



C-NOTES

DIGITAL, DATA & TECH INSIGHTS FOR BROKERS

5 Startups Helping Brokers Land New Business by Unlocking Client Insight

In our last C-Notes, I highlighted two hot areas of investment inside Top 100 brokers: [automation for efficiency gains](#) and client-facing analytics. Today, we dive into the latter.

Historically, most data captured within brokerage firms is census data, coverage data or financial data. But, the generation of meaningful insight and effective risk management consultation involves determining factors that are not necessarily derived from coverage and financial data. Therein lies the challenge for brokers.

Fortunately, technology is paving the way for a better future. The following are five startups arming brokers with new ways to strengthen and grow client/prospect relationships. The key will be developing seamless handoffs across connected platforms. Brokers want tools, platforms and apps to do more than just satisfy a niche function. More to come on that in the next edition. Happy reading!



Headquarters: Chicago

Year Founded: 2013

Co-Founder/CEO: David Wald (formerly on the deal team at Lightbank)

Website: www.aclaimant.com

What is Aclaimant?

Aclaimant delivers an insight-driven safety and risk management solution, targeting the light industrial staffing, construction, real estate and hospitality industries. It allows insureds to control exposures and risk across job sites by streamlining workplace safety, incident management and claims data.

Why is this exciting for brokers?

This client-facing tool equips brokers with a unique value-added service to enable a global line of sight into a clients' workplace risk patterns to control cost. I'll provide an example. The incident submissions and management process at a petroleum company had been completely manual, mostly through excel, across its six businesses. Aclaimant allowed the company to put in place a centralized, automated solution to manage, report and communicate on all accidents and injuries across their businesses. Management was able to quickly identify sites that are experiencing issues, making it much easier to mitigate future risk.



Headquarters: San Francisco

Year Founded: 2018

Co-Founder/CEO: Hermant Shah (co-founded RMS)

Website: www.onarchipelago.com

What is Archipelago?

Archipelago is an AI-driven data analytics platform bringing together a world of fragmented and latent data, spreadsheets, emails and documents to unlock new insight to understand and manage large commercial property risks.

Why is this exciting for brokers?

In today's hard market, risk advising is more challenging than ever. Clients take comfort in seeing all their property risk data unified in one place. Archipelago connects all structured and unstructured data across a property's lifecycle and stakeholders creating a shared system of truth for the risk. This view of a company's risk profile helps brokers bring data-driven strategy and decisions forward to business leaders across commercial real estate including data centers, office buildings and hospitals, among others.



U.S. Headquarters: Hartford

Year Founded: 2013

Founder/CEO: Anurag Shah (former COO at OmniTech)

Website: www.aureusanalytics.com

What is Aureus Analytics?

Aureus Analytics purpose-built a platform for brokers called Donna. Donna provides brokers a single analytic view of the client journey from purchase to renewal via policy data and service interactions captured in internal management systems. It assembles this information into a

trademarked "Sentimeter" which offers a real-time metric to score client experience and identify key influencers that drive the experience. It then offers data-powered predictive recommendations for improved engagement, cross-sell and up-sell.

Why is this exciting for brokers?

First, better data-driven client relationship management increases customer loyalty and retention while driving additional revenue through proactive alerts on potential account rounding opportunities. Second, Donna could be used with all shapes and sizes of clients. In particular, you can envision this plugged into new workflow design in the small business segment which is incrementally being digitized end-to-end from sale to service at brokerages.



Headquarters: New York

Year Founded: 2016

Co-Founder/CEO: Leo Bernstein (co-founder real estate firm, Turtle Bay)

President: Lee Stevenson (formerly Marsh North America COO)

Website: www.lineslipsolutions.com

What is LineSlip Solutions?

LineSlip is a data analytics tool which brings speed and accuracy to the tedious process of gathering and compiling all the cost and coverage components of a large, complex insured's insurance program -- allowing for fast, actionable analytics to drive better reporting and more efficient renewal decisions. The scanning technology extracts data through natural language processing (an OCR process), automatically pulling everything you'd need from a binder, policy (or really any other insurance doc) with near 100% accuracy and dropping it into a clean front-end dashboard that brokers can white-label and offer

to clients.

Why is this exciting for brokers?

Today, most producers prepare for renewal meetings by assembling this information manually for large clients which not only eats up precious time but is prone to errors. For anyone looking to manage and arrange data coming from different years, lines of coverage, carriers, this is a huge time-saver and makes negotiating with the markets far more powerful. The real beauty is that there is no change management required by brokers to put this into play immediately in order to differentiate and create stickiness with existing clients and open new conversations with prospects. LineSlip works with all types of complex insureds but has carved out a niche helping brokerages' private equity and real estate practices grow in tough market conditions.



Headquarters: San Francisco

Year Founded: 2016

Co-Founder/CEO: Hari Sundram (serial healthcare entrepreneur)

Website: www.verikai.com

What is Verikai?

Verikai is a predictive data and risk underwriting tool being used by benefits operations to help determine whether or not smaller groups will be able to obtain a stop loss quote based on the expected claims outcome of the group. This prediction is based on the unique risk of each individual within a group (from Verikai's database of 1.3T data points) and the insights that they've gathered from thousands of groups across their carrier partners.

Why is this exciting for brokers?

An increasing number of small businesses are looking for self-insured products; but the industry is ill equipped to underwrite these businesses without access to

cost efficient and reliable data. With a database of 250 million people, 5,000+ behavioral attributes and 1 trillion data points sourced from "opt-in" data (i.e. credit, geographic etc), clinical and Rx data and first-dollar claims data - Verikai provides brokers the ability to drag and drop a group census in the Verikai portal and receive real-time insight on which groups are better suited to be self-insured or fully-insured.

Need help?

If all this data-crazed speak needs further unpacking, give a shout. Happy to dig in.

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