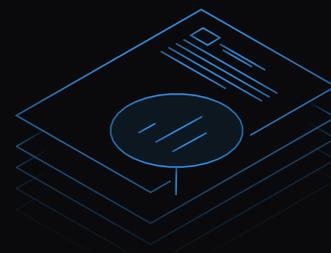# Trupanion Increases Productivity 10X with DataRobot

DataRobot cut the time it takes to build a model by more than 10X, but that was just the beginning.

Trupanion, a company that offers medical insurance for cats and dogs, was dealing with a lot of data from different aspects of their business; pricing, sales, claims projection, customer retention, and more. They did a good job of reporting metrics, but they did not yet have the technical capability to analyze that data on a deeper level for optimal decision-making. This required more sophisticated technology and a lot of time.

The Need for Speed

Trupanion was looking for fast and accurate predictive modeling software that is robust enough to support all their different data and information from different functions of their business. Since Trupanion was new to machine learning, the DataRobot platform, powered by Amazon Web Services (AWS), was the perfect solution because it is intuitive and easy to use. Within weeks of using DataRobot, Trupanion was pleasantly surprised to find a range of benefits from this one platform, and the level of service provided far exceeded expectations.

> It was such a slick process. We were rolling within days and producing meaningful results within weeks.

TJ Houk
VP of Analytics,
Trupanion

trupanion™
Medical insurance for the life of your pet.

Trupanion is a leading provider of medical insurance for cats and dogs throughout the United States and Canada. For almost two decades, Trupanion has given pet owners peace of mind so they can focus on their pet's recovery, not financial stress. Trupanion is committed to providing pet owners with the highest value in pet medical insurance.

Trupanion is listed on NASDAQ under the symbol TRUP. The company was founded in Vancouver BC, Canada in 2000 and is headquartered in Seattle, WA. Trupanion policies are issued in the United States by its wholly owned insurance entity American Pet Insurance Company and in Canada by Omega General Insurance Company.

For more information, please visit trupanion.com.

DataRobot

THE SPEED — 10X PRODUCTIVITY GAINS

DataRobot has cut the time it takes to build a model by more than 10X, saving a remarkable amount of model testing and training resource hours that are now invested in solving other problems.

CUSTOMER RETENTION

With the churn models built using DataRobot, Trupanion is better able to quantify the impact of different variables on customer churn. This information helps Trupanion optimize their business processes to prevent churn as much as possible in the first place.

LESS PROBLEMS, MORE SOLUTIONS

Trupanion is now solving problems at the speed at which they occur, giving back precious time to team members to focus on improving business performance versus wrangling with data.

INSIGHTS AND STRATEGIC DEVELOPMENT

Trupanion has discovered new levers for business optimization from the many models they've been building. These new insights guide internal teams on next best actions and strategic decisions to positively impact business performance.

FULL PACKAGE

Trupanion is now able to deliver more models, faster and with higher accuracy without hiring more data scientists. From data intake to actionable insight, DataRobot has deskilled the process while upskilling its users.

DataRobot allowed us to efficiently and reliably identify more than two-thirds of our customers who will actually churn, before they churn.

We're very data focused; we try to pull in data from a bunch of different sources and try to use all of it. We needed something that was robust enough to do that.

— **TJ Houk**
VP of Analytics,
Trupanion

Contact Us

DataRobot
225 Franklin Street, 13th Floor
Boston, MA 02110
USA
www.datarobot.com
info@datarobot.com

powered by **aws**

DataRobot