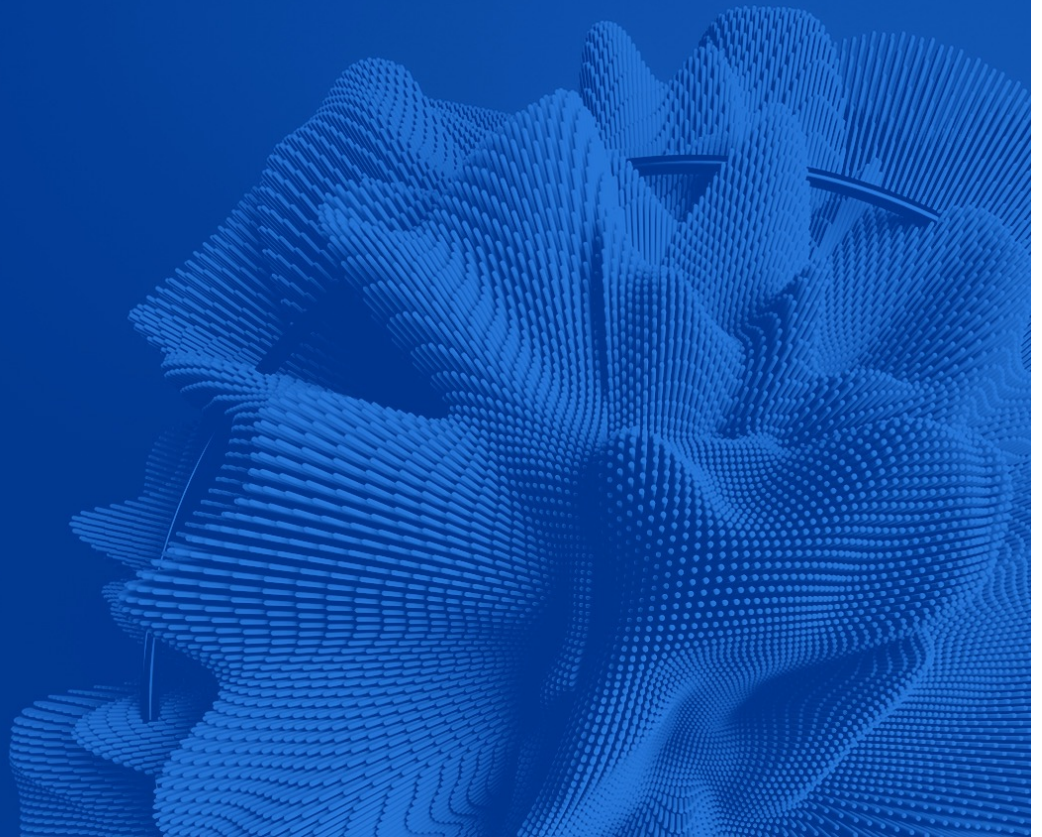




Verisk Insurance Conference 2025

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Today's Presenters



Asif Syed

*VP, Data Strategy &
Governance*

Verisk

Moderator



Jamie Foss

Head of Data Provider Partnerships
Senzing

Senzing is a Strategic Technology Provider and Partner to Verisk

SENZING ENTITY RESOLUTION (ER) AT VERISK

- Enterprise Standard ER layer powering Verisk's Data Factory
- Unifies siloed internal and third-party data
- Enables innovation + new Verisk products
- Near 100% data accuracy
- Significant cost reduction

HOW SENZING SUPPORTS THE ECOSYSTEM

- Reduce fraud and underwriting leakage
- Links policy, claims, and third-party data
- Reveals hidden relationships
- Enables real time verification
- Bulk data available in Senzing JSON format

SENZING CAN BE DEPLOYED IN YOUR INFRASTRUCTURE

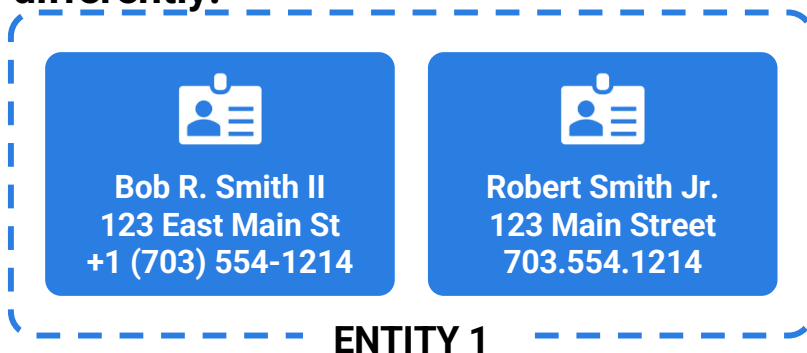


NO DATA EVER LEAVES YOUR ENVIRONMENT



Senzing is the first AI for Entity Resolution

Recognizing when records are the same entity, **despite having been described differently.**



Recognizing when records are not same entity, **despite having been described similarly.**

RELATED



Additionally, the ability to recognize relationships between entities.

Senzing Unique Capabilities

Senzing software is provided as an SDK for efficiency and data privacy



**Entity-centric
Learning**



**Self-learning
Self-correcting**



**Continuous
Real Time**



**Privacy By
Design**



**Explainable
Results**



**Minimal Data
Preparation**



**Speed &
Scalability**



**Active
Maintenance**

Why Building Your Own Entity Resolution Doesn't Make Sense

Years of internal dev effort still fall short

High maintenance and tuning costs

Slower to integrate new datasets

Risk of good enough accuracy missing critical matches

NON-LINEAR COST TO BUILD

- 70% accuracy = ~\$1M
- 80% accuracy = ~\$5M
- 90% accuracy = >\$30M

SENZING DELIVERS NEAR 100% ACCURACY OUT OF THE BOX.

