

**PRESS RELEASE**

4/09/2019



## **GFT showcases innovative streaming analytics solution tailored for the auto insurance industry**

- GFT debuts new Flexible Personalized Insurance (FPI) at Google Cloud Next '19, San Francisco, April 9-11, 2019
- FPI is based on [GFT Stream](#) and demonstrates the conversion of streaming real-time data from automobiles into actionable intelligence for insurance providers
- [GFT Stream](#) is an 'activator' that provides the architectural framework for FPI, utilizing AI and machine learning models
- FPI is a great example of how disruptive technology will enable customers to purchase insurance products based upon their real-time risk profile, not on stagnant or inaccurate data.

**NEW YORK, April 9, 2019 – GFT, the global IT engineering and technology specialist for the financial services industry, today extends their collaboration with Google Cloud via its Flexible Personalized Insurance (FPI) solution. Premiering at Next '19 in San Francisco, April 9–11, 2019, the FPI demo leverages GFT Stream, an architectural framework designed for the Google Cloud Platform (GCP) to enable real-time processing and analysis of structured and unstructured data, utilizing AI and machine learning.**

FPI will be on show within the Financial Services Industry Showcase at Next '19 and utilizes Google Cloud BigQuery ML, Cloud Dataflow, Cloud IoT Core, and PubSub products. It will demonstrate how streaming, real-time IoT (telematics) data from automobiles can be ingested and converted into actionable intelligence. The resulting insights, for example, can be used to create highly personalized insurance plans based on actual driving behaviors. FPI is a great example of how disruptive technology will enable customers to purchase insurance products based upon their real-time risk profile, not on stagnant or inaccurate data.

Craig Parfitt, GFT Stream product owner said; "FPI based on GFT Stream, running on GCP, clearly demonstrates our leadership position when it comes to analyzing real-time signal and device data. The latest iteration of this innovative offering has the potential to transform the entire customer experience. FPI will empower financial institutions to proactively harness and better manage their growing data volumes, enabling them to rapidly tailor products and services that meet the precise requirements of today's modern consumer."

Visit GFT in the Financial Services Industry Showcase at Next '19 to learn more about FPI and participate in an exciting live demonstration of the [GFT Stream](#) solution in action.

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**About GFT**

GFT is driving the digital transformation of the world's leading financial institutions. Other sectors, such as industry and insurance, also leverage GFT's strong consulting and implementation skills across all aspects of pioneering technologies, such as cloud engineering, artificial intelligence, the Internet of Things for Industry 4.0, and blockchain.

With its in-depth technological expertise, strong partnerships and scalable IT solutions, GFT increases productivity in software development. This provides clients with faster access to new IT applications and innovative business models, while also reducing risk.

Founded in 1987 and located in 13 countries to ensure close proximity to its clients, GFT employs over 5,000 people. GFT provides them with career opportunities in all areas of software engineering and innovation. The GFT Technologies SE share is listed in the Prime Standard segment of the Frankfurt Stock Exchange (ticker: [GFT-XE](#)).

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