REAL INSIGHTS by INDATECH

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GET REAL WITH DATA

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How do you differentiate yourself from all the faces in the crowd?

If you're a data and technology provider in the insurance space, how do you differentiate yourself from your competitors and keep your investors happy? It may take some innovative thinking, some serendipity or maybe the right partnership.

Many years ago, a lot of products offered chocolate, and a lot of products offered peanut butter. But Reese's found a formula for "You got your chocolate in my peanut butter. No, you got your peanut butter in my chocolate." And the rest is history. Even "E.T." concurred.

Chocolate was part of the white noise. Peanut butter was part of the white noise. But Reese's created the differentiator.

If you're in the InsurTech space, you're familiar with some, or all, of these issues:

- There are many specialized areas
- Spaces are getting crowded
- Product development and marketing isn't cheap
- Skilled people with industry knowledge are hard to find
- Investors are getting impatient

It might be time to think outside the box.

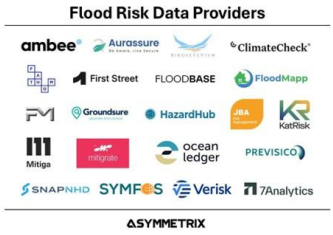
One solution may be to stop trying to differentiate yourself on your own but find a partner that can quickly add value to what you offer. And also look for help to get your message out.

Service providers may have the best product, but it does no good sitting on the shelf. And potential clients don't have the resources or the time to investigate all the options. In a haste to keep up with the market, they may land on the wrong one.

And, if you have success, it doesn't mean you can stand on your laurels and shouldn't keep adapting to new markets and tastes: Reese's Pieces, crunchy versions, Mini Cups, …

Just look at one specific space – Flood Risk Data Providers.

In early February 2026, Asymmetrix, published a list of companies providing this service. Within a couple of weeks, their list of available options went from 21 to 36.



If you're an insurer, how do you find the time to evaluate 36 different solutions for one area of your risk portfolio?

It you're one of these 36 service providers how do you differentiate yourself from the pack and get your message out.

You may have a great product, but "Emails are not enough" to loosely use the 1999 James Bond movie title, "The World is not Enough". You need to get face time and build relationships with your prospects. Otherwise, you're just part of the white noise.

Find the right partners to build these relationships and enhance your product, and you could have a marketer's dream: chocolate, peanut butter and Steven Spielberg's classic "E.T." from 1982.

Now for more nostalgia

Back in 2001, 25 years ago, I set up Indatech – Insurance Data and Technology – and this was my original, crude homemade logo. About 5 years later, I changed it to the new logo you see now. Maybe still not the greatest, but it does the trick – insurance on target. By the way, did you notice I didn't reference Stanley Kubrick's "2001: A Space Odyssey"? I guess I did, after all.

Now don't all run out and buy Reese's Pieces on my account. But, then again, why not? A little nostalgia.

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