



Ayr Farmers Mutual Insurance Company Selects Guidewire InsurancePlatform Products to Transform Core Operations, Data and Analytics, and Digital Engagement Capabilities

April 15, 2019

Canadian mutual insurer to leverage Guidewire systems to enhance policyholder experience, improve operational efficiencies, and support strategic growth

AYR, Ontario & FOSTER CITY, Calif.--(BUSINESS WIRE)--Apr. 15, 2019-- Ayr Farmers Mutual Insurance Company, the sixth largest Ontario-based farm mutual insurer that provides residential, automobile, farm, and commercial insurance products, and Guidewire Software, Inc. (NYSE: GWRE), provider of the industry platform Property and Casualty (P&C) insurers rely upon, today announced that Ayr Farmers Mutual has selected Guidewire InsurancePlatform™ products* to transform and digitize its operations to drive higher policyholder and producer engagement and satisfaction. The company plans to implement all of the products across all lines of business. Guidewire PartnerConnect™ Consulting member EY has been selected to lead the implementation project.

"It is our desire to provide policyholders with an exceptional service experience. This initiative enables us to continue our commitment to them with a strong technology platform that allows us to not just respond, but also anticipate their needs quickly and easily," said Jeff Whiting, President & CEO, Ayr Farmers Mutual. "The Guidewire platform will help us continue to innovate, creating the opportunity to be more agile and nimble in adjusting our products, pricing and processes. We also look forward to leveraging the opportunity for transformational change to support strategic growth and introduce efficiencies and integrations that will enhance our policyholder experience."

"EY will be working with Guidewire to transform Ayr Farmers Mutual's customer experience," said Neil Pengelly, EY Canada's Insurance Technology Advisory Leader. "Improving company digital systems and data are important priorities and we look forward to a successful implementation project."

"We are pleased to welcome Ayr Farmers Mutual to the Guidewire customer community," said Steve Sherry, chief sales officer, Guidewire Software. "Guidewire is excited to collaborate with Ayr Farmers Mutual on this next phase of their policyholder journey. We look forward to helping deepen their engagement with policyholders, producers, and stakeholders as they transform their operations and prepare for 'what's next.'"

* Ayr Farmers Mutual has selected Guidewire InsuranceSuite™, Guidewire Client Data Management™, Guidewire Rating Management™, an Guidewire Reinsurance Management™ as its policy administration, underwriting, client data, rating, reinsurance, claims, and billing management products. The company also selected Guidewire DataHub™ and Guidewire InfoCenter™ as its enterprise-wide data management and analytics systems.

About Ayr Farmers Mutual Insurance Company

In 1893, Ayr Farmers Mutual Insurance Company was established out of the desire to provide community residents with protection from devastating losses caused by fire. 125 years later, our products, service and technological capabilities have evolved. One constant component has remained; our philosophy of neighbour helping neighbour which is the core of the mutual values. Our primary focus is our Policyholders and their needs, which continues to drive our business. Ayr Farmers Mutual is constantly evolving and is excited to be taking a tremendous technological leap forward by introducing our partnership with Guidewire. For more company information, please visit www.ayrmutual.com and follow us on twitter: [@AyrMutual](https://twitter.com/AyrMutual).

About Guidewire Software

Guidewire delivers the industry platform that Property and Casualty (P&C) insurers rely upon to adapt and succeed in a time of accelerating change. We provide the software, services, and partner ecosystem to enable our customers to run, differentiate, and grow their business. We are privileged to serve more than 350 companies in 32 countries. For more information, please visit www.guidewire.com and follow us on twitter: [@Guidewire_PandC](https://twitter.com/Guidewire_PandC).

NOTE: For information about Guidewire's trademarks, visit <https://www.guidewire.com/legal-notice>.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20190415005157/en/>

Source: Guidewire Software

Diana Stott
Director, Communications
Guidewire Software, Inc.
+1.650.356.4941
dstott@guidewire.com

Jeff Whiting CIP
President & CEO
Ayr Farmers Mutual Insurance Company
+1.800.265.8792
jeffw@ayrmutual.com