



Press release: Friday 14th September 2012

Business Insight hires leading Analytics Industry Specialist

Business Insight has hired Dr Alan McLachlan as Analytics Technology Principal to support the further development of its risk assessment product suite.

Alan is a highly experienced analytics and technology specialist and previously worked in a senior consulting role for Vodafone and before that in a number of senior roles at blue chip companies. Prior to that Alan worked in academia as a research fellow studying Quantum Theory and he holds a PhD in Physics, an MSc in Neural Computing as well as achieving a first class Physics degree. Alan is a respected data industry principal and has an in-depth knowledge of analytical modelling using traditional as well as emerging techniques to analyse very large databases within the consumer and financial services sectors. Alan will further strengthen the risk modelling team and assist in enhancing and widening the existing product suite as Business Insight pushes ahead with its latest research and data model development plans.

Andrew Reynolds, Business Insight Analytics Director, said: "We are very excited and pleased that Alan has joined the team. He is extremely talented and experienced in building highly sophisticated mathematical models and in analysing 'big data'. He is a great addition to enhance our existing knowledge base and capability. Our philosophy at Business Insight is to recruit leading industry talent and to focus on data quality, the latest technology and then back this up with excellent customer service. This is absolutely vital to ensure that our clients gain the most from investing in our products and by hiring the best people we are committed to achieving this."

ENDS

For further information please contact:

Business Insight

John Bunch, Sales Director

07813 918909

John.Bunch@business-insight.net

About Business Insight

Business Insight is an independent provider of a range of data and software products that supports the pricing, underwriting and marketing phases of the insurance cycle. Its products are unique, with a number of the key data sets that feed into the company's 'Premium Insight' software and 'Perils Insight' models being exclusive to Business Insight.

The 'Premium Insight' premium comparison software enables users to compare their insurance rates against those of hundreds of other products from the Open GI broker quote system. 'Premium Insight' covers the household, private motor, commercial vehicle and motorcycle markets. The 'Perils Insight' databases provide detailed high resolution predictions of the risk of theft, fire, freeze, storm, subsidence and flood for both residential and commercial insurance. The Business Insight team has extensive experience, with a number of its individuals recognised as being industry experts within their field. This expertise underpins the analytical services which can be offered to complement the company's data and software products.

For further information, visit www.business-insight.net