

# Real Power in Real Time Formulates Real Solutions

Advanced predictive analytics achieves superior performance

EagleEye Analytics empowers insurance carriers to dramatically improve results using the most robust analytics available to the property and casualty insurance industry. Our methodologies were built specifically to handle the nuances of insurance data. We believe an in-depth understanding of insurance and business economics is an essential component of our value. When we combine this expertise with sophisticated machine learning algorithms, EagleEye Analytics' solutions provide significant financial improvements and competitive advantages for our clients.

## What is Talon?

### Talon is State-of-the-Art

Talon uses non-parametric machine learning algorithms to partition a book of business into customer segments that are mutually exclusive and exhaustive.

### Talon Discovers Insight

Talon does not require the user to specify the predictors and interactions to be included in the model. Talon discovers them by allowing data to interact naturally.

### Talon is Faster Speed

The initial data load into Talon allows the first analysis to be completed in less than 90 days. Subsequent analyses can be executed in minutes or hours depending on the size of the dataset.

### Talon is Interactive

Users can drill down into each customer segment and view any attribute to analyze its distribution by loss ratio, loss cost, frequency, severity, underwriting profit or retention.

### Talon is Fully Automatic

The end user has an array of analysis tools and settings for claims thresholds, data criteria, signal to noise ratios, data training and validation parameters, analysis goal settings and more.

### Talon is Easier to Use

Exploring segmentation results, or the entire data population, is completely point and click. Talon is a true hands-on decision-making tool.

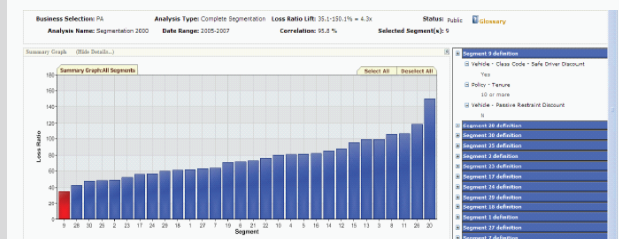
### Talon's Results are Actionable

Talon's crisp customer segment descriptions are easy to understand and communicate throughout your organization. This allows companies to quickly implement proprietary underwriting, pricing, and marketing actions.

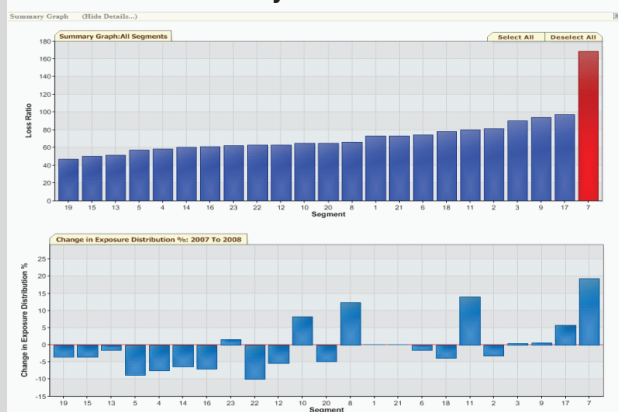
EagleEye Analytics' flagship solution suite, Talon, is a web-based, easy-to-use, enterprise-wide predictive analytics engine that rapidly discovers multivariate, non-linear risk factor combinations that are predictive of future outcomes and customer behavior. Using machine learning technologies, Talon allows data to interact naturally to find patterns that other techniques miss or cannot find. This "new knowledge" gives clients a significant competitive edge.

Talon formulates results into segments which reflect identifiable behaviors that impact profitability. The technology offered by EagleEye Analytics increases insight and understanding of factors that influence loss experience faster and with greater accuracy.

## Segment Summary



## Loss Ratio Analysis v. Relative Growth

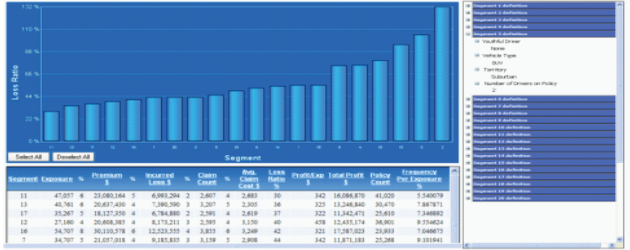


# Talon is not just a tool, it's a solution

A sampling of products included in the Talon Solution Suite:

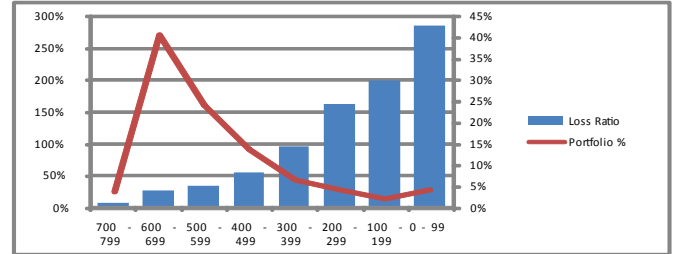
## Complete Segmentation

- Mutually exclusive & exhaustive segments of entire portfolio
- Based on loss ratio, loss cost, frequency, severity, U/W profit, or retention



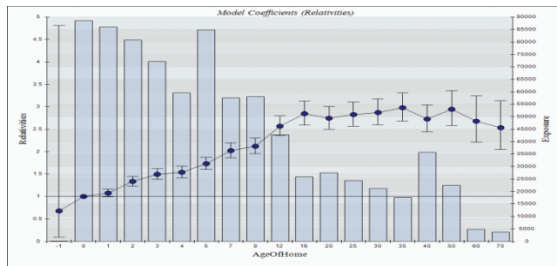
## Insurance Scoring

- Extremely refined segmentation – calculates insurance score based on the attributes of the policies (not credit score)



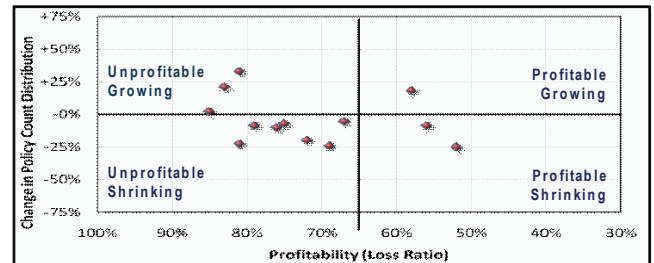
## GLM

- GLM tool integrated with Complete Segmentation to increase rating plan accuracy and efficiency



## Trend Analysis

- Based on combined goal of 1) growth/decline and 2) loss ratio, loss cost, frequency, severity, U/W profit, or retention



“Talon displayed results in a format that was easy to understand and apply to our existing rating. We had very good ongoing support from the team at EagleEye Analytics.”

Dave Perkins  
Oklahoma Farm Bureau



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**EagleEye Analytics provides breakthrough predictive analytics powered by machine learning and the latest statistical techniques, enabling property and casualty insurers to achieve superior performance.**