



# Nationwide

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## Nationwide and Bold Penguin partner on Agent-Facing Commercial Insurance Quoting and Selling Platform

- Nationwide and Bold Penguin continue partnership formed in 2019 with the launch of the Commercial Digital Storefront
- The two companies have developed a multi-product and multi-carrier quoting platform with a complete set of insurance products available by both Nationwide and key carrier collaborators
- The companies are now testing the independent agent-focused tool with select independent agencies in July 2020

As millions of Americans work from home and thousands of small businesses quickly digitize their operations, independent agents are also seeing an increased demand to be able to offer an efficient, online-first commercial lines quoting and binding experience. To help agents meet evolving needs for small business customers, Nationwide and Bold Penguin are now testing an independent agent-facing commercial insurance quoting and selling platform that provides speed, ease and versatility with solutions from multiple carriers.

Nationwide and Bold Penguin began their partnership in 2019 with the launch of the [Commercial Digital Storefront](#), with the goal of delivering an easy to quote, simple to use, single entry software that allows agents to reach the best markets in record time.

The solution, developed in partnership by the two Columbus-based companies, is a multi-product and multi-carrier quoting platform with a complete set of insurance products available by both Nationwide and key carrier collaborators. The companies are now testing the product with a controlled group of early adopters who will leverage the technology in July to serve small business customers.

“For several years, Nationwide has been investing in technology and digital capabilities to empower our distribution partners with quicker and easier quoting and selling experiences,” said [Tony Fenton](#), Vice President of Commercial Lines Digitization and Innovation at Nationwide. “We’re excited to continue our partnership with Bold Penguin as we test this new technology, learn from feedback and refine the offering to best support our agency partners and help them grow their businesses.”

This agent beta version is part of a larger collaboration effort to digitize products, such as Commercial Auto, General Liability, Businessowners Policy (BOP), Workers’ Compensation and other future offerings, in order to provide greater speed, ease, and efficiency to small business owners and independent agents.

The companies targeted early adopter agencies with a tech-first, digital-first mindset, to test the tool and provide feedback before Nationwide and Bold Penguin iterate and begin rolling out the solution.

<https://news.nationwide.com/en-us/nationwide-and-bold-penguin-testing-new-platform/>