



Real-Time Pricing at Enterprise Scale

Turning massive datasets into instant, personalized quotes with Rocket® Vertica®



CHALLENGE

Pricing policies at the speed of the market

The pricing team needed to analyze thousands of variables in real time to generate personalized quotes, but **outdated tools couldn't keep pace**. Slow, rigid systems blocked automation and limited the team's ability to adapt pricing to shifting market and customer data.

SOLUTION

Real-time pricing intelligence with Rocket® Vertica®

01 Lightning-fast query performance

Rocket Vertica delivered rapid data retrieval across large, complex datasets, so analysts didn't have to spend time waiting on queries and could focus on uncovering the insights that drove smarter pricing decisions.

02 In-database machine learning

Analysts run predictive models directly in the database, slashing latency, reducing complexity, and letting your team work faster. Without the need to move massive datasets back and forth, you can make critical pricing decisions in minutes, not hours.

- **Heritage performance limits**

Existing tools couldn't process the data volumes needed for real-time pricing, so the team struggled to generate accurate, personalized quotes fast enough to stay competitive.

- **Manual, time-consuming workflows**

Analysts spent hours manually importing files and optimizing queries instead of uncovering insights. Stuck with slow, repetitive daily tasks, they couldn't deliver the fast, strategic pricing decisions the business needed.

- **Rigid pricing models**

Systems couldn't factor in live market conditions, customer demographics, or emerging trends, making it nearly impossible to respond quickly to shifting demand and stay ahead of competitors.

03 Near-real-time data ingestion

Automated ingestion replaced slow, manual imports with a continuous, reliable flow of fresh data. This freed analysts to focus on strategy, innovation, and higher-value tasks, so they didn't waste time managing pipelines.

04 Dynamic ad hoc reporting

Analysts generated live, actionable insights on the fly, so they didn't have to rely on rigid, outdated reports. Instant access to fresh data let them respond to market shifts faster, make smarter pricing decisions, and stay ahead of the competition.

RESULTS

Faster insights, measurable impact

25 times faster performance

Query speeds jumped 25x, enabling real-time analysis at scale.

Lower claims frequency

Sharper risk segmentation reduced claims across the full portfolio.

Full ROI within a year

Cost savings and efficiency gains delivered ROI in just 12 months.