



AF Group Selects Guidewire Products to Enhance its Core Operations, Data and Analytics, and Digital Engagement Capabilities

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Michigan-based national insurance company to use Guidewire products to adapt business processes for generating top-line growth and improving speed-to-market

LANSING, Mich. & FOSTER CITY, Calif.--(BUSINESS WIRE)--Jul. 12, 2016-- AF Group, a Michigan-based national insurance company, and Guidewire Software, Inc. (NYSE:GWRE), a provider of software products to Property/Casualty (P/C) insurers, today announced that AF Group has expanded its relationship with Guidewire through the selection of additional core operations, data and analytics, and digital engagement products. Guidewire PartnerConnect™ Consulting member, PwC US, will team with AF Group in implementing the Guidewire solution.

AF Group has selected Guidewire PolicyCenter® and BillingCenter, along with Guidewire Rating Management™, as its new platform for underwriting, rating, policy administration, and billing. Guidewire DataHub™ and InfoCenter will support the company's enterprise-wide data and analytics needs. Additionally, AF Group will leverage the full set of [Guidewire Digital Portals](#) to offer a seamless, omnichannel digital experience to its policyholders, injured workers, agents, and vendors. The company has been live on Guidewire ClaimCenter® since 2010.

"We are confident that the additional Guidewire products we selected will enable us to further transform our business and allow us to continue on our path of relentless commitment to exceptional service and sustained excellence by delivering innovative solutions to our agents and policyholders," said Lisa Corless, President, AF Group. "We selected Guidewire because we wanted a tightly integrated and configurable suite of products to strengthen operational effectiveness, efficiency, and customer service through a client-centric view of policyholder information and Guidewire's product maturity, market share, and track record of successful implementations were important factors in our decision-making process."

"We are pleased that AF Group has extended its relationship with the selection of additional Guidewire core, data, and digital products," said Steve Sherry, senior vice president, Worldwide Sales. "Together these products will complete the technology platform to help AF Group adapt and deliver on its business objectives, and provide unique customer service to further its reputation."

About AF Group

Founded in 1912, AF Group (Lansing, Mich.) and its subsidiaries are a premier provider of innovative insurance solutions. Rated "A-" (Excellent) by A.M. Best, AF Group is a nationally recognized holding company conducting business through its brands: Accident Fund, United Heartland, CompWest and Third Coast Underwriters.

About PwC US

At PwC, our purpose is to build trust in society and solve important problems. PwC is a network of firms in 157 countries with more than 208,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us www.pwc.com/US.

About Guidewire Software

Guidewire delivers the software that Property/Casualty (P/C) insurers need to adapt and succeed in a time of rapid industry change. We combine three elements – core operations, data and analytics, and digital engagement – into a technology platform that enhances insurers' ability to engage and empower their customers and employees. More than 200 P/C insurers around the world have selected Guidewire. For more information, please visit www.guidewire.com. Follow us on twitter: [@Guidewire_PandC](https://twitter.com/Guidewire_PandC).

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