Real World Impact: Entity Resolution at Work in Insurance

CARRIERS



Prevent Life Insurance Policy and Annuity Beneficiary Fraud

- Entity Resolution used to understand complex policy relationships
- Real-time Entity Resolution helps Carriers detect fraud at the speed of machines

SIs & SOLUTION PROVIDERS



PwC announced new offering leveraging Verisk ClaimSearch®

- Using ER for advanced fraud detection
- Resolved claims matched against Verisk ClaimSearch
- ER enables identification of aliases and hidden networks

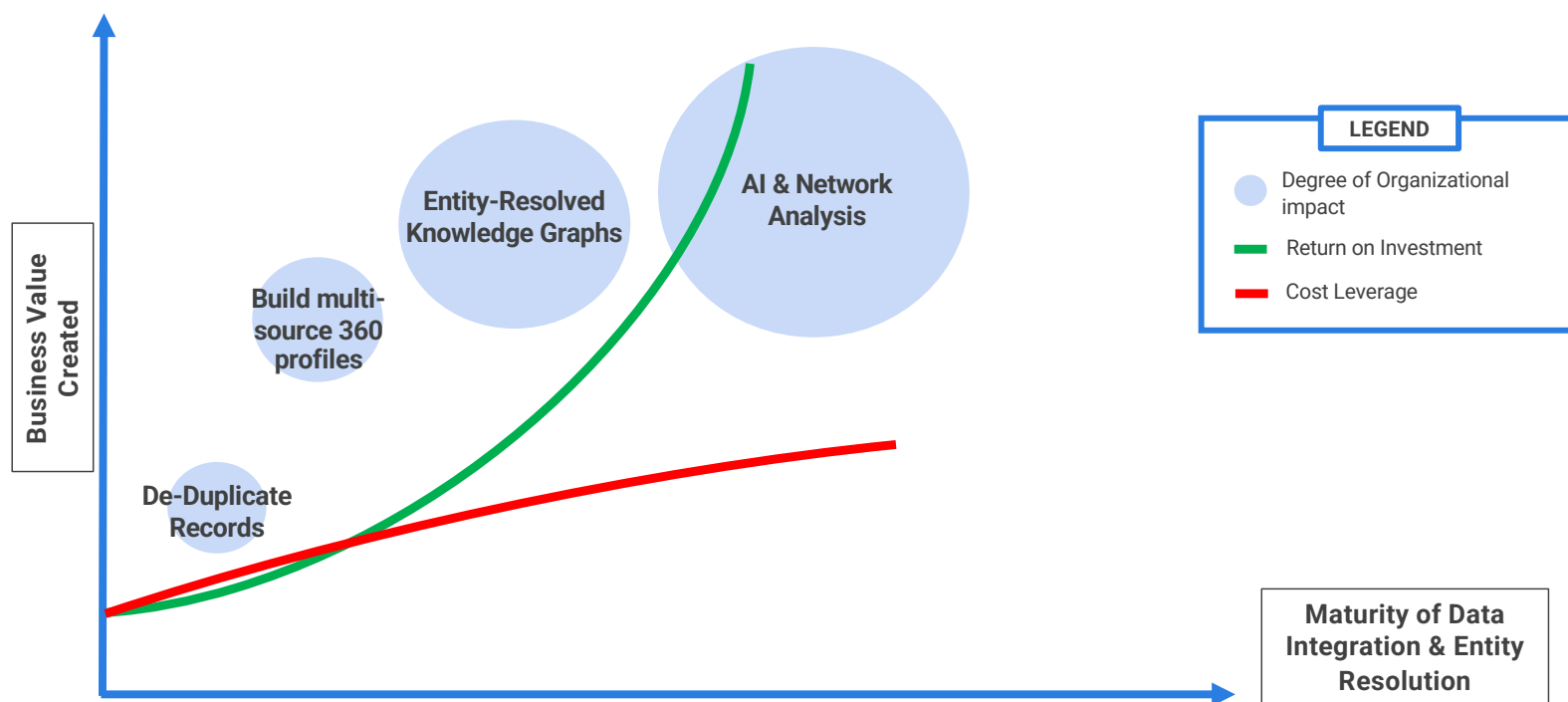
SOFTWARE VENDORS



Improved underwriting portfolio performance for P&C Insurers

- Entity Resolution helps create new behavioral analytics scores
- Enables underwriters to consistently leverage and combine ESG data sources

Why Entity Resolution Is Foundational to AI and Innovation in Insurance & Financial Services



Experience It For Yourself

 **Verisk™** | Marketing Solutions

Collection of Relatable Data (CORD)



VMS is a Senzing Trusted Partner

Combine Your Data with Verisk Marketing Solutions' Data in Minutes



About Verisk Marketing Solutions

Verisk Marketing Solutions, a Verisk (Nasdaq: VRSK) business, offers award-winning identity data and insights to connect the dots that create a true picture of marketable U.S. consumers and households. The company responsibly sources compliant data – including unique propensity data such as in-market shopping signals, which enables marketers and publishers to enrich and expand existing consumer data to drive marketing personalization. As identity experts trusted for decades by many of the world's leading brands, publishers, platforms and data compilers, Verisk Marketing Solutions honors consumer privacy through compliant sourcing, responsible data usage and technology that helps create better consumer experiences and improved marketing outcomes.



Thank You