

Ten Reasons:

Why DataWalk Is The Right Software For Fighting Insurance Fraud

- 1 Easily create and tune rules and scores yourself**

DataWalk provides a library of rules that can easily be adopted and customized. More importantly, with DataWalk you can easily create your own rules and scores, without help from either IT or your vendor. See which rules drove a score, test your hypotheses, and tune rules and scores yourself.
- 2 Reduce false positive rates down to as low as 10%**

By tuning rules and scores yourself, you can constantly improve your ability to identify suspicious claims. DataWalk customers have reduced false positive rates to as low as 10%.
- 3 Consider eliminating triage**

As suspicious claims can be identified automatically and with extreme levels of accuracy, DataWalk customers will sometimes eliminate the triage function.
- 4 Identify more suspicious claims**

Customers often speculate that they are missing many suspicious claims. As you continually refine your rules, scores, and machine learning models, you can constantly improve your ability to detect more suspicious claims.
- 5 Integrate machine learning and AI**

With the DataWalk App Center, you can easily plug-in and automate machine learning. If desired, with the App Center you can also utilize neural networks, AI technologies, and the enormous variety of open source software available in the marketplace.
- 6 Easily connect and analyze all desired internal/external data**

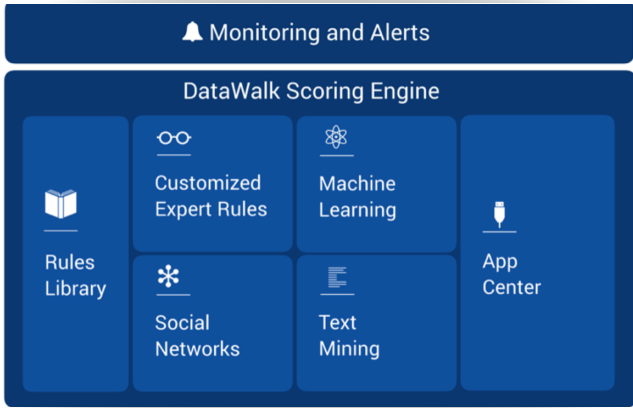
Eliminate the limitations of silo'd data by easily fusing all of your internal data sources (databases, data warehouses, Excel files, images, etc.), and connecting with your key external sources such as public records, subscription services and social media*.
- 7 Automate and operationalize results**

DataWalk is designed to be part of an automated enterprise workflow, and has open APIs to interoperate with other systems.
- 8 Vastly simplify data preparation**

DataWalk accepts your data as it is, and enables you to transform or massage the data as needed on your own, without requiring work from IT or data owners.
- 9 Integrated software for both fraud detection and investigation**

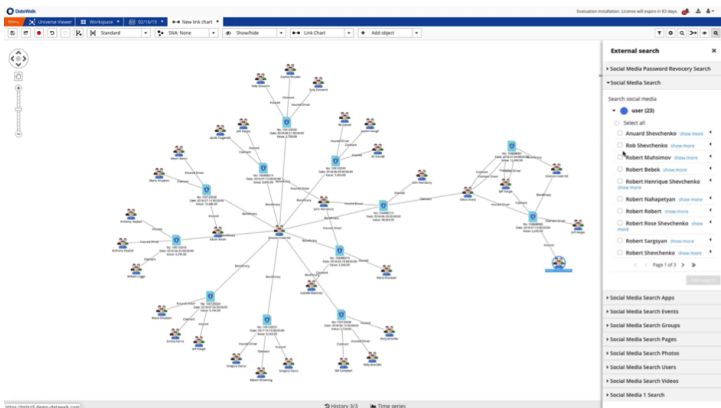
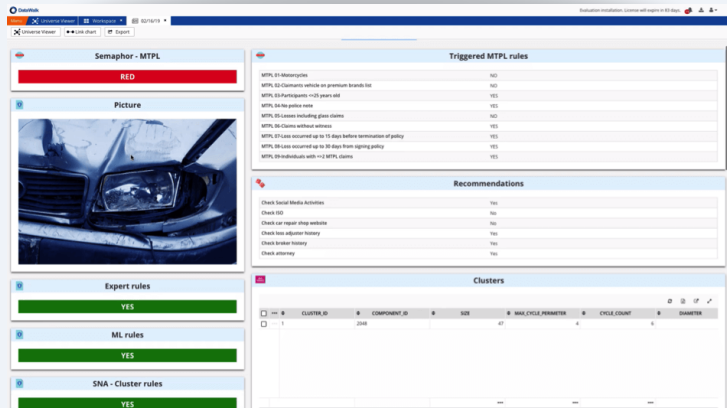
Unlike alternative offerings, DataWalk includes fully integrated facilities for both detection and investigation of suspicious claims.
- 10 ROI in a few months**

DataWalk can be installed in an hour (either on-premise or in the cloud), and can start delivering initial results in a few days or even a few hours. Customers often achieve tremendous ROI on their investment, with payback as fast as 30 days.



DataWalk's comprehensive scoring engine leverages DataWalk's rules library, as well as the ability for you to easily create and tune your own customized rules based on your unique needs and experience. Via the DataWalk App Center you can easily incorporate machine learning, neural networks, AI, and open source software. You can also do text mining, entity extraction, and incorporate social media data*.

As all of your desired internal and external data is fused in the DataWalk repository, you can easily get a comprehensive view of all data associated with claims, people, vehicles, or anything else.



To support investigations, DataWalk includes an integrated link chart facility which enables you to visualize relationships and connections between people, phones, vehicles, claims, clinics, repair shops, and anything else. You can also incorporate data from subscription services and social media*.

DataWalk is a sophisticated, easy to use Enterprise-class data analysis platform that is used by insurance companies, law enforcement agencies, and intelligence organizations to identify patterns and anomalies in multi-source data. DataWalk is headquartered in Redwood City, California. For more information see www.datawalk.com.

*Accessing social media data requires an additional third-party software product.