

FOR IMMEDIATE RELEASE:

Placing a Premium on User Experience: OneShield[®] Taps PixelMEDIA[®] to Improve Insurance Software—In Record Time

Insurance software and services provider receiving rave reviews for enhanced application interface; now jointly working on new templates to support Dragon[®] product

Portsmouth, NH – January 9, 2007—PixelMEDIA, a professional services consultancy focused on Internet enablement, recently put its User Interface Design (UID) capabilities to the test. OneShield, a leading insurance software and services provider with clients such as Bristol West and The Hanover Insurance Group, first approached PixelMEDIA to modify its proprietary application to make it more usable and visually appealing for prospective customers. The caveat: the enhanced interface had to be completed in a timely fashion to meet OneShield's commitment to responding to customer needs quickly and efficiently.

PixelMEDIA met with OneShield to gain a better understanding of their product, technology, and target audience. What would normally take 8-12 weeks to complete was condensed into three short weeks as PixelMEDIA's user experience and visual design teams worked with OneShield developers to collaborate on an intuitive, streamlined interface—without changing the navigation or features of the existing product. Once the prototype was ready, the real test came during customer evaluations.

"Our customers were extremely impressed with the application's new look," said Vivek Gujral, Chief Technology Officer at OneShield. "The enhanced interface optimized the rich features and functionality of the product, while providing users fast access to the tools they need." OneShield was equally impressed with the quality and responsiveness of PixelMEDIA—so much in fact that the two companies are now working together to significantly improve its flagship Dragon product with brand new templates.

Dragon is a comprehensive and configurable policy administration, workflow, and CRM business process application, providing OneShield customers an all-inclusive, easy way to manage their business practices and partner relationships. While Dragon itself required no modification, OneShield turned to PixelMEDIA to help with the customized templates linked from the product. PixelMEDIA will leverage its full UI design capabilities in creating a more intuitive interface that improves navigation, provides scalability, and speeds user acceptance.

"This is a case where a prospect came to us with a small, but critical project, and a super compressed timeframe" said Thomas Obrey, COO and co-founder of PixelMEDIA. "By listening to their objectives and aggressively pursuing the right solution, we were able to not only solve their problem—on time—but also begin to build a quality partnership."

About OneShield, Inc.

OneShield is a leading provider of browser-based solutions to automate the sales and service of insurance and bond products for insurance carriers, major brokers, and MGAs. Its flagship product, OneShield Dragon, is a tools-based, data-driven insurance underwriting, policy administration, rating and workflow engine. Dragon provides the configurability to meet today's goals and the modifiability to adapt to future demands. For additional information, visit www.oneshield.com.

About PixelMEDIA, Inc.

PixelMEDIA is an award-winning professional services consultancy focused on Internet enablement.

PixelMEDIA provides the strategic, creative, and technical expertise needed to increase revenue opportunities and reduce costs. Founded in 1994, PixelMEDIA's solutions include branding and transactional websites, application and portal design and development, user interface design, multimedia design, hosting, and website management for industry leaders such as Aubuchon Hardware, LogicaCMG, Computer Associates, Nokia, Cbeyond, and Harvey Industries. Find more information about PixelMEDIA at www.pixelmedia.com.

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