



Press Contacts:

Sarah Safranski
Editor
CDM Media
808-694-3675
sarah.safranski@cdmmedia.com

Paige Hogan
Client Services Manager
CDM Media
808-694-3681
paige.hogan@cdmmedia.com

CDM Media Partners with Novarica to Launch Core Systems Summit

December 1, 2010 – CDM Media announced today that it has formed a strategic relationship with Novarica, a research and advisory firm that provides information, insights, and perspective on markets, operations, and technology to insurance and financial service executives, to launch the Core Systems Summit, to be held April 2011 in Chicago, Illinois.

The Core Systems Summit will bring together CIOs and VPs of Policy Administration, Claims, Billing, and IT Systems from the Property & Casualty and Life & Annuity sectors of the insurance industry. The two-day event features one day of agenda sessions for P&C representatives and another for L&A representatives. Both agendas feature think tanks, roundtables and case studies as well as keynote presentations and an analyst Q&A session.

Topics to be covered at the event include choosing the right partner, successfully managing vendor relationships, business change management and core systems projects, how to measure the success of core systems projects and critical factors to a successful core systems project.

“The Core Systems Summit is a great opportunity for attending insurance executives to have focused conversations with a group of their peers and interact with and learn from representatives from the insurance industry’s leading analyst group, Novarica. The event’s agenda, with topics driven by Novarica, will be full of the latest information and research, ensuring that executives can make the best business decisions for their organizations,” said Glenn Willis, CEO, CDM Media.

Novarica delivers its services through published research, retained advisory services, and project-based consulting. The Company’s research includes market and trend analyses, best practices research, case studies, and independent analyses of software vendors that serve insurers and financial institutions.

If you are interested in participating in the Core Systems Summit, contact Glenn Willis, CEO, CDM Media at glenn.willis@cdmmedia.com or 808-694-3700. For more information about the event, please visit, www.coresystemssummit.com.

About CDM Media

CDM Media is a business-to-business media company serving Fortune 1000 clients who want to build relationships with CIOs and senior-level technology executives. CDM Media, the custom design marketing organization, develops unique marketing platforms that attract high-level IT professionals across several verticals. For more information, please visit <http://www.cdmmedia.com/> or connect with CDM Media on Twitter, [@CDMmedia](https://twitter.com/CDMmedia).

About Novarica

Novarica provides information, insights, and perspective on markets, operations, and technology to financial services and insurance executives. Novarica draws its knowledge from the personal experience of its principals, the ongoing information gathering initiatives of dedicated research staff, and regular communication with insurer executives through informal networks and formal groups like the Novarica Insurance Technology Research Council and Novarica Banking Technology Research Council.

Novarica is a division of [Novantas LLC](http://www.novantas.com), the leading management consultancy and information services provider for the financial services industries. For more information, please visit www.novarica.com.