

For Immediate Release

Contact:

Systema Software
Aaron Herrmann
(800) 272-9102 ext. 708

Systema Software Selected by Baldwin & Lyons, Inc.

B&L's Two Insurance Companies Will Use SIMS Claims™ to Replace Multiple Legacy Systems and to Optimize IT and Claims Operations

Larkspur, CA – June 15, 2010 – Systema Software, a leading provider of software solutions and services to the insurance industry, today announced that Baldwin & Lyons, Inc. (B&L) has selected SIMS Claims as its enterprise claims solution.

SIMS Claims is a comprehensive property and casualty claims management system, designed to maximize efficiency and profitability in day-to-day operations. This browser-based system leverages the .NET platform, Web Services, XML-based business rules, and SQL Server relational databases.

“We’re thrilled to have this opportunity to work with Baldwin & Lyons,” said Jose Tribuzio, President of Systema Software. “B&L is a recognized leader in providing property and casualty insurance products to the transportation industry. SIMS Claims will enable B&L’s two insurance companies—Protective Insurance Company and Sagamore Insurance Company—to consolidate operations from six claims systems on to one architecturally strong platform.”

Protective Insurance Company provides coverage for large trucking fleets. Sagamore Insurance Company offers private passenger automobile insurance to individuals, as well as providing commercial automobile coverage to small trucking fleets and artisan contractors.

“Over the years, our company grew organically to offer a complex mix of insurance products, including auto, liability, and workers’ compensation coverage to the motor carrier industry,” said

Jeff Price, Director of IT at Baldwin & Lyons. “As we added new products, we slowly added new claim systems, which created a complex environment and a multiplicative effect on the cost of our IT operations. Besides being the right platform on which to consolidate, we chose SIMS Claims for the completeness of the product and its out-of-the-box capabilities.”

“A key requirement from a claims perspective was ease of use,” said David B. Myhre, Director of Liability Claims at B&L. “Systema Software provides an intuitive user interface, enabling our existing staff to easily transition from current systems, and as we grow, new staff will be able to more quickly master our workflow processes. In addition, SIMS Claims is extremely flexible and can adapt to meet our business needs. For example, it has a strong reporting mechanism, which will help us to efficiently perform claims cost analysis and provide internal departments with the data they need to manage our books of business even more effectively.”

About Baldwin & Lyons

Baldwin & Lyons, Inc. (B&L), an Indiana corporation since 1930, has long specialized in providing property and casualty insurance products for companies in the transportation industry and is a recognized leader in this market. For more information, visit our website:

www.baldwinandlyons.com.

About Systema Software

Systema Software provides flexible, comprehensive solutions and services to the insurance industry. Its flagship product, SIMS Claims, is an innovative, browser-based property and casualty claims management system. Together, our team of Big 5 consulting veterans, experienced software developers, and project managers deliver an architecturally strong enterprise platform, designed for superior speed, scalability, and performance. For more information, visit us online at www.systemasoft.com.

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