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West Bend Earns a Spot on 2010 InformationWeek 500 List of Top Technology Innovators Across America

WEST BEND, WI – West Bend Mutual Insurance Company made this year’s InformationWeek 500, an annual listing of the nation’s most innovative users of business technology.

“West Bend was selected for the technology innovations implemented to enable our SMARTbusiness™ small commercial product,” said Tracey Berg, vice president and chief information officer. “To enable the dynamic nature of this insurance product, technologies and services were introduced that allow rapid changes to be made with little or no involvement from our Information Technology division. The SMARTbusiness technologies and services were implemented with the entire company in mind. We’ve already leveraged several of these capabilities to meet needs elsewhere in the company.”

“For 22 years, the InformationWeek 500 has honored the most innovative users of business technology,” said InformationWeek Editor In Chief Rob Preston. “As we start to emerge from the worst recession in decades, the IT focus is now on driving growth—new sources of revenue, new relationships with customers, even new business models. This year’s ranking placed special emphasis on those companies and business technology executives leading that charge.”

InformationWeek identifies and honors the nation’s most innovative users of information technology with its annual 500 listing and also tracks the technology, strategies, investments and administrative practices of America’s best-known companies. Top winners have included CME Group, Conway, National Semiconductor, Kimberly-Clark, Hilton Hotels, and Unum. The InformationWeek 500 rankings are unique among corporate rankings as it spotlights the power of innovation in information technology, rather than simply identifying the biggest IT spenders.