



Press Release

Date: January 4, 2011

Celina Insurance Presents IT Strategies At International IBM Conference

Celina, Ohio/USA – (1/4/11) Last November, Celina Insurance Group was invited to make a presentation during IBM's Smarter Industries Symposium in Barcelona, Spain. The purpose of the symposium was to gather industry leaders to discuss the changing world and the opportunities each company faces to create a "smarter planet."

Rob Shoenfelt, Sr. VP- Chief Information Officer, represented Celina Insurance and showcased how the Company's use of IBM technology over the last ten years to convert from a paper based to a digital world. Since 1998, the company has made such strides by switching to e-mail, consolidating its processing systems and deploying a chat-style program to communicate internally and with customers. In addition, the majority of employees now have laptops, which affords them the opportunity to work seamlessly from any location.

Through instant messaging and online portal software provided by IBM, Celina agents have reduced turnaround time on new policies from weeks to days. Agents now manage their policies directly and connect to experts when they have questions. Advanced collaboration technology allows Celina Insurance to hire top talent in other cities in the US who were unable to relocate to Celina, OH but who could collaborate in real-time with other employees, agents and their customers.

Shoenfelt comments, "Our Company endeavors to use technology to differentiate ourselves from competitors. IBM products have played a large role in helping us provide efficient and effective service to our agency force. Presenting at IBM's recent symposium allowed us to share our achievements on a global scale, which may help other companies embark on the same successful journey. More important, it also allowed us to better understand how others are using technology in the insurance and other industries so that we might apply those ideas for our customers back home in Celina, Ohio."

Founded in 1914, Celina Insurance Group is a collection of mutual property and casualty insurance companies. Celina underwrites auto, non-standard auto, farm, home, commercial auto and property insurance, as well as umbrella and casualty coverage in seven Midwestern states. Celina Insurance Group is represented by some 600 independent agencies and employs 168 people.

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