

Insignia Financial selects Google Cloud to accelerate AI adoption and modernise digital infrastructure

More personalized experiences and faster customer support powered by Google Cloud's AI capabilities for Insignia Financial members

Sydney, Australia, Sept. 22, 2025— Insignia Financial, one of Australia's largest wealth management companies and owner of MLC Australia, has selected Google Cloud to modernize its digital infrastructure and deploy AI capabilities across many of its offerings, including its MLC superannuation member experience platforms. The goal is to enhance personalization, efficiency, and service delivery for its 1.5 million customers nationwide.

Following the successful build of its real-time enterprise data and analytical system using Google Cloud's BigQuery data warehouse platform, Insignia Financial is deepening its collaboration through a multifaceted roadmap that includes:

- **Bespoke customer experiences** tailored to each member's life stage and financial needs, powered by Insignia's newly completed Data and Insights platform built on BigQuery. This is supported by a fleet of enterprise-ready AI agents built with Google Cloud's AI platform, [Vertex AI](#), to help customer service teams respond with greater speed, coordination, and precision.
- **Future-ready infrastructure** that consolidates all current on-site data center tenancies by migrating VMware environments onto Google Cloud, enabling more agile service delivery with dramatically reduced operating costs.
- **Stronger skills** through the Google Cloud Skills Boost program, to equip teams with key proficiencies in data and AI for long-term relevance in a rapidly evolving digital landscape.

Insignia Financial's Chief Technology Officer, Damien O'Donnell, commented: "Our expanded use of Google Cloud demonstrates Insignia Financial's ongoing focus on AI adoption and strategic innovation. This collaboration enables us to be more efficient, leveraging our data and intellectual property to deliver better outcomes for clients.

"Google Cloud's agentic AI capabilities, supported by our seamless data layer made possible with BigQuery, will empower our customer service teams to make high-touch, highly-personalized experiences accessible to every member. At the same time, consolidating our previous VMware environments from three data center tenancies onto Google Cloud will dramatically reduce our on-premise footprint and its associated costs, with minimal disruption to applications and services—allowing us to focus even more on the crucial work of enhancing our member experience with assurance that our data is as secure and seamless to manage as possible."

Insignia Financial expects the migration to significantly reduce complexity and manual effort associated with maintaining critical applications, while strengthening cybersecurity and compliance. Tighter integration with its BigQuery data lake is also expected to drive benefits, supporting Insignia Financial's readiness for AI adoption at scale.

Insignia Financial's Chief Customer Officer, Renee Howie, added: "As we integrate AI across our business, it is reshaping how we deliver exceptional customer experiences and innovative solutions for the more than 1.5 million Australians we serve. From enhancing adviser productivity to designing personalized, data-driven journeys for our members, AI is helping our customers make confident, informed decisions with ease.

"With our deep expertise and scalable capabilities, we're harnessing data and AI to deliver tailored guidance and advice—driving meaningful outcomes for every member, today and into the future."

Vice President, Google Cloud Australia & New Zealand, Paul Migliorini said: "Insignia Financial's approach to modernizing its infrastructure demonstrates discipline not only in cost control, but also in establishing the foundations needed to translate AI into meaningful customer value at speed.

"By investing in training and upskilling, Insignia Financial is also priming interest groups and early adopters within its organization to innovate at speed once those foundations are in place. This means the time and effort saved from infrastructure modernization can be meaningfully redirected into driving AI initiatives and creating greater value for its customers and its business."

About Insignia Financial

With origins dating back to 1846, today Insignia Financial is a leading Australian wealth manager. Insignia Financial provides financial advice, superannuation, wrap platforms, and asset management services to members, financial advisers, and corporate employers.

Further information about Insignia Financial can be found at www.insigniafinancial.com.au

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

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