

## Streamlining insurance management process

LOCAL insurance companies looking for a new solution to support their growing business requirements can check out TIA Solution developed by Danish outfit TIA Technology.

Marketed by PAC Total Solutions Sdn Bhd, a member of HeiTech Padu Berhad, TIA Solution is a modular, integrated core insurance solution that manages the entire insurance process.

By implementing a scalable core system like TIA Solution, insurance companies will be able to streamline their workflow. This, in turn, can improve business efficiency and increase speed to market without having to invest in a full-fledged IT department.

PAC's chief executive officer Eric Loo said the solution is designed to cater to new products, distribution channels and future business expansion. It also has the capability to handle thousands of concurrent users with millions of policies in history with a response time of less than one second, he added.

"Insurers can have access to critical business information by having a single view of important customer-centric data, allowing them to quickly respond to customers' needs and, in turn, improve service levels."

Loo believes that there is strong market potential for TIA Solution in the country and other parts of Asia, as insurers are increasingly looking for a flexible and scalable customer-centric core system that can grow in tandem with the company's expansion.

He said the partnership between PAC and TIA Technology will enable PAC to strengthen its business presence in Malaysia and make inroads into other Asian markets.