



Enhance Property Risk Analysis with Guidewire and Smarty's New Guidewire Marketplace Apps

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SAN MATEO, Calif. & PROVO, Utah--(BUSINESS WIRE)--Dec. 18, 2023-- Guidewire (NYSE: GWRE) and Smarty™ announced that the new *Built by Guidewire* Smarty integrations are now available to [ClaimCenter](#) and [PolicyCenter](#) Cloud users in the [Guidewire Marketplace](#), enabling insurers to enhance property risk analysis.

Smarty's suite of cloud-based address data intelligence solutions helps insurers analyze risks with accurate property attributes, geocodes, and addresses. Its US Rooftop Geocoding solution rapidly delivers the exact location of a structure on a property, enabling insurers to more accurately gauge a property's risk level. With this technology, insurers can access accurate geocode data for over 210 million addresses.

With Guidewire and Smarty's *Built by Guidewire* US Rooftop Geocoding apps, insurers can:

- Quickly verify an address from a validated list directly within Guidewire, transforming the address into the exact geographic coordinates of the structure;
- Receive up to 45 additional data points to help accurately assess risk; and
- Improve accuracy and completeness of property data to better serve policyholders.

Built by Guidewire apps are standardized integration solutions, pre-built and managed by Guidewire, that speed the delivery and maintenance of common integrations. Leveraging the [Integration Framework](#) for Guidewire Cloud, developers can implement integrations between InsuranceSuite and third-party apps using multiple APIs, messaging systems, or protocols. The app can be delivered, updated, and maintained by Guidewire via a services agreement if desired.

"Our technology is cloud-native and easier than ever for Guidewire Cloud customers to implement, making it the perfect solution for insurers looking to enhance their risk analysis," said Berk Charlton, Chief Product Officer, Smarty. "With Smarty, insurers spend less on our service while still enjoying incredible speeds, easy setup, and legendary support. We look forward to the coming release of our future integrations with Guidewire, so our shared customers can easily access more of our technology."

"We are thrilled to release our joint *Built by Guidewire* apps with Smarty to our shared customers," said Will Murphy, Vice President, Global Technology Alliances, Guidewire. "Smarty's technology provides highly precise property location data so that insurers can make better-informed, more profitable business decisions. When connected with Guidewire, accessing this data is quick and easy, enabling our shared customers to leverage it efficiently."

To access the new *Built by Guidewire* Smarty integrations, please visit the [Guidewire Marketplace](#).

About Smarty™

Smarty is a leading innovator in address validation and geocoding solutions, revolutionizing how businesses and organizations handle location data. With a commitment to accuracy, efficiency, and reliability, Smarty's cloud-based API services empower companies to cleanse, standardize, and enhance address information, ensuring seamless customer communication and optimizing logistical operations. Trusted by diverse industries, Smarty simplifies the complexities of location data management, facilitating smarter decisions and superior customer experiences. For more information, visit [Smarty.com](#).

About Guidewire PartnerConnect ecosystem and *Built by Guidewire*

Guidewire PartnerConnect is designed to help Property and Casualty (P&C) insurance companies revolutionize their operations by connecting them with the largest peer network in the industry. *Built by Guidewire* apps are standardized integration solutions, pre-built and managed by Guidewire that speed the delivery and maintenance of common integrations. These integrations are kept current with the latest product and vendor releases and leverage Guidewire's Integration Framework and latest third-party technologies, fully aligned with Guidewire Cloud Standards. Where available, under an optional services agreement, Guidewire can provision, configure, parameterize, maintain, and perform annual upgrades of the integrations for customers.

Today, insurers can access over 215 integrations developed for the Guidewire Marketplace that have been validated for security, quality, and compatibility. The Guidewire Marketplace comprises an ecosystem of powerful yet user-friendly solutions that scale for improved customer experiences.

For more information, please visit the [Guidewire Marketplace](#).

About Guidewire Software

Guidewire is the platform P&C insurers trust to engage, innovate, and grow efficiently. We combine digital, core, analytics, and machine learning to deliver our platform as a cloud service. More than 540 insurers in 40 countries, 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 more than 1,600 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 and follow us on [X](#) (formerly known as Twitter) and [LinkedIn](#).

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