



## Guidewire's Industry-Leading Marketplace Raises Bar on Connecting Insurers With Innovation

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*New Guidewire Marketplace introduces key enhancements allowing P&C insurers to easily browse and discover expertly curated app collections and innovative solutions*

SAN MATEO, Calif.--(BUSINESS WIRE)--Mar. 22, 2021-- Guidewire Software, Inc. (NYSE: GWRE), the platform P&C insurers trust to engage, innovate, and grow efficiently, today announced it has launched its new [Guidewire Marketplace](#). With an all-new design and enhanced functionality, the Guidewire Marketplace now makes it easier for insurers to browse hundreds of apps and discover innovative solutions from leading P&C focused solution providers and insurtechs.

"Digital convenience is at the forefront of customer expectations and is critical to creating meaningful differentiation for insurers, and insurtech companies are seeing an increase in the adoption of their solutions as the global economy continues remote operations," said Karlyn Carnahan, Head of Insurance, Americas, Celent. "In order to address these increased expectations and remain successful in a competitive market, insurers are under pressure to transform their internal operations and embrace emerging technologies to attract today's customers. The offering of a robust and user-friendly online marketplace, where insurers can easily browse and discover new apps is key to enabling innovation in this space."

"Whether you are an insurtech start-up looking to bring innovative solutions to market, or an established P&C insurer searching for new ideas, the Guidewire ecosystem connects the brightest minds in the industry," said Neil Betteridge, vice president, Strategy, Guidewire Software. "With its new user-friendly design, Guidewire Marketplace now better serves up a broad realm of capabilities from the most trusted solution providers in P&C insurance and enables insurers to learn about options, access desired solutions, and more quickly transform their business."

New Guidewire Marketplace features include:

- **Smart Search:** Quickly search and find apps. Improved search makes it easy for insurers to find what they are looking for. Improved and intuitive filtering and the use of solution categories enable users to easily narrow searches to find the perfect app to meet their needs.
- **Rich App Profiles:** Explore capabilities and learn about apps with detailed profiles that include more videos, screenshots, and product documentation. This enables users to understand the app's features and requirements to make sure they are getting just the right solution for their business.
- **Curated Collections:** App collections provide an instant view of apps for a specific category, market, or topic, such as virtual claims inspection, digital payments, or AI-powered fraud detection, to name a few. Insurers can discover new apps and stay on top of the latest trends.

Learn more about the new and improved features in the Guidewire Marketplace with [this quick introduction](#).

To discover what's next in the [Guidewire Marketplace](#), and keep up with the latest Insurtech ecosystem news, subscribe to the Guidewire Marketplace Newsletter [here](#).

### **About Guidewire PartnerConnect ecosystem and Ready for Guidewire**

Guidewire PartnerConnect Solution partners provide software, technology, and data solutions as well as insurance support services. Our Solution partners help drive business value and innovation for insurers by developing and delivering integrations, extensions, apps, and other complementary solutions for Guidewire products. All of our Ready for Guidewire partner solutions are validated for security, quality, and compatibility with Guidewire, and can be found on the [Guidewire Marketplace](#).

For more information about Guidewire PartnerConnect, please visit <http://www.guidewire.com/partners>.

### **About Guidewire Software**

Guidewire is the platform P&C insurers trust to engage, innovate, and grow efficiently. We combine digital, core, analytics, and AI to deliver our platform as a cloud service. More than 400 insurers, from new ventures to the largest and most complex in the world, run on Guidewire.

As a partner to our customers, we continually evolve to enable their success. We are proud of our unparalleled implementation track record, with 1,000+ successful projects, supported by the largest R&D team and partner ecosystem in the industry. Our marketplace provides hundreds of applications that accelerate integration, localization, and innovation.

For more information, please visit [www.guidewire.com](http://www.guidewire.com) and follow us on Twitter: [@Guidewire\\_PandC](#).

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