

The AA Accelerates Insurance Quotes



[The AA](#) is the UK's leading provider of roadside assistance through personal membership and business partnerships. Established in 1905, The AA has 3 million members, which represents 10% of the cars on the road in Britain. The AA is a highly trusted brand and commands higher rates based on their reputation. The organization has a wide variety of businesses, one of which is the AA's insurance brokers group that focuses primarily on motor and home policies, operating a diverse panel of underwriters.

[Actian Vector Analytics Database](#) helps with competitive pricing

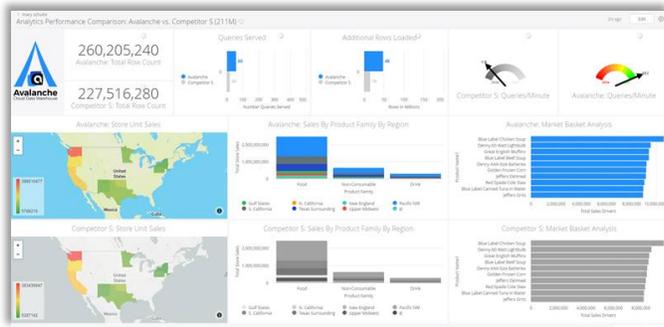
The AA's in-house insurer department is a fast-growing and very profitable part of the business. The in-house insurer team both competes with and cooperates with a diverse set of insurance underwriters or brokers. Competitive pricing and responsiveness are key success criteria in this market. The AA insurance group implemented and uses [Actian Vector](#) as it has found that by integrating their wealth of information they can make better insurance quotes. Actian Vector sets The AA apart from other insurance companies since it provides agents with direct, real-time access to insights from the source data – with incredible speed. Together with its cloud data warehousing cousin, [Actian Avalanche Cloud Data Warehouse](#), Actian Vector delivers industry leading levels of performance, scalability and concurrency for enterprise's most demanding use cases.

Actian Vector houses the data that is used to respond to every inbound insurance quote request, for both Automotive and Home insurance. Supporting data includes accumulated credit score breakdowns, which are predictive of insurance risk. Based on drivers' history, for example, the responsible ones can get better rates than the less responsible ones to mitigate AA's risk.

[Looker](#) delivers real time insights

The AA uses operational [Looker](#) dashboards to analyze the data in Actian Vector in real time. Important use cases include customer retention, providing daily sales quotes, and assessing sales performance against targets. The AA additionally plans to give brokers a view of a subset of their data in Vector, since Looker can provide access to only the data that they need, without compromising data security and privacy of sensitive data.

CASE STUDY



“Action integrates seamlessly with Looker and, even more pleasingly, delivers the same speed and performance we’ve become used to. Combined with Looker’s powerful user interface this means that we’re able to make informed pricing decisions as and when they come up, without being held back by slow servers or limited MI,” said August Ludwigs, Pricing Analyst of The AA UK, a mutual

customer. “As a small team with limited people resources this is a prerequisite for being successful in a dynamic marketplace like insurance, and also where we see Looker adding the greatest value.”

The AA also uses Action DataFlow, that provides a real-time, high throughput stream of live data to the quoting application. Action DataFlow eliminates traditional performance bottlenecks in data-intensive applications by delivering a comprehensive set of ETL and data quality capabilities for end-to-end data access, transformation, preparation, and predictive analysis. It complements Action Vector with a graphical interface to manage data workflows, orchestrating analytic functions and maximizing parallel work streams for faster execution.

About Action – Activate your Data™

Action, the hybrid data management, analytics and integration company, delivers data as a competitive advantage to thousands of organizations worldwide. Through the deployment of innovative, enterprise-class, hybrid data products, fully managed cloud services, mobile and IoT Edge data management, and industry solutions Action ensures that business critical systems can analyze, transact and connect at their very best – both on premise and in the cloud. Thousands of forward-thinking organizations around the globe trust Action to help them solve their toughest data challenges to transform how they run their businesses, today and in the future. For more, visit <http://www.action.com>.

About Looker

Looker is a unified Platform for Data that delivers actionable business insights to every employee at the point of decision. Looker integrates data into the daily workflows of users to allow organizations to extract value from data at web scale. Over 1600 industry-leading and innovative companies such as Sony, Amazon, The Economist, IBM, Spotify, Etsy, Lyft and Kickstarter have trusted Looker to power their data-driven cultures. The company is headquartered in Santa Cruz, California, with offices in San Francisco, New York, Boulder, London, Tokyo and Dublin, Ireland. For more information, visit www.looker.com.

