



## **Sapiens' RapidSure Featured in Strategy Meets Action (SMA) Perspective Report: "The Pressing Need for Speed"**

*RapidSure recognized as a policy administration system that belongs on the shortlist of solutions for insurers needing rapid time to market and a highly flexible and responsive systems environment*

**Cary, NC– August 1, 2011** – [Sapiens International Corporation N.V.](#) (NASDAQ and TASE: SPNS), a global provider of innovative insurance software solutions announced today that its [RapidSure](#) policy administration solution has been featured by [Strategy Meets Action](#) (SMA), an industry analyst and strategic advisory firm. In the report titled *The Pressing Need for Speed*, SMA Partner and author of the report, Karen Furtado, shares her perspective on market pressures pushing insurers to find ways to bring products to market faster and create a more agile, responsive environment.

The SMA report reviews how the need for speed is causing close evaluation of policy administration systems that sit at the heart of every insurance company's operations. Noting that legacy policy administration systems have become more inflexible over time and less able to adapt to support today's requirements and the need for speed, many insurers are finding it necessary to make the important decision to replace their existing system(s). In the report, Furtado comments that there are more than a few solutions available today, but the trick is to find a solution that is truly modern and flexible enough to provide the speed and agility needed to compete effectively now and in the future.

The report features Sapiens' RapidSure, recognizing it as a solution that has proven that a modern policy administration system can deliver the functionality that aligns directly with insurer goals – rapid time to market with a highly flexible and responsive system. The report also cites that RapidSure provides a policy administration base that can handle the needs of insurers that require high responsiveness to quickly changing market conditions and expectations.

Commenting on Sapiens' RapidSure, SMA's Karen Furtado said, "RapidSure belongs on the shortlist of solutions to be considered for those insurers that are looking for a modern policy administration system to help them move ahead with the times and to enable them to position their organizations to fully capitalize on burgeoning opportunities."

"We sincerely appreciate RapidSure being highlighted by SMA and cited as an example of a modern policy administration system that can enable insurers to achieve their desired speed-to-market goals and meet the challenges of the constantly changing insurance industry," said Sapiens' Dan Sobotincic, EVP P&C for North America. "It is gratifying to receive validation from SMA that we have delivered on the design goals we set for the

RapidSure solution – speed and flexibility, combined with breadth and depth of functionality to meet business needs and exceed any carrier’s value proposition.”

Subsequent to SMA publishing their perspective report, Sapiens announced on July 21<sup>st</sup> its merger with solution providers [IDIT I.D.I Technologies](#) Ltd. and [FIS Software](#) Ltd. The combined organization looks to be recognized as a major solutions provider to the global insurance market, with RapidSure continuing as one of the key offerings in the company’s product portfolio in North America.

Referring to the recent merger announcement, SMA Founder Deb Smallwood, said, “Mergers can present an assortment of challenges, but with strong leadership support, focused plans and alignment, these challenges quickly turn into infinite possibilities. It appears that this merger will capitalize on the synergies between the companies, and the new assets from this merger will align well to the RapidSure product offering.”

To obtain a copy of the SMA Perspective featuring RapidSure, please click [here](#).

### **About Sapiens International**

Sapiens International Corporation N.V. is a leading global provider of business solutions for the insurance industry, helping modernize business processes and enabling insurance organizations to adapt quickly to change. Sapiens' innovative solutions are widely recognized for their ability to cost-effectively align IT with the business demands for speed, flexibility and efficiency. Sapiens operates through its subsidiaries in North America, the United Kingdom, EMEA and Asia Pacific. For more information, please visit [www.sapiens.com](http://www.sapiens.com).

Except for historical information contained herein, the matters set forth in this release are forward-looking statements that are dependent on certain risks and uncertainties, including such factors, among others, as market acceptance, market demand, pricing, changing regulatory environment, changing economic conditions, risks in new product and service development, the effect of the Company's accounting policies, specific system configurations and software needs of individual customers and other risk factors detailed in the Company's SEC filings.

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