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American Family Insurance acquires software firm Networked Insights

[Paul Gores](#), Milwaukee Journal Sentinel Published 3:48 p.m. CT Dec. 14, 2017 | Updated 3:55 p.m. CT Dec. 14, 2017

[American Family Insurance](#) on Thursday acquired a Chicago-based data and analytics software company, a move the insurer said would enhance its digital capabilities.

Financial terms of the deal that brought [Networked Insights](#) to American Family weren't disclosed.

American Family said all 74 employees of the software firm will be retained. Networked Insights has offices in Madison, where American Family is headquartered, and New York City, in addition to Chicago.

The acquisition will help American Family further build its digital know-how, including the use of data, advanced analytics and artificial intelligence, the company said.

"We have significantly invested in our technology platforms and data and analytics in the past three years," Jack Salzwedel, American Family chairman and chief executive officer, said in a statement. "This acquisition and others strengthen our best-in-class agency distribution by bringing best-in-class digital and data capabilities, providing our customers with both expertise and convenience."

American Family, which is the top insurer of homes and automobiles in Wisconsin, is a Networked Insights client and has been a minority investor in the company since 2013. American Family now is its sole owner.

"The analytics capabilities we gain with Networked Insights will strengthen our ability to provide proactive protection to customers and to quickly identify and meet customer needs in new ways," said Peter Gunder, American Family Insurance chief business development officer.

Networked Insights will operate as a stand-alone subsidiary. In addition to serving its customers, Networked Insights employees will collaborate with American Family data scientists on projects using advanced analytic capabilities to improve customer interactions and business value, the company said.

Networked Insights founder and CEO Dan Neely and Gerry Komlofske, president and chief operating officer, will continue as leaders of the firm. Neely will join the American Family senior executive team.

American Family also announced Thursday is has acquired [HomeGauge](#), a home inspection software company with 21 employees based in Asheville, N.C.