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Prime Technology Group, LLC to Attend 2015 Automotive's Insurance Telematics Conference

Prime Technology Group LLC is set to attend Automotive's 2015 Insurance Telematics USA Conference to discuss their latest Usage Based Insurance mobile application, Xemplar.

Tuesday August 4, 2015 (Wayne, PA)-Telematics, also known as usage based insurance (UBI), is the hot topic set to take over this year'sAutomotive's Insurance Telematics USA 2015 conference in Chicago on September 2-3. Over 70 industry expert speakers and 800 senior level attendees are expected to contribute to the increasingly popular conversation about the future of engaging insurers and the insured.

Prime Technology Group, LLC, is proud to be a part of this discussion.The idea of using telematics data to generate personalized pricing and provide meaningful information appears simple. In reality, it is very complex– and it requires the use of high-performance analytics. Which we specialize in, said Aaron Moore VP of Insurance.

The velocity of big data coming into an organization, especially that arising from telematics, can be very difficult to manage. The ability to quickly access and process varying velocities of data is critical. Insurance companies should consider a "stream it, score it, store it" approach. This approach enables analytics to be applied on the front end to filter out unimportant data or insignificant information.

As an exhibitor showcasing a desired UBI mobileTelematics application, **Xemplar**-that not only collects, stores, manages and analyzes vast amounts of variable data but also offers the consumer 14 unique features including: direct marketing, traffic reports, weather, driver improvements, claims filing (image/video capture, location of the incident, audio/video, traffic/weather at the time of the incident), PathFinder, and a teen driving program coupled with a parental portal.

"We are using this as an engagement model with the client andtrying to promote good driving behavior through the use of telematics," Aaron Moore, VP Sales-Insurance, explained.

Issues of claims enhancement, integration, consumer opinion, automotive technology, and the evolution of data collection will be discussed throughout 40 innovation sessions lead by prestigious, experienced UBI executives, among them David Pratt, General Manager, Progressive; Kim Minor, Global Insurance Leader, Data & Analytics Marketing, IBM; and Nikola Ristivojevich, IT and Strategic Analyst, Ford.

To learn more about **Prime Technology Group**, visit us at **booth #5**during the conference or visit **www.PrimeTGI.com**.

About Prime

Prime Technology Group is a global, technology services company where innovation is at the core of our business engagements. Headquartered in Wayne, PA, we have successfully orchestrated technology visions for our clients. How do we do this; simply we listen. Prime develops flexible and customizable frameworks, driven by our robust R & D, which become the cornerstone of our solution offerings. Our portfolio includes the following practices **Cloud** (Google PAAS, Microsoft Azure), **Mobility** (IBM Work Lite), **Analytics** (Big Data, Predictive Analysis), and **Quality Assurance**. We have successfully helped leading companies in Healthcare, Insurance, Life Sciences, Banking, Financial Services, and E-commerce. Our imprint has drastically affected client growth; we are Prime Technology Group, where we are "Bringing visions to life."