



## **Alfa Insurance Selects Guidewire Products for Underwriting, Policy Administration, Claims Management, and Billing**

April 8, 2014

*Guidewire InsuranceSuite™ to help multiline insurer streamline core systems and improve the agent experience*

MONTGOMERY, Ala. & FOSTER CITY, Calif.--(BUSINESS WIRE)--Apr. 8, 2014-- Guidewire Software, Inc. (NYSE: GWRE), a provider of software products to Property/Casualty (P/C) insurers, today announced that Alfa Insurance® (Alfa®), a multiline P/C and Life insurer, has selected Guidewire InsuranceSuite™ as its new platform for underwriting, policy administration, claims management, billing, and client data management.

Alfa Insurance selected InsuranceSuite as part of an organization-wide transformation initiative. By consolidating its existing legacy systems, Alfa Insurance will simplify its infrastructure to reduce system maintenance costs, streamline business processes, and gain the flexibility needed to remain competitive in an evolving market.

"We chose to partner with Guidewire on this project for several reasons," said Jeff Frazee, chief information officer, Alfa Insurance. "Because of the wide array of products Alfa now offers across Property, Vehicle, Farm, and Commercial lines, we needed a suite of integrated systems that could potentially handle all of these lines as well as provide us with a customer-centric method to service our customers."

"In addition, we were impressed with the maturity of Guidewire's products and its track record of successful implementations," continued Frazee.

InsuranceSuite will enable Alfa Insurance to:

- Increase its speed to market with integrated, modern systems;
- Deliver a better service experience to their agent network;
- Enhance operational efficiency by standardizing policy administration, billing management and claims handling processes on a common platform; and
- Improve flexibility to comply with national and state regulations.

"We're excited about the efficiencies we'll gain from implementing InsuranceSuite," said Beth Chancey, vice president, Property and Commercial Underwriting, Alfa Insurance. "Beyond the IT benefits of a simpler, integrated technology platform, we'll also gain real-time visibility into our core operations across our lines of business and be better able to service our agents and customers."

"We are honored that Alfa Insurance has selected Guidewire InsuranceSuite to help them meet their business transformation goals," said Dan Gordon, vice president, Product Management, Guidewire Software. "We recognize their commitment to continuously improve their customers' experience, and we look forward to cultivating a long-term relationship with them."

Guidewire InsuranceSuite powers the mission-critical operations of property/casualty insurers competing in today's market. The suite was designed using a modular approach, enabling insurers to select individual applications — Guidewire PolicyCenter®, Guidewire BillingCenter® and Guidewire ClaimCenter®— or a pre-integrated set, driven by their requirements and priorities. InsuranceSuite provides the flexibility insurers need to deliver insurance the way they want to, by rapidly delivering better products and service to their policyholders and agents, while improving underwriting discipline and lowering operational costs.

### **About Alfa Insurance**

As an outgrowth of the Alabama Farmers Federation, Alfa Insurance Companies began in 1946 to provide quality fire insurance to federation members, who were primarily farmers. Today Alfa offers an array of insurance coverages including property and automobile to its clients and has also become known for superior customer service. Alfa and its affiliates now provide insurance and other financial services to more than 1 million customers in 11 states. For more information, please visit [www.alfains.com](http://www.alfains.com).

### **About Guidewire Software**

Guidewire builds software products that help Property/Casualty insurers replace their legacy core systems and transform their business. Designed to be flexible and scalable, Guidewire products enable insurers to deliver excellent service, increase market share and lower operating costs. Guidewire InsuranceSuite™ provides the core systems used by insurers as operational systems of record. Additional products provide support for data management, business intelligence, anytime/anywhere access and guidance and monitoring. More than 150 Property/Casualty insurers around the world have selected Guidewire. For more information, please visit [www.guidewire.com](http://www.guidewire.com). Follow us on twitter: [@Guidewire\\_PandC](https://twitter.com/Guidewire_PandC).

NOTE: Guidewire, Guidewire Software, Guidewire ClaimCenter, Guidewire PolicyCenter, Guidewire BillingCenter, Guidewire InsuranceSuite, Guidewire PartnerConnect, Guidewire SolutionConnect, Guidewire Live, Live Inside, Before & After, Claim Canvas, Viewpoint, Deliver Insurance Your Way, and the Guidewire logo are trademarks, service marks, or registered trademarks of Guidewire Software, Inc. in the United States and/or other countries.

Source: Guidewire Software, Inc.

Guidewire Software, Inc.

Diana Stott, +1 650-356-4941  
Director, Communications  
[dstott@guidewire.com](mailto:dstott@guidewire.com)

or

Alfa Insurance Corporation  
Jeff Helms, +1 334-613-4212  
Director, Communications  
[jhelms@alfafarmers.org](mailto:jhelms@alfafarmers.org)