

DIGITIZING UNSTRUCTURED FILES IN THE INSURANCE SECTOR

The data capabilities the insurance sector needs to succeed



Insurance process digitization

The general thinking in the market is that the insurance sector is heavily reliant upon PDFs and excel spreadsheets for record keeping and general operations—it is the last place where people-based processes flourish. This is particularly true in product distribution processes where field agent paperwork management (contracts, products, counterparties, etc.) have lagged far behind the general digitization push.

This being so, the data that insurance companies handle is often processed manually to ingest that data and make sense of it across contracts, claims, emails, research, reports, and more. The paradox is that although “data” and “processes” are key to the way that an insurance company sells and delivers insurance products, processes and analyzes claims, and innovates on the business, the speed at which insurance companies can deliver this is held back by the manual processes and format of data.

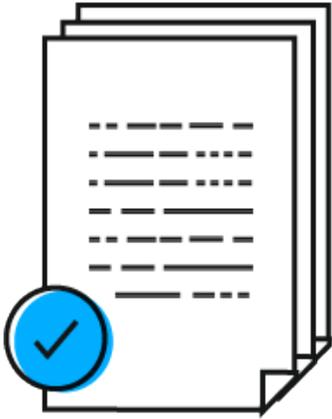
However not all insurance companies are the same. There are some that are further down their digitization journey than others. Being aware of whether you are on the adoption curve is paramount to building an effective digitization program.

Questions to ask are:

- Are you aware but have not taken much action yet?
- Does digital act as a customer journey enabler?
- Do you handle distribution completely digitally?
- How are privacy considerations handled?
- Is unstructured information fed into analytics?
- Is digital underpinning every aspect of the business?



DATA XRAY



Taking the first steps towards unstructured data intelligence

Getting control of your data presents many challenges for those in the insurance sector. Data is dispersed across many different areas, is in free text form, and is sometimes not even machine-readable. These challenges however are surmountable!

Ohalo's Data X-Ray allows you to ingest data from around your organization no matter what format it is in and extract that data to a common, searchable, format. Moreover, the Data X-Ray's built in algorithms means that on day one you can begin to extract intelligence from your data with its native classification and labeling algorithms.

When you want to expand this to your existing business intelligence or data cataloging tools like Tableau or Collibra, you can do this instantly, giving you the insights you need and empowering your organization to be able to use this data in a governed manner that is respectful of your customers' privacy rights.

Data X-Ray: achieving key proof points in days through automated data ingestion and intelligence extraction

Getting set up is simple. You can [subscribe to our cloud version](#), which is a no-integration option supporting immediate drag-and-drop data ingestion. Functioning very much like Dropbox combined with an intelligent Google-like crawler, you can simply drag and drop the files you want to query and the Data X-Ray will automatically process these files and allow you to search and extract intelligence from these files in minutes.

For larger deployments, Data X-Ray can connect to your native datasources like legacy network drives, cloud storage, and more. The Data X-Ray even has a full API suite to build out customized integrations with your existing tooling.

Regardless of the deployment option you choose, the Data X-Ray is always crawling the data you point it at so that you can be assured that data important to your organization is identified from the time it is connected and every minute of the day.

Applied to insurance data intelligence, the power of Data X-Ray's automated unstructured data extraction and classification means that your organization will be able to look across petabytes of data across dozens of silos to ensure that you will be able to take those first steps on process digitization.

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