

## **NARRAGANSETT BAY INSURANCE COMPANY LAUNCHES MAJOR TECHNOLOGY INITIATIVE TO SUPPORT FIRM'S GROWTH**

### ***New Technology Will Improve Business Processes and Help Independent Agents Serve Homeowners More Efficiently***

**PAWTUCKET, R.I.**, November 9, 2009 – Narragansett Bay Insurance Co., (NBIC), a leading specialty underwriter of homeowners insurance products and services along the Eastern Seaboard, today announced a major technology modernization initiative entitled APEX that will improve business processes and help independent agents serve NBIC homeowner policyholders more efficiently. NBIC's new technical strategy contains both near-term and long-term initiatives that will align business requirements with systems, enabling the company to meet its growth goals. [NBIC](#), which currently markets homeowners insurance products and services in Massachusetts, New Jersey, New York and Rhode Island through an extensive network of [independent agents](#), expects its new systems to offer valued agents faster, more detailed straight through processing and improved policyholder management capabilities.

As part of the APEX initiative, NBIC will introduce a redesigned public website and new agent portal in the first quarter 2010. The new agent portal will provide NBIC's agent partners with greater functionality, independence and ease of doing business in their daily workflows. NBIC selected Exigen Insurance Solutions, Inc. and BlueWave Technology, Inc., two noteworthy technology firms, to help construct and implement the new, innovative strategic systems.

"To support our mission of becoming a leading specialty underwriter of homeowners insurance products and services, we have assembled a dynamic team of technology partners to help us implement new systems that will give our agent partners advanced tools to help our clients and promote our products," said NBIC's Chairman and CEO Nick Steffey. "Led by our CIO, Mike Anselmo, with significant contributions from our agents and underwriting teams, APEX will improve the way we serve our agents and policyholders, and position us at the forefront of technology in the homeowners insurance market."

According to NBIC's Mike Anselmo, "Our APEX initiative will provide our agent partners and clients with the best web-based, self-service portal and agency management integrated insurance processing platform available. We believe our new systems will give us a greater ability to seamlessly integrate with agents' technology investment, while allowing us to transform the homeowners insurance market through improved client services, platform scalability, better business alignment and increased product agility."

For its new policy administration, underwriting and billing systems, NBIC selected Exigen's PolicyCore, BillingCore and DistributionCore suite. Exigen's Core suite, along with other benefits of NBIC's APEX technology strategy, will provide several business benefits, including:

- Allow agents to quickly complete submissions and endorsements online;

- Automate underwriting to streamline new business and policy servicing;
- Enable rapid product introduction and enhancement;
- Improve quality data for better underwriting decisions and business intelligence; and
- Monitor business activity and measure results for continuous business performance improvement.

NBIC also selected BlueWave Technology's PipelineClaims to create a more fluid, sophisticated claims processing system. PipelineClaims will improve NBIC's claims management process by helping it leverage critical loss data, accelerate claims resolution and improve customer service.

### **About Narragansett Bay Insurance Company (NBIC)**

NBIC, headquartered in Rhode Island, offers specialty insurance services and products to homeowners through an extensive network of independent agents along the Eastern Seaboard. Backed by highly rated reinsurers, NBIC has undergone a rigorous examination of its financial security and has received an "A, Exceptional" Financial Stability Rating (FSR) from Demotech, Inc., an independent financial analysis and actuarial services firm for property and casualty insurers. To find more information on NBIC, visit [www.NBIC.com](http://www.NBIC.com).

For more information contact:

Kristin Gabaree at 401-495-0777 or [kgabaree@NBIC.com](mailto:kgabaree@NBIC.com)