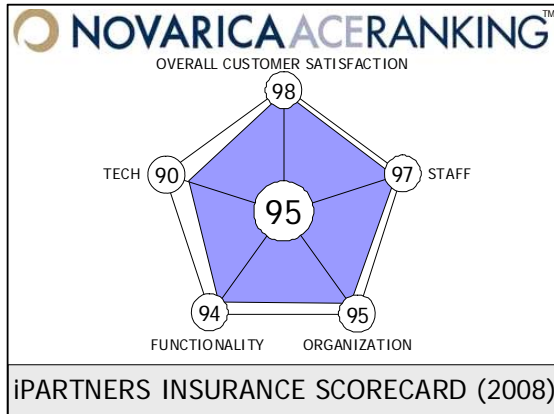


# NOVARICA ACERANKING

## iPARTNERS: INSURANCE SCORECARD

Novarica Average Customer Experience (ACE) Ranking Report  
September 2008



Novarica Average Customer Experience (ACE) Rankings are based on an online survey of senior technology and operational executives at five insurer clients who have direct experience with the vendor product and organization.

Novarica validates the identity and responses of the participants, who are assured of anonymity.

The Novarica ACE Ranking survey asks for the reference to rank his or her experience with the vendor and solution on a 7-point scale from "Completely Agree" to "Completely Disagree" against various positive statements about customer experience, for example "Staff is highly responsive."

These statements are grouped into Novarica's four **SOFT** areas (Staff, Organization, Functionality, and Technology) as well as an additional area for Overall Customer Satisfaction, which is double-weighted in the average.

Novarica ACE Rankings are produced independently and are not sponsored by the vendor. Novarica offers vendors the opportunity to direct clients to the survey and also solicits participation directly from its own network of insurer contacts.

The Novarica ACE Ranking is intended to provide an objective measurement of customer satisfaction levels in general, and is intended to be used to guide insurers' own due diligence processes when evaluating potential solution providers. **It is not a substitute for conducting reference interviews or visits prior to selecting a solution.**

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## ABOUT THE VENDOR AND SOLUTION

Insurance Scorecard is a SaaS business intelligence solution for property/casualty insurers from iPartners, a privately-held firm based in Alpharetta, GA. The total customer base for this solution is more than 20 P/C insurers, including publicly-announced customers Allstate, Colorado Farm Bureau, Farmers Alliance, and others. A profile of the solution will appear in *Novarica Market Navigator: US Insurance Business Intelligence Solutions*, scheduled for publication in fourth quarter of 2008.

## ABOUT THE RESPONDENTS

References for this Novarica ACE Ranking included:

- A. CIO of a midsize multiline P/C insurer that has been live for 4 years, using the product across all insurance and corporate areas
- B. CIO of a midsize specialty lines P/C insurer that has been live for 1 year, using the product in underwriting and claims
- C. CIO of a small multiline P/C insurer that has been live for 18 months, using the product across all insurance and corporate areas
- D. COO of a midsize commercial lines P/C insurer that has been live for 4 years, using the product across underwriting, claims, and production
- E. CFO of a small workers compensation insurer that has been live for 5 years, using the product across underwriting and claims.

## STAFF

Staff	Avg. Ranking
Senior business staff is very knowledgeable about the industry	97
...very knowledgeable about the product	97
...very knowledgeable about my needs and situation	94
...is highly responsive to my needs	97
Senior technical staff is very knowledgeable about the industry	97
...very knowledgeable about the product	100
...very knowledgeable about my needs and situation	97
...is highly responsive to my needs	97
Support staff is very knowledgeable about the industry	93
...very knowledgeable about the product	96
...very knowledgeable about my needs and situation	93
...is highly responsive to my needs	100
<b>Overall Staff Average</b>	<b>97</b>

## ORGANIZATION

Organization	Avg. Ranking
Vendor consistently made appropriate resources available during implementation	97
Vendor has strong project management practices	96
Vendor aligns its business interests with mine	97
Vendor provides effective training and documentation to my business and technical staff	86
Vendor has my business success as a top priority	94
Vendor is reasonable about contract negotiations and similar issues	97
Vendor gives clients a strong voice in product development	94
I have great faith in vendor's senior management and overall vision	100
<b>Overall Organization Average</b>	<b>95</b>

## FUNCTIONALITY

Functionality	Avg. Ranking
Product is well-liked by business users	100
Product has significantly enhanced productivity	89
Product delivers the promised functionality	97
Product is easy to integrate into our overall infrastructure	89
Product is an elegant solution to our business problem	94
<b>Overall Functionality Average</b>	<b>94</b>

## TECHNOLOGY

Technology	Avg. Ranking
Product is scalable to our needs	91
Product uses technology that fits our current architecture well	97
Product uses technology that fits our long-term technology vision	89
Product uses technology that our staff understands and can support	89
Vendor invests aggressively in improving technical performance through new releases and fixes	86
<b>Overall Technology Average</b>	<b>90</b>

## OVERALL CUSTOMER SATISFACTION

Overall Customer Satisfaction	Avg. Ranking
We have had no significant performance issues with this solution	94
We have had no significant service issues with this vendor	100
We have had no significant contractual issues with this vendor	97
I would highly recommend this vendor solution to a peer	100
I would definitely buy this solution again	100
<b>Overall Customer Satisfaction Average</b>	<b>98</b>

## ADDITIONAL CLIENT COMMENTS

*iPartners is the best third-party product that we use. They have excellent technical support.*

*Implementing this product in an ASP model was the perfect solution for a smaller insurance company.*

## ABOUT NOVARICA

Novarica provides information, insights, and perspective on markets, operations, and technology to financial services and insurance executives and project teams. The company delivers its service through published research, retained advisory services, and project-based consulting. Novarica's core service builds long-term interactive relationships with our teams of experts and provides flexible access to published research according to client needs. Novarica's research includes market and trend analyses, best practices research, case studies, and independent analyses of insurance software vendors. More information is available online at [www.novarica.com](http://www.novarica.com)

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