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FOR IMMEDIATE RELEASE

IDMI Rebrands as Silvervine Inc.

New growth and customer-focused brand reflects commitment to delivering competitive advantage for P&C insurance organizations

Warner Robins, GA – February 18, 2015 – IDMI Systems (IDMI) is pleased to announce the company has rebranded as [Silvervine Inc. \(Silvervine\)](#). The new name was developed based on customer feedback that the corporate brand should better reflect the company’s commitment to delivering competitive advantage for property and casualty (P&C) insurance organizations through growth, agility and speed-to-market.

“The Silvervine name is derived from the fast-growing silver vine plant, and establishes a key theme for the company,” said Gary Martin, general manager for Silvervine. “Moving forward, the company’s product initiatives and roadmap will continue to be customer-driven, so as to stay in step with the needs of and trends in the P&C market. As Silvervine, we will continue to grow the quality of our products, invest in the growth of our employees, and promote the growth of our customer base in the P&C insurance market.”

As part of the new brand, Silvervine also launched [a new website](#) with expanded educational content and [a resources section](#) accessible by company type or individual role, so customers can easily access information needed for better decision-making. Additionally, the website provides the most timely information on [the Silvervine solution \(formerly known as IDMI’s PTS solution\)](#) for small to mid-sized P&C insurance organizations, including insurance companies, managing general agents (MGAs), managing general underwriters (MGUs), third-party administrators (TPAs) and self-insured entities, needing to automate critical core administration (policy, billing and claims) processes.

Plans for product enhancements in 2015 include adding tools which will enable a greater degree of customer control and self-service, as well as:

- Improved content management and document creation capabilities;
- Better insight into critical data via upgraded analytics and reporting functionality; and
- An expansion of mobile capabilities via a planned app.

Silvervine, as IDMI, has been serving the P&C insurance industry for more than 19 years, and has a dynamic and growing customer base of over 34 insurance organizations.

For more information on IDMI’s corporate rebranding as Silvervine, or the Silvervine solution, please contact Rebecca Jennings, marketing manager for Silvervine, at 478-953-9222 x1612 or Rebecca.jennings@silvervinesoftware.com.

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About Silvervine Inc. (Silvervine)

Silvervine Inc. (Silvervine), formerly IDMI, offers a modern core administration suite which automates critical insurance processes, including policy, billing, claims, rating, quoting and policy issuance, for property and casualty (P&C) insurance organizations. Silvervine’s flexible, web-based solutions deliver robust, out-of-the-box functionality, and can be installed on-site or hosted for 24x7x365 availability. **For more information, visit the company website at www.silvervinesoftware.com**