

## **Aureus Analytics and C2L BIZ announce Strategic partnership to leverage synergies.**

Aug 8, 2014, Mumbai : Aureus Analytics and C2L BIZ have announced a strategic alliance that will allow them to take Big Data Analytics powered products and platforms to boost operational efficiencies for Insurance players.

“The foundation of this partnership solidly rests upon the best in class, mutually exclusive but highly complementary product lines and offerings,” said Lokesh Bhagwat, Business Consultant at Aureus. “Aureus Analytics’ insurance industry products and platform (ASAP) seamlessly integrate with Operational Products from C2L BIZ, and provide customers unique value proposition in areas such as Customers, Sales conversions, Persistency, Distribution, Claims Reserve, Fraud and Pricing.”

Under the ambit of this partnership, Aureus’ comprehensive big data and analytics capabilities will complement C2L BIZ’s firm grasp of the insurance business operations, and institutionalize best practices across the entire service chain from selling to executive decision making.

Mangesh Vaitla, co-founder and executive director of C2L BIZ said, “We envisage to empower our state of the art SymbioSys Suite of solutions and insurance transformation capabilities with the growing power of Big Data and Analytics. This alliance with Aureus Analytics leverages the complementary capabilities of both C2L BIZ and Aureus and will render our customers further cutting edge solutions in insurance technologies”.

With a customer base spread across the globe, this partnership will deliver solutions that will catalyse quick decision making, reduce operational inefficiencies and boost bottom lines for all insurers.

### **About Aureus Analytics**

Aureus Analytics is a provider of industry specific Big Data and Analytics solutions. Its products and platform empower actionable insights at the point of decision. Aureus is headquartered in Singapore and has a development center in Mumbai, India.

Read more at [www.aureusanalytics.com](http://www.aureusanalytics.com)

### **About C2L Biz**

C2L BIZ is an insurance industry solution provider, which focuses on helping the insurers gear up for challenges by making its value chain more efficient and effective. Its mission is to deliver measurable business outcome by combining their domain knowledge, solution architecting expertise, Functional IP’s, Technology Solution Accelerators and global best practices.

Read more at <http://www.c2lbiz.com/>

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