

Service Provider of the Year

Merimen Group

From humble beginnings in Malaysia in 2010, Merimen is now present in some of the fastest growing Asian markets – Malaysia, Hong Kong, Indonesia, Philippines, Singapore, Thailand and Vietnam. Today, more than 150 leading insurers and takaful operators use its platform to perform over 2m transactions annually with over \$2.5bn in transaction value.

Its end-to-end platform is used to communicate, transact, manage and process insurance claims, sales and underwriting activities. Specifically, Merimen's proposition is a platform to adapt to insurers' motor insurance claim processes flexibly; and then connect insurers with an ecosystem of partners (e.g. surveyors, adjustors, workshops, parts suppliers, lawyers, brokers/agents etc).

This proposition has been proven and acknowledged by insurers and their partners as the de-facto standard of the motor insurance industry.

Merimen's commitment to helping its clients digitise motor claims has allowed insurers and their partners to generate new revenue and more efficiently manage critical activities in claims processing.

The software-as-a-service provider is also focused on raising productivity, business agility, and cost-optimisation, through technological support and talent acquisition and retention. It was the first company to introduce subscription-based, pay-per-use-transactional model to the motor industry. Using cloud services, its clients can grow without disproportionate IT overheads while enjoying a rapid transformation capability with lower capital expenditure and predictable cost.

Merimen also enables its clients to improve staff productivity by automating the bulk of the claims processing activities. Valuable human capital that is freed up can then be deployed to manage more complex cases and develop new products to fit customers' needs.

In its quest to innovate continuously, Merimen in 2017 launched TrueSight, a suite of solutions encompassing advanced analytics, video technologies and machine-assisted decision-making to meet the growing need for data-driven and timely decision of its customers. TrueSight has helped to optimise insurers' motor claims processes, speed up turnaround time for claims processing without compromising accuracy, and managed loss ratios better with up to 14% average savings on parts costs.

MIDDLE EAST INSURANCE REVIEW

Middle East Insurance Review (MEIR) has been the leading English insurance publication in the MENA region for over 13 years. And with the launch of the Africa e-weekly this year, we continue to extend our reach thanks to market support and encouragement.

We remain committed to being the regional insurance publication of choice – meeting the information needs of insurance practitioners in the Middle East and Africa regions. We are also the only magazine with a dedicated takaful section every month, putting us in pole position as the trusted source of reliable, comprehensive, up-to-date news.

In addition, *MEIR* is the only publication granted the official media status of all the major industry events, including the General Arab Insurance Forum (GAIF) and the Federation of Afro Asian Insurers & Reinsurers (FAIR), as well as those in Asia.

Together with our sister publication, *Asia Insurance Review*, we have served the industry for more than 28 years, and we congratulate all winners and finalists at this, the 23rd Asia Insurance Industry Awards.

www.meinsurancereview.com