



Drive agility and unlock the value from your data

INSURANCE POLICY

About

Why insurers need synthetic data

Modern insurers are collecting troves of customer data from traditional sources and new third-party sources. Yet, most remain **unable to generate insights** from it.

Strict regulations, security processes, and legacy systems **hinder data access and processing**, ultimately leading to a loss of competitiveness, missed customer experience opportunities, and longer time to market.

With synthetic data, insurers have the **opportunity to work with data safely and efficiently**. It removes the silos, security, and compliance barriers to working with sensitive data.

Driving digital agility with privacy-preserving synthetic data

Synthetic data is artificially generated from sensitive data. It retains its statistical properties but does not contain individuals' real information, offering **unparalleled data quality and compliance guarantees**.

Synthetic data enables **compliant data storage and processing** while unlocking insight generation. The result is a data resource that is safe to share and use for predictive scoring, analysis, and machine learning training.

Privacy-preserving synthetic data enables a deeper **understanding of customers, more accurate forecasting, and better risk management**.

- The Statice solution is an enterprise data anonymization software.
- It allows insurers to produce privacy-preserving synthetic data for compliant and safe data processing.
- State-of-the-art data privacy research and deep-learning models guarantee the best data utility and privacy.

Key features

Support for common insurance data types

Generate synthetic data from claims data, transaction and churn data, digital user data, geodata, market data.

Off-the-shelf privacy reporting

Access built-in privacy evaluations and differentially private data training.

Statistically sound synthetic data

Get highly granular synthetic datasets that maintain utility while ensuring privacy.

Enterprise-ready

Deploy on-premise and fit within the existing infrastructure according to your security requirements.

Make the most out of sensitive data rapidly and without privacy risks.



Drive data agility and break internal silos by reducing the complexity of sensitive data management.



Reduce financial and corporate risks by future-proofing the compliance of your data operations.



Unlock valuable data processing without compromising on data security and privacy.

Enable otherwise restricted uses of your data with Static



Aggregate customer data. Unify customer data across jurisdictions in one place and make it available for your collaborators to use.



Cloud migration. Transfer your data to cloud infrastructures without losing granularity but still complying with governance and security requirements.



Agile data sharing. Outsource highly specialized data operations or share data for collaboration across local and international entities.



Fraud detection. Strengthen fraud detection systems with large volumes of data to train detection models on.



Machine learning training and large-scale analytics. Use synthetic data for your data science operations to uncover patterns or model complex behaviors.



Product development. Develop and test new products that answer customers' needs with data that complies with the strictest privacy and legal frameworks.



BI & predictive analyses. Create privacy-compliant dashboards and enable predictive analytics on customer behavioral data.

Learn more and get in touch with us at www.static.ai



Static develops state-of-the-art data privacy technology to help companies double down on data-driven innovation while safeguarding the privacy of sensitive data.

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