



Guidewire to Bring the Power of Salesforce CRM to P&C Insurance

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CRM solution will empower insurers to better engage with customers

FOSTER CITY, Calif.--(BUSINESS WIRE)--Sep. 27, 2017-- Guidewire Software, Inc. (NYSE: GWRE), a provider of software products to Property and Casualty (P&C) insurers, today announced it is teaming with Salesforce to bring to market a new solution to deliver CRM optimized for the unique needs of P&C insurance. The solution will empower insurers to better engage with their customers, partners, and employees. Guidewire is also joining the Salesforce AppExchange, the world's leading enterprise apps marketplace.

Guidewire and Salesforce customers will benefit from this collaboration through a series of cloud-based products starting with a consistent and integrated 360-degree view of their customers across the two platforms. These products are currently under development.

Insurers in today's era of engagement strive to do all they can to improve the experiences of their agents, service representatives and most importantly their customers. Having a 360-degree view of their customer is a critical component and serves as a foundation for future joint capabilities such as optimizing leads, increasing customer retention, and running customer-centric operations. Bringing together the strengths of the #1 CRM platform and Guidewire's industry platform for high-quality insurance experiences, operations, and data will provide a new Guidewire CRM solution optimized for the unique needs of P&C insurance and empower insurers to meet heightened customer expectations.

"We are excited to align with Guidewire and highly respect their global expertise in the P&C insurance industry. By leveraging the power of the Salesforce Platform, Guidewire will deepen the industry specific CRM capabilities the competitive insurer requires, offering a 360-degree view of their customers," said Rohit Mahna, SVP & GM Financial Services, Salesforce.

"Insurers are embracing the importance of customer centricity and front-office digital enablement more than ever," said Marcus Ryu, Chief Executive Officer, Guidewire Software. "In service of these initiatives, we are excited to collaborate with Salesforce, a formidable authority in cloud-based CRM. Productizing the integration between our platforms will help insurers transform the distribution and service of their products, to the benefit of both their businesses and their policyholders."

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About Guidewire Software

Guidewire delivers the software that Property and Casualty (P&C) insurers need to adapt and succeed in a time of rapid industry change. We combine three elements – core processing, data and analytics, and digital engagement – into a technology platform that enhances insurers' ability to engage and empower their customers and employees. More than 300 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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Guidewire Software, Inc.
Diana Stott, +1 650-356-4941
Director, Communications
dstott@guidewire.com