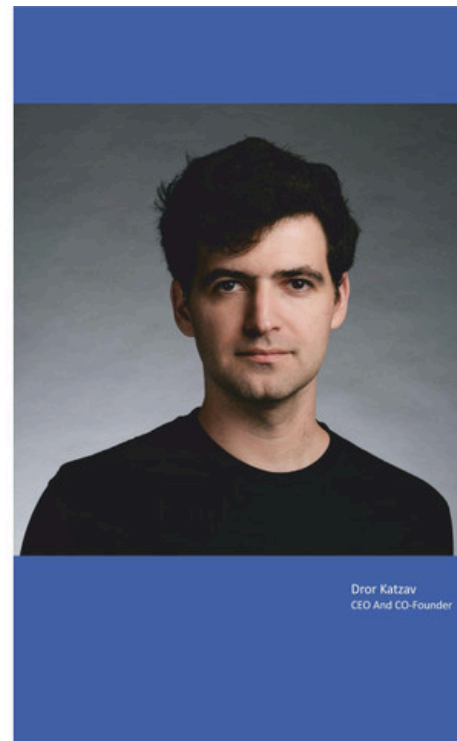# Atidot: A Leading Cloud-based Platform for the Life Insurance Industry

One name among the companies that are leveraging technology to provide customized solutions to their clients is Atidot. Spearheaded by Dror Katzav, the CEO and Co-founder of Atidot, the company is a leading AI cloud-based platform tailored specifically to suit the needs of the life insurance industry, enabling insurers to grow their customer's Lifetime Value and create new revenues.

In the following interview with Insights Success a **business magazine online** , Dror talks about the exemplary personalized solutions that the company has been delivering since its inception.

Taking into consideration the current pandemic, what initial challenges did you face, and how did you drive your company to sustain operations while ensuring the safety of your employees at the same time?

Atidot, as a nimble start-up, maintained its ability to respond to the impact the pandemic had on insurance companies.

That said, during COVID, there were many things that insurers could do to help their customer, like providing cash value loans and other [financial products](#) that could provide relief. But it needed an immediate response from the insurers that usually rely on their channels and have a long response time due to culture and complicated internal processes.

Source [URL](#)