



Unstructured Data AI Ingestion Coming of Age

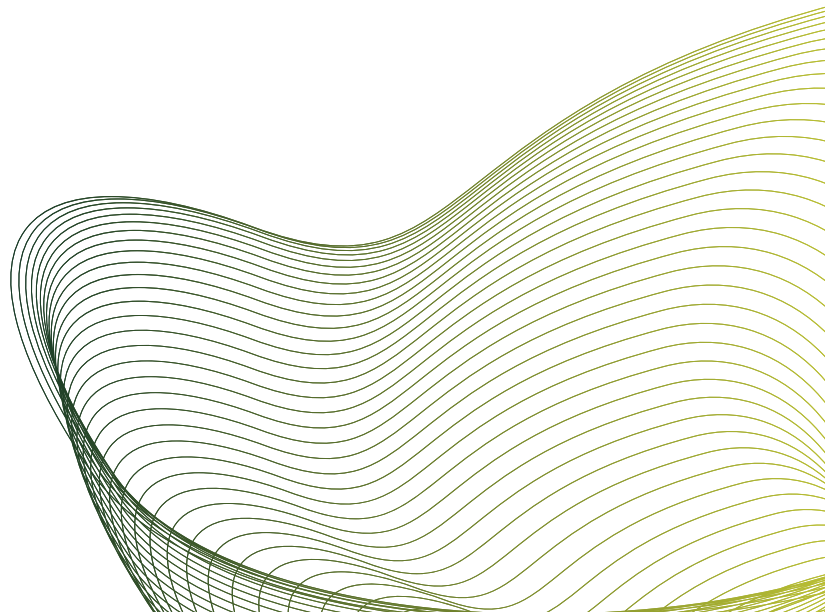
Over the past three years, unstructured data AI ingestion has evolved into a distinct, scaled, and indispensable software category within the insurance industry. While adoption is accelerating, the technology has already proven its value, delivering measurable impact at scale.



mea: Pioneering Enterprise-Ready AI Ingestion

mea pioneered the development of this category by bringing to market the first enterprise-ready AI ingestion solution, designed to operate out-of-the-box across lines of business, languages, and transaction types. With industry-leading accuracy, mea enables global-scale deployments in months, not years—delivering substantial ROI from day one.

Initially, clients were skeptical—"this sounds too good to be true." Today, these same clients are rolling out AI ingestion across their organizations, transforming their operations at unprecedented speed.



