

GIG's Digital Vision: Leading the Future of Insurance

Digital Strategy Approach

Digital leadership is the primary driver of scale, profitability, and resilience in insurance. At GIG, our digital strategy is purpose-built to re-engineer our operating model to be faster, smarter, and more disciplined.

Our approach empowers subsidiaries to select best-fit solutions for their local markets while aligning to a unified Group framework for strategic priorities, risk governance, and architecture. This model harnesses local expertise while leveraging Group-wide scale—ensuring technology investments remain connected to business outcomes.

Strategic Pillars

Our digital vision connects directly to our ambitions.

Modern, Secure, and Resilient Core Systems

We are modernizing infrastructure across subsidiaries with common architectural principles that enable faster innovation and seamless integration.

Security and Compliance by Design

Cybersecurity is foundational and embedded from the outset, aligned to international standards, with shared responsibility across the Group.

Data and AI at the Core

Data is one of our most critical strategic assets. We are establishing robust data governance standards and best-practice frameworks across the Group to enable seamless data consumption for end-users, business intelligence, and AI-driven applications.

Empowering Our People

Technology is most powerful when it empowers people. We are evolving from gatekeepers to innovation enablers, equipping teams with tools and data to make smarter decisions and develop next-generation insurance solutions

Operational Excellence and Automation

We are digitizing and automating end-to-end processes in underwriting, policy administration, finance, and claims to reduce manual work, errors, and turnaround times. Standardized workflows, straight-through processing, and clear efficiency KPIs are being used to improve speed, quality, and cost.

Customer-Centric Digital Experiences

We design digital journeys from the customer backwards. Omnichannel, mobile-first and self-service solutions simplify the insurance lifecycle, from instant quotes and simple onboarding to transparent claims tracking. Meanwhile advanced analytics and personalization deepen engagement across retail, SME, and corporate segments.

Looking Ahead

By embedding digital capabilities at the core of our decentralized operating model, GIG is building a resilient, efficient, and scalable foundation. Our strategy positions digital transformation as a decisive competitive advantage to lead the future of insurance in the region.

Vision

To position GIG as the MENA region's premier data-driven insurer, embedding AI-driven decision-making across our organization to enhance efficiency, personalize customer experiences, and create lasting value for all stakeholders.



By embracing cutting-edge technologies, streamlining operations, and fostering a culture of innovation, GIG is well-positioned to lead the future of digital insurance.

