CASE STUDY

Driving Business Growth Through Advanced Data Analytics

Client Profile

A leading general insurance and reinsurance company in Saudi Arabia, dedicated to offering its clients high-quality services and competitive insurance.

CHALLENGES

The client faced several critical issues, including:

- Difficulty managing large volumes of complex data from multiple sources
- Inability to stay competitive in a rapidly evolving insurance market
- Difficulty mitigating high levels of risk exposure
- Lack of actionable business intelligence to drive decisions



iRDS empowered the client to **outpace competition, mitigate risks, and achieve substantial business growth** by integrating data analytics and predictive technologies.

SOLUTIONS

The client partnered with **ITHENA** and implemented the **Rapid Deployment Solution (iRDS)**:

1. **Data Migration & Validation**
   Transferred complex data from local sources, then validated and tested it using SQL
2. **Performance Dashboard**
   Created dashboards to generate actionable insights on portfolio performance and risk analysis
3. **Predictive Analytics**
   Built AI/ML-driven models to identify and prevent fraudulent activities
4. **Cloud Backup Implementation**
   Implemented secure cloud backup using the EBS module to ensure data integrity and accessibility

BENEFITS

20%
Increase in revenue

10%
Reduction in risks

30%
Decrease in revenue loss

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