



Alberta Motor Association Selects Guidewire Solution to Support Personal Lines Operation

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Canadian insurer to streamline doing business with its customers and agents with Guidewire InsuranceSuite™

EDMONTON, Alberta & FOSTER CITY, Calif.--(BUSINESS WIRE)--Feb. 10, 2016-- Alberta Motor Association (AMA), a membership organization serving Alberta and the Northwest Territories, and Guidewire Software, Inc. (NYSE:GWRE), a provider of software products to Property/Casualty (P/C) insurers, today announced that AMA has selected Guidewire InsuranceSuite™ as its new platform for underwriting, policy administration, claims management, billing, and rating. Guidewire PartnerConnect™ Solution and Ready for Guidewire program member, Thunderhead, is providing its Smart Communications solution for customer communications.

AMA selected InsuranceSuite to help it modernize its core system infrastructure and operations in order to better address the evolving needs of its agents and customers. With help from their sister association Canadian Automobile Association (CAA) South Central Ontario Insurance Company, the organization will be implementing InsuranceSuite for its personal auto and property lines of business.

"We initially relied heavily on the recommendation to select Guidewire Software by our sister association CAA, based on their own positive experience," said Collin Moody, vice president and chief information officer, AMA. "However, once we were able to dive deeper into the technology, the merits of InsuranceSuite stood on their own."

Guidewire InsuranceSuite will enable AMA to:

- Increase operational performance through improved claims processing management and more robust underwriting capabilities;
- More readily manage and provide access to key core system data; and
- Offer a more seamless customer experience through online quoting.

"We are pleased to welcome AMA to the Guidewire community as an InsuranceSuite customer," said Steve Sherry, group vice president, America Sales, Guidewire Software. "We feel that InsuranceSuite is an ideal match to help them adapt and succeed to meet their service goals."

About Alberta Motor Association

The Alberta Motor Association (AMA) is among the largest membership organizations in Alberta, representing more than 980,000 members. As a leading advocate for traffic safety, travel and consumer protection and crime prevention, AMA represents the interests of its members to industry and all levels of government and helps protect the things they care about most. Visit www.ama.ab.ca to learn more.

About Thunderhead

Thunderhead's mission is to enable brands and their customers to live and work in harmony. Thunderhead is a privately-owned and British-founded software company that has become, since launching in 2004, the global leader in the customer communication and engagement solutions markets. To learn more, please visit www.thunderhead.com/smart-communications.

Headquartered in London, Thunderhead has a client base of over 250 global brands, serving its customers from offices located in North America, Europe and Asia Pacific. To learn more, please visit www.thunderhead.com/smart-communications.

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 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 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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Source: Guidewire Software

Guidewire Software, Inc.
Diana Stott, +1 650-356-4941
Director, Communications
dstott@guidewire.com
or
Alberta Motor Association

Chris Rechner, 1-888-960-NEWS

chris.rechner@ama.ab.ca