

# Tia Technology opens first operations in Asia

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**A digitally savvy consumer population combined with the innovation-driven insurance industry makes Thailand a prime location for Tia Technology to take its first step into Southeast Asian markets.**

As a leader in standardised software solutions for the insurance industry, Tia Technology serves customers in 30 countries across Europe and Africa. Today, the company announces the appointment of Managing Director, Christopher Dennis, responsible for the Asia region. Dennis, an insurance industry expert with over 20 years' experience working with companies across China, Hong Kong and Southeast Asia, is building a team in Thailand to begin serving new Tia clients in the region. Dennis explains,

*– There is a sense of urgency amongst insurance companies in Thailand right now... Many are relying heavily on legacy systems and manual workflows to manage daily operations. At the same time, Thai consumers are growing increasingly hungry for a digital insurance experience. Insurers acknowledge they need to do something radical to keep pace with consumers – before it's too late.*

## **Recruiting local technology experts**

Dennis is currently assembling a team of business analysts with experience in the local market.

“We need the right expertise to help us hit the ground running and we are seeing great interest from local talent,” says Dennis. For implementation, Tia will collaborate with local partners who will also have continuous access to Tia's global in-house implementation and technology team.

Tia's strategy is to take a customer-centric approach to the Asian market and grow the business steadily by serving customers with unique digital solutions. To support this effort, the company will continue its tight collaboration with InsurTech Asia, an InsurTech accelerator based in Singapore, and participate in knowledge-sharing and networking events across the region. Tia expects to strengthen and grow its existing partnerships in Asia and begin an abundance of new relationships during 2018.

*End of press release*

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