

# Industrial Visit

eTiqa

SECP1513-03

15 January 2026



## Here's what has happened in the visit!

On 15 January 2026, participants of the course Technology Information System (SECP1513) had an industry visit to Etiqa. This visit is located at Etiqa Iskandar Puteri, Johor Bahru. The purpose of the visit is to enrich students' knowledge of information systems, particularly the role of data engineers and business analysts in an insurance company.

Etiqa is a leading ASEAN Insurance and Takaful player under the Maybank Group, a leading banking conglomerate in ASEAN. They offer a full range of Life and General conventional insurance products as well as Family and General Takaful plans across multiple distribution channels of over 10,000 agents, 44 branches and 17 offices, and over 490 bancassurance networks through their presence in Malaysia, Singapore, the Philippines, Indonesia, and Cambodia.

The purpose of the industrial visit is to close the "theory-practice" gap in Information Technology. The IT professionals including business analysts, data engineers, and AI engineers taught students useful IT concepts. Additionally, students also get to learn about the workplace dynamics, which emphasis on development's standard regulations and protocols in Etiqa.

In this newsletter  
you can expect:

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Introduction

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Background of  
Etiqa

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Objectives of the  
Industry Visit

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Key  
Observations

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Learning  
Outcomes

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Conclusion

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Etiqa office tour

## Key Observation & Technological Insights

During the visit, we were briefed on many advancements in integrating *fintech* into their products, such as streamlining revenue streams to maximize efficiency and manageability. The usage of AI to improve optical character recognition enables all paperwork to be done online, thus improving access and reducing the barrier to entry. These integrations not only reflect greater adoption of useful technology, but also symbolize greater accessibility of digital services to rural communities.

Computing and Information Systems also play a huge role in enabling Etiqa to market and maintain a large customer base. Due to how the Etiqa's database contains critically sensitive information, the staffs emphasized data security as a major role keeping data safe. To add, Etiqa recruits data-related roles from many backgrounds and encourage collaborations to adjust and synchronize communication and tools usage.



Q&A session with Etiqa's staff

## Model-to-Market Translation

We were being explained how artificial intelligence (AI) is applied in their operations. We learnt that AI helps the company analyse customer data and identify policyholders affected during disasters such as floods.

For example, during the Selangor floods in 2021–2022, Etiqa's AI systems detected the impacted areas and automatically matched them with customer records. Claims were initiated immediately, and customers received phone calls or notifications without needing to wait or submit lengthy forms.

This explanation showed us how model-to-market translation works in practice: coding and data models developed in the office are deployed to real insurance services, making the process faster, more reliable, and supportive during emergencies.



## Learning Outcomes

Through the industrial visit to etiqa, we gained valuable exposure to real working environment and enhanced our understanding of how information systems are applied in a corporate environment. The visit let us understand about the role of technology in supporting insurance operations, especially in field such as data warehouse management, machine learning, system integration and etc.

We also learned about how theoretical concepts we mastered in class, such as coding, and artificial intelligence, are implemented in real business scenarios. Moreover, the industrial visit also help us to recognize the significance of collaboration between data engineer, software engineer, artificial intelligence, and business analysts in order to ensure the efficiency of system operations within the organisation.

To recapitulate, the industrial visit rouses our awareness for the importance about the knowledge of specialized subject and enhances our industry expectations, which help us to make sure that we are well prepared to face our career challenges in the future



Group photo with Hafizulshah Sharom, Data Engineering Alumni Cohort 6

## Relevance to Academic Studies & Careers

This industrial visit to Etiqa was truly relevant to our academic studies in Technology Information System as it provided us better understanding of real-world information systems, especially on how they work in big corporations. Key topics learnt in class, including data processing and the principles behind information systems, were discussed during the visit, particularly how they are applied in Etiqa's daily operation. It really caught our attention as fellow data engineering students as the fellow staff explained the workflow of the IT departments, especially how data engineers and data analysts work together in supporting the company's decision-making. This directly relates us to the topics in our course, including data flow, system development, and the role of information systems in organisational operations. Through the example of how AI was utilised during the big Selangor floods in late 2021, it demonstrates how theoretical knowledge such as data management and AI can be implemented into an insurance company's system to increase efficiency and reduce response time. Overall, this visit to Etiqa helped bridge the gap between theory and practice, which is incredibly helpful for us not only as students but also as the upcoming workforce.

## Conclusion

For summary, the industrial visit to Etiqa provide us with essential industry exposure. We gained a profound understanding of how data models are developed and used in insurance services. This experience highlighted the importance of seeing professional workplace dynamics and the collaboration between all the IT engineers. The visit offer us a clearer perspective of the large-scale corporate operations so that we are able to prepare ourselves for the future careers.

## Skills and Knowledge Development

From this industrial visit, we gained insights into how AI, data engineering and data analytics are used to manage customer data, and support emergency response during critical issues such as natural disasters. This helps us to realize about the importance of computing and technology nowadays in real world applications. Besides that, through interactions with Etiqa's professionals during briefing and Q&A sessions, we improved our communication and interpersonal skills, they also showed the way for our future career which relieved our confusion about our career.

## Acknowledgement

We would like to express our deepest gratitude to Etiqa for hosting us. Also not to forget, their staffs who sincerely sharing not only their experienced but some tips and tricks for us to prepare ourselves in the industry years. We also wish to extend our sincere appreciation to our lecturer, Sir Iqbal for organizing this visit. His dedication to bridging the gap between classroom learning and industry reality in preparing us for our future careers.