

Data science that is powerfully predictive

Root Enterprise is on the forefront of the telematics revolution. Our innovative technology solutions provide insurance carriers and fleet owners with deep insights into driving behavior, allowing them to reduce business risk and actual loss cost.

See how our solutions can work for your business.

Request a demo



Experts in assessing driving risk

We're improving the way companies measure and manage driving risk. By leveraging our cutting-edge data science, you'll gain deep insights into individual driving behavior, unlocking opportunities to lower your business risk and costs.



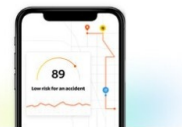
Most predictive

Our best-in-class modeling is almost 10x more predictive of driving risk. Improve your loss ratio by identifying and rewarding safe drivers, and avoid covering bad drivers altogether.



Exceptional support

We support our partners every step of the way, providing product documentation for ease of adoption, detailed data dashboards, and knowledgeable representatives ready to tailor solutions for you.



Data from day one

Start your telematics program immediately with our dynamic turnkey solutions—a white-label app customized to your brand or an SDK that works in the background without disrupting your existing app experience. Our products are made to distribute at scale, and we're ready to help you get started today.

Learn more



The power of telematics

What if you removed the factors that are less predictive of risk from your pricing models?

Our experts detail how telematics is changing the way companies manage risk to reduce costs, while empowering them to reduce inequalities found in traditional car insurance pricing.

Step Aside Credit Score: Revolutionizing car insurance

Step Aside Credit Score: Inequality

Insurance solutions

Our customized mobile experiences can help you quickly grow your business while meaningfully reducing risk.

[Learn more](#)

About us

Meet our leadership team and discover how Root Enterprise is making telematics more accessible.

[Learn more](#)

Root Enterprise

Root Enterprise, LLC.
80 E. Rich Street
Suite 500, Columbus, OH 43215

[Request a demo](#)

Copyright ROOT 2021.
ROOT is a registered servicemark of
Root Insurance Company, Columbus, OH.

Using technology to power a revolution

Root is disrupting the archaic, trillion-dollar insurance industry. We're creating powerful insurance products and technology platforms that rewrite the rules for today's world, promoting fairness, simplicity, and personalization. And we're just getting started.

[Learn more](#)

Driving the FinTech revolution



10 billion+ miles

Using behavioral data and proprietary telematics, Root has collected over 10B miles of driving data, making us the experts at measuring human driving behavior and assessing risk.



400% growth

We grew—by direct written premium—by more than 400% in 2019 over 2018.



900+ employees

In 2017, Root had 15 employees. Through deliberate, mindful growth, we now have 900+ employees across 4 states. [And we're hiring.](#)



30 states, and counting

Root sells car insurance in 30 states and is quickly headed for all 50. And less than a year after launching, renters and homeowners insurance are available in 9 and 13 states, respectively.



Groundbreaking technology

Root was the nation's first licensed insurance carrier powered entirely by mobile.

The most powerful data-driven products

We're bringing fairness and simplicity to personal insurance and developing the most accurate pricing models and risk assessments anywhere.

Root Insurance

Root Insurance is the nation's first licensed insurance carrier powered entirely by mobile. Founded on the belief that the services you need for everyday life should serve you better, Root bases insurance coverages on you, not your demographic. It's the way insurance should be. And it's all conveniently in an app. Root currently offers car, renters, and homeowners insurance.

[Learn more](#)



Root Enterprise

Root Enterprise is improving the way companies measure and manage driving risk. Its proven mobile telematics platform records and analyzes driving behavior with technology that seamlessly integrates into existing mobile apps or a customizable app experience. By leveraging Root's cutting-edge data science, companies gain deep insights into individual driving behavior, unlocking opportunities to manage driving risk.

[Learn more](#)

We don't accept the status quo. So we're creating a new one.

Our mission to unbreak the insurance industry means identifying the things that are broken and committing to leading systemic change. [See all the ways we're revolutionizing insurance.](#)



Root x Bubba Wallace

Bubba is leading change surrounding issues of race and equality on and off the track. Root is proud of our commitment to remove bias from an archaic industry. Together, we're championing progress that is long overdue.

[Learn more](#)



Drop the score

One of Root's core missions is to bring fairness to the insurance industry. This is why we have committed to removing credit score—an unfair and discriminatory factor in traditional insurance — from our pricing by 2025.

[Learn more](#)

Careers at Root

We're always looking for curious, talented self-starters to help us continue leading the industry in innovation, ingenuity, and excellence.

[Join us](#)

Root Inc

Root Inc.
80 E. Rich Street
Suite 500
Columbus, OH 43215

[Company](#)

[Press](#)

[Investors](#)

[Careers](#)

[LinkedIn](#)

Other Root Inc. Companies

Root Insurance

Root Enterprise

Copyright ROOT 2021.
ROOT is a registered servicemark of Root Insurance Company, Columbus, OH.