



## **Blue Cod Technologies Expands Professional Services**

*– Company Creates a Simpler and More Agile Offering Structure in Response to Changing Market Dynamics and Customer Demands –*

**MARLBOROUGH, Mass. – March 22, 2011** – Blue Cod Technologies, Inc., the leading provider of technology-enabled services for the property and casualty (P&C) insurance industry, today announced the expansion of its Professional Services offerings. The new simpler and more agile structure will enable Blue Cod Technologies to respond to changing market dynamics and customer demands.

“It is critical that Blue Cod continues to evolve as changes in the marketplace cause new and increasing pressures on the customers we serve,” said Francesca D’Angelo, chief services officer and co-founder of Blue Cod Technologies, Inc. “As the market becomes more complex, we wanted to make finding the right solution faster and easier for our customers, and give us the flexibility to readily add new services to address changing industry standards.”

Blue Cod Technologies reorganized its Professional Services to better map to key areas of concern for carriers as well as allow the company to easily add new lines to stay current with changing market requirements. This restructure will greatly simplify the evaluation and selection process for carriers, allowing them to make faster and more educated decisions on the service offerings needed to address their most pressing insurance technology or support needs. The Blue Cod Technologies Professional Services include:

- **Blue Cod Conversion and Migration Services**  
Operating on a legacy system can negatively affect the availability and performance of critical business services. Carriers competing in today’s technology-centric marketplace must be based on a modernized system to provide the speed and accuracy consumers expect. Blue Cod Conversion and Migration Services augment a carrier’s existing staff to effectively and efficiently modernize their systems without affecting their ability to deliver on daily customer demands.
- **Blue Cod Staff Augmentation Services**  
Obtaining, training and retaining a team of professionals to support insurance and technology needs within an organization can be an ongoing challenge for many carriers. A cost and time effective alternative is to augment in-house skills with external IT and insurance talent who can work under a carrier’s direction. Blue Cod Staff Augmentation Services offer carriers the flexibility to procure the skilled resources needed to bring projects to market faster while avoiding internal training and skill development costs. Working with Blue Cod’s implementation specialists, carriers have access to the industry and technical expertise to bridge changing skill needs, gaps and staffing demands, and effectively meet project timelines and key business goals.
- **Blue Cod Bureau Reporting and Compliance Services**  
Bureau reporting and compliance requirements are variable and can change year-over-year depending on government agendas, economic pressures or evolving industry standards. Rather than investing critical and limited resources into researching the data requirements and filing procedures, Blue Cod Reporting and Compliance Services enables carriers to delegate the project to a team of dedicated and experienced implementation specialists. The Blue Cod team can give the necessary focus on the filing procedures to ensure accurate and timely reporting.

- **Blue Cod Business Automation Services**

While large carriers have the financial and employee resources to automate their services, small-to-mid-sized business struggle to establish the same infrastructure. From implementation to management, maintaining a competitive automated-system is an ongoing and costly effort. Blue Cod Business Automation Services bring the expertise, resources and strategic thinking needed to effectively modernize business processes across the IT infrastructure.

- **Blue Cod Implementation Services**

Using software applications to support critical business processes demands skilled IT and insurance professionals to ensure the effective implementation and management of those systems. Building the required in-house technical support team would be cost-prohibitive for most carriers. Further, the investment in technical support could distract an organization from key business initiatives. Blue Cod Implementation Services provide carriers with the skilled personnel to help develop, maintain, manage and support business critical applications and systems. The implementation team spends the time needed to understand a carrier's requirements to deliver projects on time and within budget.

- **Blue Cod Transition and Strategic Management Services**

Although special projects can improve business operations, they can also consume considerable in-house resources. Recruiting, hiring and training people on a short-term basis to help execute a special project is not a plausible option given the effort involved. Through Blue Cod Transition and Strategic Management Services, carriers can quickly augment their in-house team with trained professionals with wide breadth of expertise. Blue Cod's seasoned staff helps lead strategic business and systems planning, investment prioritization, governance, project delivery and performance measurement, among many other strategic management services.

The Professional Services team at Blue Cod Technologies has a deep heritage in the P&C industry with more than 20 years of practical insurance and technology experience. The company's implementation specialists take the time to understand each customer's core business and execute methodical plans that help carriers increase productivity, accelerate implementation cycles and enable growth.

**About Blue Cod Technologies, Inc.**

Blue Cod Technologies, Inc. delivers technology-enabled services for the property and casualty (P&C) insurance industry. The company offers on-shore Business Process Outsourcing (BPO), Professional Services and Information Technology Outsourcing (ITO) to address the service, support and technology needs of start-up, SMB and enterprise-class insurance providers in the Homeowner, Auto, Farmowners, Earthquake and Commercial Package markets. Blue Cod's team of experienced insurance, technology and implementation specialists deliver high-end insurance services at a lower operational and capital expense than can be achieved through an organization's internal staff. Blue Cod Technologies offers customers the ability to create customized solutions or take advantage of specialized programs such as CEA Process, FAIR Plan Process, Assigned Risk Auto and Coastal Homeowner that bundle services to address common insurance challenges.

**Contact:**

Blue Cod Technologies, Inc.  
Karen Regan  
508-683-2876  
karen.regan@bluecod.com