

## **Takaful Emarat Signs Significant Deal to Adopt Device-as-a-Service solution for Apple devices through Mideast Data Systems (MDS)**

- Takaful Emarat is the first insurance company in the Middle East to use Device-as-a-Service solution for Apple devices through MDS
- Takaful Emarat sales and back-office personnel are using Apple devices to enable faster service, improve efficiency, and enhance data security
- The Takaful Emarat sales centre is moving to an entirely paperless process with the use of this service

Dubai, 14 August 2018 Takaful Emarat (“the Company”), the DFM-listed Shariah-compliant Life and Health Takaful provider announced today that it is the first insurance company in the Middle East to use Device-as-a-Service solution for Apple devices through MDS.

Takaful Emarat has quickly deployed Apple devices for their sales force as well as back-office operations, leveraging cutting-edge technologies. The Device-as-a-Service solution for Apple device speeds product sales, service and delivery through paperless processing and ultimately improves efficiencies by reducing costs of using and maintaining enterprise devices.

**Mohammed Al Hawari, Managing Director, Takaful Emarat said,** “The insurance industry of tomorrow will look entirely different to what it is today. At Takaful Emarat, we are always looking to stay ahead of the curve and sell our products in a seamless way that is flexible to the needs of each and every individual customer. Using Device-as-a-Service model in our customer service centre is one of the steps we have taken towards being a truly agile business.”

**Fadi Hindi, CEO, Takaful Emarat said,** “We are pleased to announce that we are the first insurance company in the Middle East to invest in a new technology pioneered by Apple iOS devices. With the help of MDS, we have reduced our IT department’s work load so that they can focus on strategic initiatives to grow our business. MDS has also helped us reduce overall IT costs, increase productivity, strengthen data security and most importantly – improve the customer experience. Our customers can now walk into the Takaful Emarat service centre buy or renew a policy with minimum paperwork required.”

**Roger Kakhia, Executive Vice President, MDS said,** “Adopting a paperless strategy and using digitised files instead enables firms to take advantage of other emerging technology trends — especially mobile devices and the cloud. These technologies have the potential to improve customer service and help professionals improve their productivity through anywhere, anytime access. Takaful Emarat is the first insurance company in the Middle East to implement this emerging technology and adopting best practices makes them a game changer in the industry. We are delighted that MDS has been able to support Takaful Emarat in their decision to go paperless by implementing Device-as-a-Service solution for Apple devices. We look forward to further strengthening our relationship and delivering many more successful projects together.”

## **Ends**

### **About Takaful Emarat**

Takaful Emarat Insurance PSC, established in 2008, is a Shariah-compliant Life, Health and General Takaful Insurance Provider in the UAE listed on the Dubai Financial Market (DFM). Takaful Emarat markets a wide range of individual and corporate life and health Takaful products including protection, savings and investment plans through variety of distribution channels. Takaful Emarat is also a participating insurer providing essential benefit plan in the Emirate of Dubai. In July 2018 the Company received the final approval from the Insurance Authority to acquire Al Hilal Takaful, which provides general Takaful products and services to individuals and corporates. To become upon completion of the acquisition part of the largest Takaful group in the UAE. [www.takaful.emarat.com](http://www.takaful.emarat.com)

### **About MDS**

MDS is an Apple Authorized System Integrator (AASI) and an Apple Authorized Service Provider (AASP) for all Apple products in the UAE. MDS is a part of MDS UAE Inc. which was established in 1982 to serve the country's fledging IT industry. MDS UAE Inc. itself is a part of the Midis Group, one of the largest IT Groups in the region with a presence in over 30 countries.

[www.mdscomputers.ae](http://www.mdscomputers.ae)

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