



Press Release

IBM signs agreement with Prudential Indonesia to better serve customers

IBM will provide managed services for Prudential's System Administration and Operator Support

Jakarta, 17 June 2010 – IBM (NYSE: [IBM](#)) today announced that it has signed an agreement with Prudential Indonesia to manage its business processes for the company's non core applications. This engagement will support Prudential Indonesia, a leading insurance provider in Indonesia, to better provide services to its customers. Besides system administration activities, IBM will also be responsible for monitoring Prudential Indonesia's IT infrastructure, and will help ensure constantly high availability of Prudential IT infrastructure for its customers, employees and partners and simultaneously enable more efficiency. The agreement was signed on March 2010.

As part of its commitment to always listen and understand and provide best in class services to customers, Prudential Indonesia acknowledges the need to continuously improve its back office processes including expanding its IT capabilities, in support of enhanced services through its customers touch points. IBM Indonesia will provide Prudential Indonesia with dedicated support through IBM's System Administration and Operator Support Services solutions. The System Administration Solutions will allow Prudential Indonesia to assess their existing IT operational procedures and develop them as needed. IBM will also ensure Prudential Indonesia's systems receive a regular health check and daily preventive maintenance.

"As a leading life insurer, Prudential Indonesia has always strived to have the leading edge in technology, with the ultimate goal of maintaining customer satisfaction. Whether it be to fulfill customers' needs from buying a new policy, making claims, or obtaining other necessary policy services, we believe enhancing our IT capabilities directly impacts our ability to provide these services," said William Kuan, Senior Vice President Director of Prudential Indonesia. "We are delighted that in committing to our belief to provide best in class services to customers, we have enlisted the support of IBM, a worldwide leader of IT services who share our views and passion in focusing on customer satisfaction. Leveraging on IBM's expertise in managed services will provide higher system availability, more efficient workflow, and thus fully support in our commitment to listen and understand our customers better."

Commenting on this engagement, Suryo Suwignjo, President Director of IBM Indonesia said, "We are excited about the relationship with Prudential Indonesia. We are confident that our extensive experience in the Managed Services area as well as our knowledge and expertise in the insurance industry will directly benefit Prudential Indonesia's business and clients. We look forward to supporting Prudential Indonesia deliver advance solutions and maintain leadership in the insurance industry here."



About Prudential plc and Prudential Corporation Asia

Prudential plc is a leading international financial services group, providing retail financial services and fund management in its chosen markets: the United Kingdom, the United States, Asia and continental Europe.

Prudential has provided life insurance service in the UK for 160 years, and has had the largest long term fund product for more than a century. Today, Prudential has over 22 million customers worldwide and over **£290 billion (Rp4,376 trillion as at 31 December 2009 – latest published figures)** of fund under management.

In Asia, Prudential Corporation Asia offers a comprehensive range of products to meet the savings, protection and investment needs of customers and championed for customer-centric products and services for over 80 years.

Prudential has life insurance operations in 12 markets - China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, the Philippines, Singapore, Taiwan, Thailand and Vietnam. It has an extensive geographic footprint with fund management operations in 10 markets – China, Hong Kong, India, Japan, Korea, Malaysia, Singapore, Taiwan, Vietnam, and the United Arab Emirates.

As at 31 March 2010 Prudential Corporation Asia's total sales by Annualized Premium Equivalent (APE) in Asia is **£359 million (Rp4.7 trillion)**. It is supported by over 410,000 networks of sales force and employees across the region, providing service to over 10 million customers.

About PT Prudential Life Assurance

Established in 1995, PT Prudential Life Assurance (Prudential Indonesia) is a subsidiary of Prudential plc. With the advantage of combining Prudential's global experience in life insurance for 160 years and the local business know-how, Prudential Indonesia is committed to develop its business in Indonesia.

Our willingness to listen and our ability to understand have made Prudential Indonesia a leader in unit-linked products (life insurance products that are combined with investments) in Indonesia since 1999. Prudential Indonesia also offers a variety of products and services that are designed to fit and accommodate the needs of its customers in Indonesia.

Up to 31 March 2010, Prudential Indonesia has 7 Sales Offices (Jakarta, Medan, Surabaya, Bandung, Denpasar, Batam and Semarang) and 202 agency offices (including in Jakarta, Surabaya, Medan, Bandung, Yogyakarta, Batam and Bali). Prudential Indonesia is supported by 62,000 network of licensed sales force serving more than 972,000 customers.

Prudential has been acknowledged with numerous awards from the media and other independent organizations, with 12 of the awards given in 2009. Among them Prudential was recognized as 7-time best insurance company from Investor Magazine, 3-time most admired company from BusinessWeek magazine, 2-time service quality award from Marketing Magazine, and best brand as well as customer satisfaction awards from SWA Magazine.



About IBM

For more information please visit: www.ibm.com/id

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