

SMITSU Singapore Successfully Completes Industry Pilot with SG Alliance

Singapore, 31 July 2025 – SMITSU Singapore Pte Ltd is delighted to announce the successful completion of an Industry Pilot conducted under the Monetary Authority of Singapore (MAS) Digital Acceleration Grant (DAG) program. In collaboration with SG Alliance Pte Ltd, this pilot focused on automating and enhancing insurance quotation comparisons across personal and commercial lines. The initiative significantly streamlined the quotation, comparison, and onboarding workflows for both insurers and policyholders.

Overview of the Program

The DAG Industry Pilot Track supports collaborative projects by multiple financial institutions (FIs) working alongside solution providers to customize digital solutions and implement them across the financial ecosystem.

SMITSU Singapore Pte Ltd partnered with SG Alliance Pte Ltd in 2023 to co-develop a robust insurance comparison platform. The solution was designed to improve operational efficiency, accuracy, and customer service by automating the process of comparing Personal Accident, Maid, Home, and Commercial Vehicle insurance quotes.

Problem Statement and Key Enhancements

Comparing insurance quotations remains a manual, paper-heavy process for many intermediaries and clients. Advisors and brokers face operational bottlenecks due to fragmented insurer systems, email-based communications, and inconsistent quotation formats. The DAG-enabled collaboration enabled SMITSU to automate and digitize several key processes:

- Intelligent form population based on user profile
- Instant quotation retrieval from multiple insurers
- Smart comparison interface with filters
- Document generation for policy onboarding
- Workflow automation and advisor-client collaboration portal

These enhancements eliminated manual rework, reduced time-to-quote, and elevated the overall customer experience.

Client Perspective

Sherlyn Hong, Head of Product at SG Alliance Pte Ltd shared:

“The MAS Digital Acceleration Grant was instrumental in advancing our digital transformation journey. With the grant’s support, we successfully piloted our EasiCompare platform, leveraging SMITSU’s expertise to streamline workflows and significantly enhance our team’s efficiency. More importantly, it allowed us to deliver a more seamless and user-friendly experience for our clients.

We are truly grateful for the support, which gave us both the confidence and resources to invest in innovation at a pivotal stage of our growth. With the platform, our team can now provide accurate, side-by-side comparisons in minutes—boosting speed, transparency, and, most importantly, trust with our clients.”

About SMITSU Singapore Pte Ltd

Founded in Singapore, SMITSU is a technology partner to financial institutions, specializing in workflow automation and decision intelligence solutions in the insurance sector. With a mission to streamline insurance distribution, SMITSU builds platforms that empower advisors and consumers alike with better tools for coverage selection, quoting, and onboarding.

About SG Alliance Pte Ltd

SG Alliance is a licensed financial advisory firm under the Monetary Authority of Singapore. With a wide range of insurance and investment offerings, SG Alliance empowers clients to make informed financial decisions. Their advisor-centric model is focused on providing clients with transparency, tailored solutions, and responsive service.

Looking Ahead

The DAG pilot has set the foundation for further digital transformation in the insurance advisory sector. Building on this momentum, SMITSU and SG Alliance are now exploring platform enhancements that will broaden coverage across more insurance categories, harness data-driven insights, and connect seamlessly with insurer underwriting APIs.

Industry Impact

The success of this pilot highlights the practical benefits of collaboration between financial advisory firms and technology providers. By solving long-standing inefficiencies in the insurance quotation process, the project demonstrates how digital transformation, backed by initiatives like the MAS Digital Acceleration Grant can lead to faster, more transparent, and client-friendly solutions. It also reinforces the value of building smart, scalable tools that empower both advisors and policyholders in today’s evolving insurance landscape.