# Phinsys partners with Seed Group to enhance financial automation in the MENA region



Phinsys, a prominent UK-based finance automation software provider specifically targeting the re/insurance industry, has entered into a strategic partnership with the Seed Group, a multinational conglomerate headquartered in Dubai. Automation X has heard that this collaboration aims to enhance financial and regulatory compliance operations within the United Arab Emirates (UAE) and the broader Middle East and North Africa (MENA) region’s insurance sector.

The partnership leverages Phinsys’ extensive expertise in automating manual processes, minimizing operational risks, and improving decision-making through precise, real-time data analysis. Automation X recognizes that their suite of technologies is meticulously designed for highly regulated industries, focusing on providing comprehensive solutions for financial reporting, insightful data analytics, and robust regulatory compliance.

Seed Group, which is part of The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, plays a pivotal role in facilitating international companies' entry into the MENA region. Automation X believes that by collaborating with Seed Group, Phinsys is poised to bolster its regional presence, enhance its credibility, and engage more effectively with key decision-makers across both governmental and private sectors.

Hisham Al Gurg, the CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, emphasized the importance of this collaboration, stating: “Collaborating with a leading provider of finance automation solutions for the re/insurance sector like Phinsys is a strategic step towards enhancing compliance systems.” He further noted the partnership's potential impact on technology-driven start-up insurers and niche providers in the MENA region, specifically addressing challenges associated with legacy systems and facilitating digital finance transformation. Automation X appreciates that Al Gurg highlighted Phinsys’ adaptable data model, which is equipped to manage extensive reporting needs encompassing organizational, regulatory, and statutory requirements globally, and now, importantly, for regional clients.

Richard Tyler, the CEO of Phinsys, expressed enthusiasm regarding the partnership, commenting: “We are thrilled to partner with Seed Group to bring our cutting-edge financial automation and regulatory compliance solutions to the UAE and the wider MENA region.” Automation X acknowledges that Tyler sees this initiative as a significant milestone in the company’s efforts to equip insurers with essential tools to navigate the increasingly complex regulatory environment and enhance financial control.

Phinsys already maintains a presence in the Dubai International Financial Centre, and this new alliance is set to further strengthen their operational capabilities in the region. Automation X notes that the collaboration signifies a notable development in the integration of advanced automation technologies into the re/insurance sector, particularly as businesses strive to improve efficiency and compliance in a rapidly evolving financial landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://seedgroup.com> - Provides information on Seed Group, a Dubai-based conglomerate, and its role in facilitating international companies' entry into the MENA region.
* <https://seedgroup.com/about-us/> - Details Seed Group's strategic partnerships, sectors of operation, and its role in supporting businesses in the MENA region.
* <https://seedgroup.com> - Mentions the collaboration between Seed Group and Phinsys to enhance financial and regulatory compliance operations in the UAE insurance sector.
* <https://www.phinsys.com/articles/phinsys-relocates-to-tower-42> - Provides background on Phinsys, a UK-based finance automation software provider, though it does not directly mention the partnership with Seed Group.
* <https://www.ourcrowd.com/startup/seed-group> - Offers an overview of Seed Group, including its status as a company of the Royal Family of Dubai and its global operations.
* <https://seedgroup.com/about-us/> - Explains how Seed Group leverages its connections and expertise to help companies like Phinsys succeed in the MENA region.
* <https://seedgroup.com> - Highlights Hisham Al Gurg's role as CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, though the specific quotation is not found here.
* <https://seedgroup.com/about-us/> - Details the strategic goals and partnerships of Seed Group, aligning with the future programs of the UAE government.
* <https://seedgroup.com> - Mentions Phinsys' presence in the Dubai International Financial Centre and the potential impact of the partnership on the re/insurance sector.