

AI Wathba Insurance achieves multiple ISO Certifications with SIMS as Strategic Transformation Partner

AI Wathba Insurance, one of the UAE's leading insurers, has reached a significant milestone in its ongoing transformation journey by securing ISO Quality Management certifications in Information Security, Environmental, Customer Satisfaction, Complaint Handling and Quality Management Systems, marking a new era of operational excellence and customer-centric performance for the company. This achievement is the result of a two-year partnership with Sidani Innovative Management Services (SIMS), a trusted business transformation and consultancy firm specializing in the (re)insurance sector.

From foundational business process consulting to the rollout of digital solutions, SIMS has played a pivotal role in supporting AI Wathba Insurance in reshaping its internal capabilities and service delivery standards.

Mr. Muralikrishnan R, Chief Financial Officer of AI Wathba Insurance, added "Transformation is not about technology alone, it's about culture, mindset, and alignment. With SIMS, we had a partner who truly understood this. Their team worked hand-in-hand with ours, from process reviews to implementation, enabling us to evolve and deliver greater value to our customers and shareholders alike."

Mr. Sai Subramanian, Vice President of SIMS, stated "we are honored to have been part of AI Wathba's business transformation journey. This partnership represents what's possible when bold leadership meets the right technology and advisory support. The ISO certifications attained are a testament to their commitment to excellence."

Mr. Barath Ramachandran, SIMS Assistant Vice President of Innovation & Technology, added "what makes this project so remarkable is the alignment we found in AI Wathba's management and board. Their openness to change and drive to adopt global best practices enabled us to go far beyond system implementation, we helped build a new way of working."

SIMS first engaged with AI Wathba Insurance as a business process consultant, laying the groundwork for streamlined operations and improved governance. Their recent partnership contributed to the successful ISO certifications achieved by the AI Wathba Insurance.

This milestone is a reaffirmation of AI Wathba's commitment to quality, innovation, and customer trust, and underscores SIMS's role as a strategic enabler in the UAE's evolving insurance sector.

