



Guidewire Unveils PricingCenter, a Unified Pricing and Rating Application that Accelerates Product Innovation for P&C Insurers

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PricingCenter revolutionizes insurance pricing and rating by increasing efficiency, improving accuracy, and speeding time to market

LAS VEGAS--(BUSINESS WIRE)--Oct. 28, 2025-- **CONNECTIONS CONFERENCE** -- Guidewire (NYSE: GWRE) today introduced PricingCenter, enabling P&C insurers to deliver pricing changes quickly and with greater precision – adjusting rates in real time, analyzing impact before release, and responding rapidly to market shifts.

Purpose-built for actuaries, pricing teams, and IT developers, PricingCenter unifies and modernizes the pricing and rating lifecycle, from model design to market deployment. By connecting pricing strategy to execution, it helps insurers stay agile, improve accuracy, and accelerate new product launches.

“With PricingCenter, market disruptions become opportunities to innovate,” said Mike Rosenbaum, Chief Executive Officer, Guidewire. “By unifying pricing and rating, P&C insurers can model, test, and deploy updates faster, enabling them to accelerate product innovation and confidently drive profitable growth.”

PricingCenter speeds time to market for pricing, unlocking profitable business growth by:

- Unifying pricing and rating into a single application that eliminates silos between actuarial, pricing, and IT teams
- Providing end-to-end lifecycle management from model design and testing to rapid, governed deployment
- Enabling actuaries and pricing teams to build, test, and deploy advanced pricing models quickly using a no-code interface with AI-assisted insights and flexible analytical tools
- Supporting sophisticated modeling capabilities including lookups, rating tables, formulas, Generalized Linear Models/Generalized Additive Models (GLM/GAM), modern machine learning (ML), and proprietary price optimization algorithms
- Offering seamless connectivity with Guidewire PolicyCenter, Advanced Product Designer, Data Studio, and HazardHub

“Insurers across the globe are seeking more agile, data-driven, and scalable pricing solutions,” said Dawid Kopczyk, Senior Director, Pricing and Rating, Guidewire. “With PricingCenter, we’ve delivered a unified application that empowers business users to deploy pricing changes with precision and speed, all within an intuitive interface.”

“Today with PricingCenter, I can confidently say we’re more agile and better positioned for the future,” said Waseem Vally, Chief Technology and Information Officer, Bryte Insurance Company LTD. “What used to take us months can now be delivered in weeks. Our teams have more time to focus on insights and strategy, rather than being bogged down in manual processes and pricing updates.”

For information about PricingCenter and how it accelerates time to market for P&C insurers, visit the Guidewire [website](#).

Connections keynote sessions will be livestreamed and available on-demand. To view the livestream and learn more about PricingCenter, visit the [Connections website](#).

About Guidewire

Guidewire is the platform P&C insurers trust to engage, innovate, and grow efficiently. More than 570 insurers in 43 countries, from new ventures to the largest and most complex in the world, rely on Guidewire products. With core systems leveraging data and analytics, digital, and artificial intelligence, Guidewire defines cloud platform excellence for P&C insurers.

We are proud of our unparalleled implementation record, with 1,700+ successful projects supported by the industry’s largest R&D team and SI partner ecosystem. Our marketplace represents the largest partner community in P&C, where customers can access hundreds of applications to accelerate integration, localization, and innovation.

For more information, please visit www.guidewire.com and follow us on [X](#) and [LinkedIn](#).

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

Cautionary Language Concerning Forward-Looking Statements

This press release contains “forward-looking statements” within the meaning of the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding the general availability of PricingCenter features, programs, and services. These forward-looking statements are made as of the date they were first issued and were based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. Words such as “expect,” “anticipate,” “should,” “believe,” “hope,” “target,” “project,” “goals,” “estimate,” “potential,” “predict,” “may,” “will,” “might,” “could,” “intend,” variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond Guidewire’s control. Guidewire’s actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to, risks detailed in Guidewire’s most recent Forms 10-K

and 10-Q filed with the Securities and Exchange Commission as well as other documents that may be filed by Guidewire from time to time with the Securities and Exchange Commission. In particular, the following factors, among others, could cause results to differ materially from those expressed or implied by such forward-looking statements: quarterly and annual operating results may fluctuate more than expected; seasonal and other variations related to our customer agreements and related revenue recognition may cause significant fluctuations in our results of operations, Annual Recurring Revenue ("ARR"), and cash flows; our reliance on sales to and renewals from a relatively small number of large customers for a substantial portion of our revenue and ARR; our making long-term pricing commitments in our customer contracts based on available information and estimates about our future costs that may change; our ability to successfully manage our business model, including achieving market acceptance of our cloud-based services and products and the costs related to cloud operations, cybersecurity, product development, and services; the timing, success, and number of professional services engagements and the billing rates and utilization of our professional services employees and contractors; the impact of global events (including, without limitation, ongoing global conflicts, inflation, high interest rates, economic volatility, bank failures and associated financial instability, and supply chain issues) on our employees, our business, and the businesses of our customers, system integrator ("SI") partners, and vendors; data security breaches of our cloud-based services and products or unauthorized access to our employees' or our customers' data; our competitive environment and changes thereto; issues in the development and use of artificial intelligence and machine learning combined with an uncertain regulatory environment; use of AI by our workforce may present risks to our business; errors or failures in our products or services, as well as service interruptions or failure of the third-party service providers we rely on; our services revenue produces lower gross margins than our license, subscription and support revenue; our product development and sales cycles are lengthy and may be affected by factors outside of our control; the impact of new regulations and laws (including, without limitation, security, privacy, artificial intelligence and machine learning, tax regulations and laws, and accounting standards); assertions by third parties that we violate their intellectual property rights; weakened global economic conditions may adversely affect the P&C insurance industry, including the rate of information technology spending; our ability to sell our services and products is highly dependent on the quality of our professional services and SI partners; the risk of losing key employees; the challenges of international operations, including changes in foreign exchange rates; and other risks and uncertainties. Past performance is not indicative of future results. The forward-looking statements included in this press release represent Guidewire's views as of the date of this press release. Guidewire anticipates that subsequent events and developments will cause its views to change. Guidewire undertakes no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing Guidewire's views as of any date subsequent to the date of this press release.

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