

For Immediate Release

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Systema Software Names Danny Smith to Position of Chief Operating Officer

To Scale the Company for Continued Aggressive Growth, New COO Will Oversee Implementation, Project Management, & Client Management

Larkspur, CA – January 6, 2014 – [Systema Software](#), a leading provider of [claims administration software](#) and services to the insurance industry, today announced that it has hired Danny Smith to the position of chief operating officer. In this role, Smith will provide strategic direction on all operational issues, including implementation, project management, and client management.

[Jose Tribuzio](#), CEO of [Systema Software](#), commented on the appointment: “With phenomenal demand for our flagship product, [SIMS Claims](#), we felt it was the right time to expand our executive management team to maintain our vision for total quality and [complete customer satisfaction](#). With Danny, we’ve brought on a leader with a track record of client management success, which ensures our continued ability to meet and exceed customer expectations.”

COO Danny Smith added: “I’m thrilled to join [Systema Software](#). The company is nimble and highly responsive to customer needs. It has a reputation for maintaining close client relationships and valuing client input to drive product development. I want to uphold and continually strengthen this culture, putting processes and procedures in place that will enable us to grow effectively, while maintaining the flexible, [agile approach](#) that enables us to deliver an outstanding product and service offering.”

[Brian Mack](#), Vice President of Sales & Marketing, noted: “With Systema’s explosive growth—more than 200% over the past three years—we wanted to invest further in our operational

excellence. Our mission has always been to deliver the best [claims solution](#), accompanied by superior support. Danny is a proven leader in delivering solutions that enable clients to meet their business objectives. Bringing him on board marks our continued commitment to ensure customer service is at the core of business strategy. With his leadership, we'll continue to deliver [SIMS](#) on time and within budget, and ensure clients receive significant benefits and ongoing support.”

Smith has over 25 years of management, technical and operation experience in risk and insurance software, project management, and client management. Prior to [Systema Software](#), he served as vice president and managing director of global client management at Aon eSolutions, where he led client support, account management, compliance, training, and managed care. He arrived at Aon eSolutions through the acquisition of Valley Oak Systems, where he served as vice president of customer support, IT, and strategic account management. After the acquisition, Smith was promoted to lead an expanded global client management division. Prior to Valley Oak Systems, Smith worked at Ceon, an independent software vendor in California, and Nortel Networks in the United Kingdom.

About Systema Software

[Systema Software](#) provides flexible, comprehensive solutions and services to the insurance industry. [SIMS Claims](#) is an innovative, award-winning [claims administration system](#), which is highly praised by clients and well recognized by industry experts as a leading [claims solution](#). Together, our team of Big 4 consulting and industry veterans, experienced software developers, and project managers deliver an architecturally strong enterprise platform, designed for superior speed, scalability, and performance. With advanced technology and focused customer service, Systema Software has experienced phenomenal growth and success, earning high rankings on the national Inc. 5000 and local Fast 100 lists of fastest-growing private companies. For more information, visit us online at www.systemasoft.com.

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