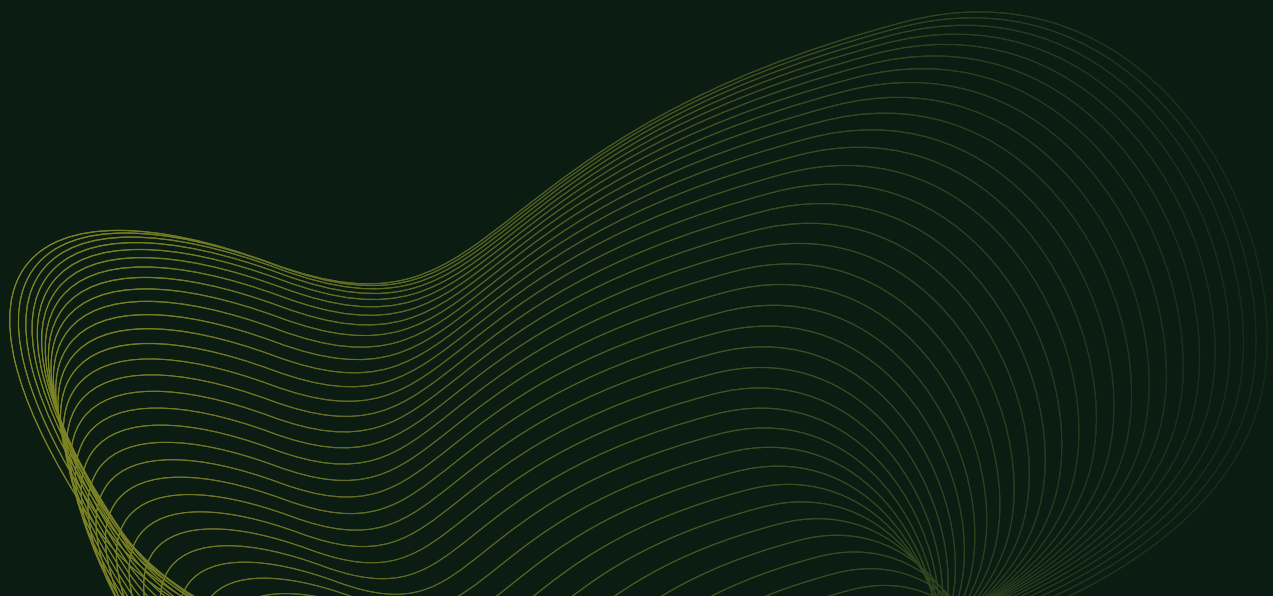


The Competitive Landscape: Why mea Stands Apart



As with any successful software category, AI ingestion has attracted new entrants and pivoting incumbents eager to replicate mea's success. As Charles Caleb Colton famously said in 1820, "Imitation is the sincerest form of flattery." However, while competitors can mirror sales messaging, replicating mea's technology, expertise, and execution capability is far more challenging.

At mea, Insurance experience at enterprise-scale is a key differentiator. Our ability to deliver at scale, with precision and speed, is unmatched. This is evident in our global deployments and zero client churn.





Consider our first large scale rollout:

- Client: A \$25B+ global carrier
- Scope: All major lines of business, countries & languages
- Time to full deployment: Less than 7 months
- Outcome: The largest industry deployment of automated new business submissions Ingestion & the client has expanded significantly into additional use cases.

(And no, this client does not have an investment stake in mea.)



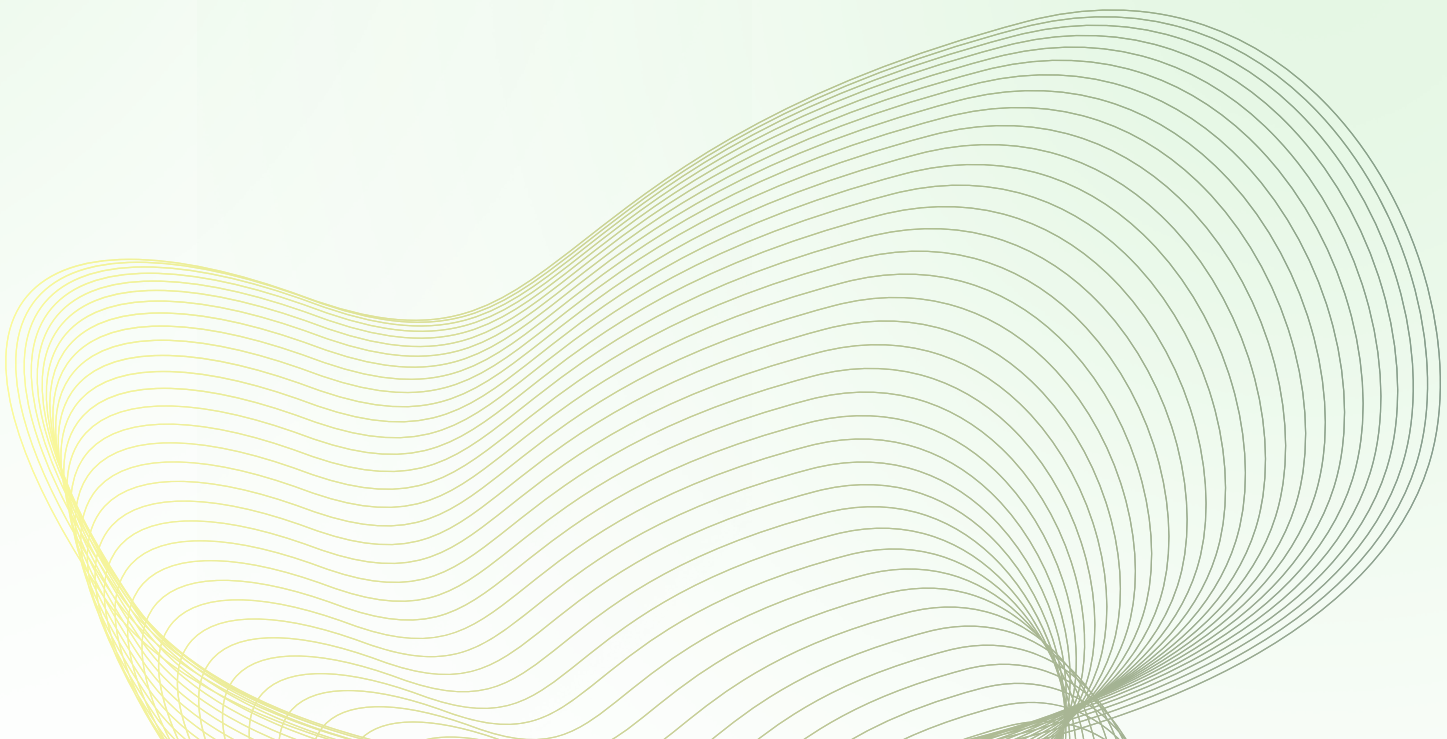
The mea Difference: Beyond the Sales Pitch

