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Transamerica Earns InformationWeek’s “Elite 100” Status For Technology Innovation

Transamerica is named as an Elite 100 company by InformationWeek for its use of technology and innovation in mapping the customer journey. Transamerica ranked 33rd in InformationWeek’s list of top business technology innovators as a result of its Enterprise Marketing and Analytics Platform project.

Transamerica’s Enterprise Marketing and Analytics Platform (EMAP) brings together data from numerous business units and points of customer contact to better map the path that an individual customer takes when coming to and interacting with Transamerica. This allows Transamerica to provide its customers with more relevant advice and products that can be timed across all stages of the customer’s lifespan – from young adults starting careers to parents to retirees. Transamerica is using data to better meet customers’ needs and inspire customers’ confidence on the road to financial security.

EMAP brings together a 360 degree view of the customer, from first outreach to customer retention, covering the end-to-end customer journey. Bringing customer data together allows Transamerica more agility and better collaboration when responding to customer needs. The EMAP project allows Transamerica to better predict customers’ future needs, which in turn can lead to further innovations.

Transamerica’s EMAP data pool also can offer greater potential security protection for customers. To help ensure customer privacy, EMAP is built with underlying data security, including the use of data masking technology to ensure that personally identifiable information is highly controlled and visible only to certain, qualified people under the oversight of Transamerica’s data governance council. The council makes sure that Transamerica continues to use data in accordance with our customers’ interests and our business partners’ directives.

“The EMAP project transformed the way that Transamerica looks at customer information,” said Gerard Rescigno, senior vice president and chief technology officer for Transamerica. “This technical innovation modernized the analytics infrastructure, giving us a flexible, scalable and secure platform that will enable us to provide more personalized, customer-focused solutions in a rapid environment. We’re honored that InformationWeek recognizes our technology team’s leap forward to meet our customers’ changing needs.”

This is InformationWeek’s 28th year identifying and honoring the nation's most innovative users of information technology. The InformationWeek Elite 100 research tracks the technology-based investments, strategies, and results of some of the best-known organizations in the country. Unique among corporate rankings, the InformationWeek Elite 100 spotlights the power of business technology innovation. Additional details on the InformationWeek Elite 100 can be found online at <http://www.informationweek.com/elite100>.

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About Transamerica

With a history that dates back more than 100 years, the Transamerica companies are recognized as leading providers of life insurance, savings, retirement and investment solutions, serving millions of customers throughout the United States.



Transamerica works to Transform Tomorrow® for those who entrust its dedicated professionals with their financial needs, helping them take the necessary steps to achieve their long-term goals and aspirations. Transamerica's 10,000 employees serve nearly every customer segment, providing a broad range of quality life insurance and savings products, individual and group pension plans, as well as asset management services. In 2015, Transamerica fulfilled its promises to customers, paying more than \$6.9 billion in benefit claims, including return of premiums paid. Transamerica's corporate headquarters is located in Baltimore, Maryland, with other major operations in Cedar Rapids, Iowa. Transamerica is part of the Aegon group of companies. Aegon is one of the world's largest providers of life insurance, pension solutions and asset management products, operating in more than 20 markets worldwide. For the full year of 2015, Aegon managed \$768 billion in revenue-generating investments. For more information, please visit <http://www.Transamerica.com>.

About InformationWeek

For more than 30 years, InformationWeek has provided millions of IT executives worldwide with the insight and perspective they need to leverage the business value of technology. InformationWeek provides CIOs and IT executives with commentary, analysis and research through its thriving online community, digital issues, webcasts, proprietary research and live, in-person events. InformationWeek's award-winning editorial coverage can be found at www.informationweek.com. InformationWeek is organized by UBM Americas, a part of UBM plc, an Events First marketing and communications services business. For more information, visit ubmamericas.com.

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