



Inside the Solution

- Informatica Big Data Edition
- Informatica Professional Services
- Informatica Global Customer Support
- Informatica Address Verification

Summary

Western Union helps loved ones near and far stay connected by moving money around the globe. The 160-year old company is evolving its business model, supported by a data strategy that will help enable expansion of digital products, growth of web and mobile channels, and a more personalized online customer experience.

Business Need

- Western Union has built significant scale in the money transfer business with 242 million consumer-to-consumer transactions and 459 million business payments in 2013 alone. The company operates in 200+ countries and territories, and conducts business in 120+ currencies.
- The company faces increasing competitive pressure from emerging technology players.
- Western Union is transforming and focusing on:
 - Developing an omni-channel approach that includes retail, web and mobile,
 - Expanding into new markets with e-commerce and other digital products, and
 - Reaching customers with a more tailored and personalized experience.

Challenge

- In 2013, Western Union processed more than 29 transactions per second, on average, which generated a significant amount of structured and unstructured data that must be integrated from diverse sources (legacy, mobile and online data).
- The company needs to cost-effectively deal with this data complexity, while simultaneously scaling access, storage, and processing.
- Data scientists must rely upon the data platform to conduct statistical modeling and predictive analysis, systematically noting trends in sending and receiving behaviors.

Solution and Results

- Western Union built a data platform based on Hadoop (Cloudera) and Informatica Big Data Edition.
- Western Union is one of a handful of very early adopters of Hadoop on such a global scale.

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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