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Bruce F. Broussard, Jr. and Ajay Kelshiker launch Percipience Consulting

Data Magnifier Product on AWS, Azure, & Google Leads Insurers to Analytics Superiority

New Orleans, LA (September 3, 2020) – With a team having over 200 years of insurance data management and analytics solutions architecture and implementation experience, Percipience Consulting LLC launched today to serve the insurance industry. Owned and operated by Managing Partners and long-time industry stalwarts Bruce F. Broussard, Jr. and Ajay Kelshiker, Percipience Consulting will help insurers create a competitive advantage through their insurance data and analytics solution Data Magnifier, and professional services focused on data strategy, systems conversion, complex data integration, and end-to-end data solution implementations.



Data & analytics has become a key lever for insurers seeking a competitive advantage. Percipience Consulting's Data Magnifier solution is an insurance industry-specific data and analytics solution that can be deployed on premise or in the cloud. Data Magnifier is also currently being implemented to support enterprise regulatory reporting, book of business analysis and creating a 360° view of policyholders and producers.



*Percipience Consulting
Managing Partners
Bruce F. Broussard, Jr.
(above) and Ajay
Kelshiker*

Data Magnifier leverages industry standards to modernize, collect, organize and analyze insurance data. At its core, it is an insurance enterprise data model supporting both property/casualty and life/annuity companies. It is designed for insurers who have multiple policy, billing or claims systems and want to make that and external data available in a comprehensive, consistent and consumable structure that can be effectively leveraged by both IT and business users. Based on industry standards, Data Magnifier is extensible and allows insurers to implement the solution as an operational data store, data lake, data warehouse and/or data marts. Critically, it provides insurers with the option of supporting it internally without dependence on a software vendor, making it ideal for insurers who want to take control of their data future.

Data Magnifier is the only enterprise data and analytics solution serving both the P&C and L&A insurance market that is also available on all three of the major public cloud platforms – AWS, Microsoft Azure, and Google. It can be deployed in the cloud with a traditional license structure or in a SaaS model. It has been successfully delivered with an insurance software vendor and a pair of implementation projects are currently active with a Tier 1 Midwest P&C insurer and another P&C insurer in the Forbes 300. Following completion of these implementations, the Data Magnifier platform will be supporting over \$15B in annual premium.

Broussard put the evolution to Percipience Consulting in context, stating “Ajay and I are excited to have the opportunity to continue our focus on insurance carriers looking to achieve data mastery and analytics superiority. We’ve put together a strong team that is complemented by several partners that allow us to scale to meet any challenge. We’re very fortunate that we are starting with multiple clients and ongoing projects and couldn’t be more excited about the opportunities in front of us!”



Kelshiker added, “We’ve provided thought leadership, architected and led the delivery of dozens of insurance data projects and have proven to be particularly adept at succeeding with insurers who have struggled with prior data implementations. We have deep experience in both the P&C and Life & Annuity industries and are honored to be partnering currently with several carriers from Tier 1 to Tier 4 to help them create a competitive advantage through data and analytics. We are confident that Percipience Consulting and its Data Magnifier solution will quickly differentiate itself as a premier partner for insurance companies of any size and at any stage of their data and analytics journey.”

Broussard and Kelshiker have collaborated to successfully design and deliver insurance data and analytics solutions for more than 15 years across three different firms. Broussard led IBM’s global insurance data products and services for 12 of his 15 years with Big Blue, and then led the creation of a P&C software vendor Data Solutions Division before returning to insurance data consulting less than two years ago. Kelshiker is a former insurance CIO/CTO who subsequently had a distinguished career as a Solution Architect, Delivery Executive and Associate Partner in both PwC and IBM’s insurance consulting practices focusing on business analytics before his return to insurance data consulting.

About Percipience Consulting

Percipience Consulting LLC collaborates with insurance carriers seeking to gain a competitive advantage through data and analytics. Services include support for the development of modern data and analytics strategy and business cases, as well as end-to-end delivery services for custom build and vendor package implementations. Percipience’s Data Magnifier solution is an insurance industry-specific data and analytics solution that can be deployed as an enterprise operational data store, data warehouse, data lake, either on premise or in any cloud. Data Magnifier supports all key insurance domains including enterprise regulatory reporting, book of business analysis, and creating a 360-degree view of policyholders, products and producers. Percipience Consulting’s resources have led successful implementations at six of the 10 largest US P&C carriers and five of the 10 largest Life & Annuities carriers. For more information about Percipience Consulting, visit www.percipienceconsulting.com. Connect with Percipience Consulting on [Twitter](#) and [LinkedIn](#).

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