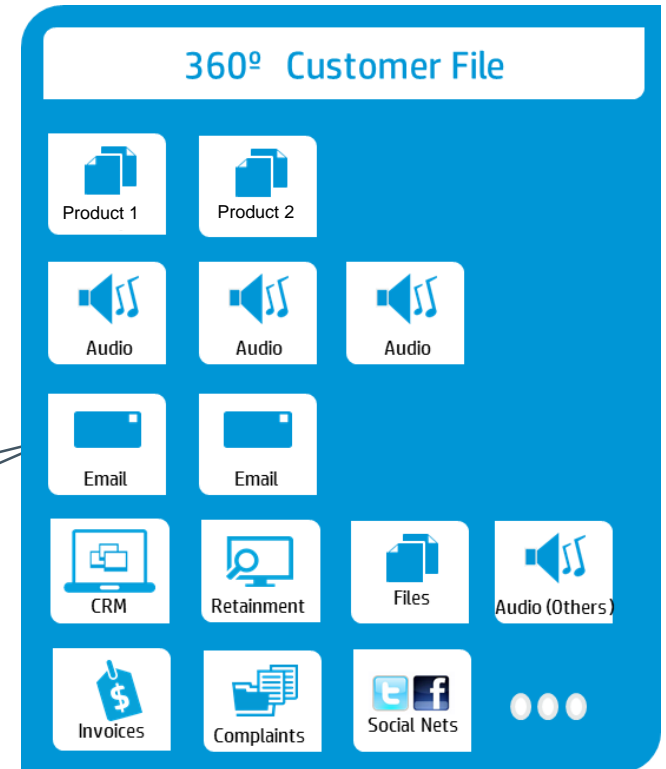
Data Flow. Enrichment and Analytics

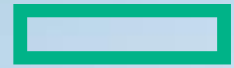


360° View of Agents & Customers

- **Omni channel view** of the customer interactions and behavior
- **Single view for structured and non-structured data** from any channels and sources
- **Agile Integration of data sources/channels**
- **Accelerators:** 400+ Connectors and 1000+ File Formats
- **Results via front-end & integrations**

Insurance Contracts: 8.5M
Audio Calls: 12.353 files
Mail Box and Web Box 75.723 mails





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Obrigado