



NeuralMetrics featured in Aite-Novarica Group Report

Insuretech for Insurers: A Guide to 300 Startups

Insuretech startups have found success helping insurers with business classification, portfolio optimization, and straight-through processing. Those startups continue to advance the use of technology solutions for key carrier use cases, such as underwriting, claims, customer service, and risk management.

Many insuretech firms are combining their technical expertise with a better understanding of insurance to develop pointed solutions to address carrier problems and pain points. Insuretech firms are increasingly bringing “insure” and “tech” to the table rather than just technical expertise, boosting the value of their solutions.

The report identifies NeuralMetrics within a group of “Analytics Arms Dealers,” defined as:

“A small number of insurtech startups focus specifically on selling data and analytical capabilities to insurers to help them compete. Aite-Novarica Group calls these companies ‘analytics arms dealers.’ They are not direct participants in the marketplace, but they sell tools to those who are.”