One of the most frequent client questions is:
“What makes mea different?”

The answer lies in how our product was built before we came to market— an AI native product enriched with thousands of years of combined deep insurance expertise.

- A typical mea client meeting brings together 100+ years of insurance experience—often with just three or four people in the room.
- Our team has led major underwriting and claims technology implementations at global insurance carriers.
- As a newer vendor, we also bring the latest technology—designed from the ground up for today’s AI-driven world with the Insurance experience encoded by default in the product.

**For a deeper dive
into our technical
advantage, see our
next paper on this
topic.**





Expertise in Action: Meet Grayson Poole – head of mea client delivery

One example from our 100+ person team is Grayson Poole, a 30-year insurance veteran with experience spanning:

- Underwriting at a Lloyd's syndicate
- Claims operations
- Leading global tech teams at a top-tier carrier

We asked Grayson how his deep insurance background shapes mea's client engagements.



How does your insurance experience add value in early client meetings?

"It builds trust immediately. Clients appreciate speaking with someone who understands their challenges—what they're facing today, and why. It also accelerates engagement. For example, in demos, if we don't have the exact use case a client is looking for, we intuitively know the best alternative to showcase—proving we understand their needs."



"We help clients refine requirements, ensuring they focus on what delivers the highest impact. We're not afraid to challenge assumptions if there's a better approach. We also help prioritize—many clients come in with niche requests, but we guide them toward what will truly move the needle."

How does your expertise influence product development?

"During pilots and proof of concepts, it's critical to test with the right variety of examples, not just large volumes of data. Our real-world expertise ensures the most meaningful test cases are used."



How does insurance expertise enhance delivery and implementation?

"Clients often want to move too fast, under pressure to show results. We know how to break implementations into rapid, high-impact phases, ensuring the best outcomes. Our experience lets us group and iterate fields, rule validations, and products in a way that maximizes efficiency and accuracy."

"We also see a big difference in testing. Often, less experienced teams get stuck on false positives or conflicting feedback. With our background, we cut through noise and resolve issues quickly."

How does the development team benefit from working with insurance experts?

"For developers, it's like having a direct line to the customer. It ensures we get things right the first time. And if additional expertise is needed, we tap into our network to bring in the right people."



mea: AI Ingestion Built for Insurance, Proven at Scale

At mea, insurance expertise is built into the product—not just as a sales tagline, but in every stage of development, deployment, and execution. Our unmatched success in delivering rapid, global implementations enables clients to realize scale benefits faster and move on to the next strategic priority.

For insurers looking to transform underwriting, policy processing, and claims with proven AI ingestion at scale, mea remains the clear market leader.