Allianz Benelux

For major insurer Allianz Benelux, graphs are at the core of its data strategy, positioning them for the future and allowing them to be truly customer-centric.

The Benelux subsidiary of the €130bn insurance giant Allianz turned to graph technology to better understand customers and the risk environment. With Neo4j, Allianz gets a full 360-degree view of its customers, which is all set to add incredible value for its customers while also saving money for the firm by avoiding costly inefficiencies through intelligent fraud detection.

The Company

With over 2,000 employees, Allianz Benelux is a truly cross-border organisation serving the three countries of Belgium, The Netherlands and Luxembourg. Allianz Benelux offers insurance solutions in everything from property and casualty to life and health, in a predominantly broker-mediated market.

The Challenge

One of Allianz Group's most successful data-driven operations is Allianz Benelux data office. Allianz Benelux has an estimated annual turnover of €4bn. Having gone through a long series of mergers and acquisitions, however, its customer data has become dispersed and incomplete, a situation which can lead to operational inefficiencies and ineffective customer service.

As the company's chief data and analytics officer, Sudaman Thoppan Mohanchandralal, puts it, "We need to secure customers from risk, not just today but into the future. We can only do that by having full insight into the risk environment and with an ability to predict it for our customers."

Dr. Jan Doumen, head of the School of Expertise of the data office, and strategic theme lead for Customer & Broker Information and Insights, adds: “The best way to understand your customers and the risks they are exposed to on a daily basis is by storing, analyzing and visualizing them through connected data. Graph technology does this at scale, which means we no longer have to rely only on highly demanding, traditional relational technologies.”

For example, as a truly customer-centric insurer, Allianz takes a zero-tolerance stance on fraud. Historically, building internal visualizations of suspicious behaviors with relational technology had been far too demanding. Fraud countermeasures, such as network tracking, were simply too difficult to build in a relational database. Sudaman calls this inefficient process a “2 by 2” approach, where SQL database-style tables with rows and columns don't inherently offer the deep, contextual data connections fraud detection and prevention requires. It does not allow them to extract warm data. Graph technologies allow spotting potentially fraudulent activity in Allianz’s ecosystem by visually revealing the fraudster’s concealed illicit connections. Bringing all the customer data into a graph database also allows Allianz Benelux to reveal the true risk exposures and detect uncovered risks or overlapping coverages, in particular in a motor or household context.

The Strategy

One of the main reasons that Allianz Benelux likes graphs is how it mirrors the way humans approach problems, as we unconsciously think and draw graph-like structures to solve problems. Sudaman and Jan are both strong believers that graph is the sine qua non for data analysis in data-driven organisations, and that added with traditional data warehouses, it will fundamentally change the way...
Neo4j is the leader in graph database technology. As the world's most widely deployed graph database, we help global brands – including Comcast, NASA, UBS and Volvo – to reveal and predict how people, processes and systems are interrelated. Using this relationships-first approach, applications built using Neo4j tackle connected data challenges such as analytics and artificial intelligence, fraud detection, real-time recommendations and knowledge graphs. Find out more at neo4j.com.

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