

Media Contact:

Deb Smallwood, Founder

dsmallwood@strategymeetsaction.com

603-770-9090



Strategy Meets Action | 75 Arlington Street - Suite 500 | Boston, MA 02116

FOR IMMEDIATE RELEASE**IT Budget and Spending Realities and Trends***SMA Research Explores Technology Investment in P&C*

Boston, Massachusetts, November 14, 2013 – Strategy Meets Action (SMA) has just released a new research report – [*IT Budget and Spending Realities and Trends in the North American P&C Insurance Industry*](#). This report investigates the current level of spending among North American P&C insurers, and explores the trends in IT budgets and the overall technology investments that are being made by these companies.

According to Deb Smallwood, SMA Founder, “The traditional walls around the IT budget are morphing and exploding at the same time. As collaboration among business units increases and the integration of processes and data across the insurance value chain becomes reality, the customary funding sources are shifting and expanding. While the bottom-line demand for technology and solution value has not changed, the urgency, as well as the spirit of cooperation for the benefit of the company, are in the process of changing in major ways.”

The findings in this report are based on SMA’s portfolio of research and direct experience in working with insurers and solution providers in the insurance industry. For insurers, the information will be useful as a yardstick and for the analysis of patterns and trends that are shaping market advantages. IT solution providers will find the data and accompanying observations helpful in determining product development needs and marketing strategies.

Insurers, IT providers, and media who are interested in learning more about SMA’s business and technology research and advisory services should contact Deb Smallwood at dsmallwood@strategymeetsaction.com or 603.770.9090.

#

About Strategy Meets Action

Exclusively servicing the insurance industry, [SMA](#) is a strategic advisory firm offering a unique blend of research, advisory, and consulting services to insurance companies and IT solution providers. By leveraging best practices from both management consulting and research advisory disciplines, SMA’s advisory service offerings are actionable, business driven, and research based – where strategy meets action.