



## IBM Canada

PRESS RELEASE

FOR IMMEDIATE RELEASE

### **Centre for Study of Insurance Operations (CSIO) announces IBM Canada as a new Vendor Member.**

This follows an announcement on January 5th, 2001 that CSIO had selected IBM Canada to be its prime contractor for the development of the CSIO Insurance Portal. IBM Canada's membership increases vendor participation in CSIO to over twenty suppliers of automation products and services to the industry. DWL Incorporated, IBM Canada's key subcontractor on the Portal Project, is also a CSIO Vendor Member. CSIO is an association of P&C insurance companies and their broker partners. Its mandate is to drive efficiencies into the broker distribution channel. Brokers are members through the Insurance Brokers Association of Canada (IBAC). CSIO's 40 member companies represent over 80% of all P&C premium driven through the broker force across Canada.

Mark Drexler, General Manager, Financial Services, IBM Canada Ltd., stated "I am pleased that the P&C Industry is taking proactive steps to support the effectiveness of the independent broker distribution system in Canada through these CSIO initiatives. Effective E-Business enablement for broker distribution is a competitive 'must-have' for the industry, and I am delighted that IBM and our partner DWL are working together with CSIO on this important project.

IBM's Insurance Industry Practice Manager, David Kerr, confirmed that "IBM has made significant investments in support of the Insurance and Financial Services industries in the areas of technology, systems, application architecture and Internet standards. We hope that through our membership in the CSIO, we can make positive contributions to future CSIO projects and initiatives."

Klaas Westera, President of CSIO, stated that "IBM Canada has a long history of positive involvement with the broker driven P&C industry. Over the years they have been able to build up a wealth of technical and application knowledge. IBM's involvement in CSIO activities will add real value to the process of defining industry standards and improving technological options". Westera went on to say that "the need for industry standards has been magnified with the advent of the CSIO Insurance Portal" and that "IBM's involvement with the Portal Project, places them in an ideal position to better understand the industry's requirements for evolving standards".

The Centre for Study of Insurance Operations (CSIO) is a national organization, supported and funded by committed broker insurance companies and the brokerage community. Its mission is to assume a leadership role in facilitating the continuous improvement in efficiency and

effectiveness of the delivery of insurance and complementary products and services to the client. CSIO is the organization responsible for the development and maintenance of the property and casualty insurance industry EDI standards in Canada. <http://www.csio.com>.

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