

# Atidot



## Guardian®

"Guardian and Atidot, working together, are uniquely positioned to bring 160 years of experience and underwriting knowledge together with the most modern technology to create new opportunities for consumers, our policyholders, and our agents."

## About Atidot

Atidot is a solution provider for life insurance companies. Our cloud-based AI and predictive analytics platform generates actionable data-driven insights that impact the value of new and existing customers, drive business, and new revenue streams. Atidot was recognised as 'Cool Vendor 2019 in Insurance' by Gartner and 'Top 10 Most Innovative Insurtech Globally' by Insurance CIO Outlook magazine.

Founded by a team of data scientists and actuaries, Atidot works with leading life insurers in North America and Europe to optimise their book of business.



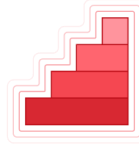
**In\$urance** TOP 10  
**CIO INSURTECH**  
**Outlook** COMPANIES IN EUROPE - 2019

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# UNLOCK THE FULL POTENTIAL OF NEW AND EXISTING CUSTOMERS



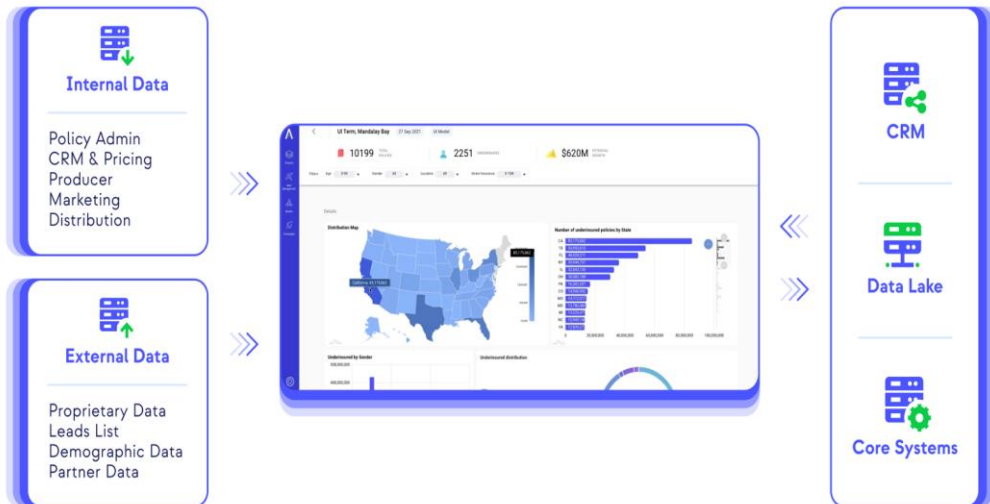
Significantly increase conversion of leads to customers



Grow the potential of business by up to 4X



Improve predictability by 70% and increase Lifetime Value (LTV)



Create a ripple effect throughout the value chain and transform your data with Atidot's AI. Visit our website: [www.atidot.com](http://www.atidot.com)

## Atidot - Bringing AI to Life Insurance

Atidot offers AI and predictive analytics solutions for life insurers. Generate high-quality customers and optimise existing customers' LTV using our AI platform.

### How Do We Do It

1. Identify and onboard the most valuable customers in a seamless way.
2. Capture value from in-force policyholders by optimising retention and applying personalised product offerings.
3. Optimise operations by providing real-time insights on underwriting efficiencies.

Our advanced predictive platform integrates data science, actuarial expertise, and life insurance data to create proprietary models that are 15X more accurate and that provide insights to grow your business.