

Western Union



moving money for better

About Informatica

Informatica Corporation (Nasdaq:INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. Informatica Vibe, the industry's first and only embeddable virtual data machine (VDM), powers the unique "Map Once. Deploy Anywhere." capabilities of the Informatica Platform. Worldwide, over 5,000 enterprises depend on Informatica to fully leverage their information assets from devices to mobile to social to big data residing on-premise, in the Cloud and across social networks. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit www.informatica.com.

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 needs

- 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.

Inside the Solution

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

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