

Case Study

Pricing without borders

Modernizing Western Union’s pricing system with next-gen AWS architecture

Summary

Sonata helped Western Union with a next-generation pricing system built on AWS, enabling personalized financial services, real-time pricing optimization and a significantly improved digital footprint. The transformation allowed Western Union to reach underserved communities and deliver adaptive pricing strategies aligned with evolving customer needs.

Client Overview

A global leader in cross-border, cross-currency money movement and payments, the client offers a wide range of services, including domestic and international money transfers, and financial products such as money orders and prepaid cards.

Headquarter Colarado	Employees 14000+
Revenue \$4.36 Billion	

Pressure Points

Western Union’s legacy systems limited its ability to adapt to evolving market needs, deploy new technologies and deliver pricing strategies that maximize customer retention and revenue. Modernization was critical to stay competitive in the global financial services industry.

Rigid legacy infrastructure limiting digital innovation	Inability to personalize pricing dynamically	Difficulty reaching underserved customer segments	Inefficient revenue management capabilities
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Solutions

Sonata designed and implemented a comprehensive next-generation pricing system on AWS to accelerate Western Union's digital transformation. The solution involved understanding existing legacy systems, leading the client through the transformation journey and ensuring zero interruption during migration through a collaborative approach and hands-on digital transformation expertise.

Results that Speak Volumes

Enhanced digital footprint enabling reach to underserved communities globally	Simplified pricing model creation and strategy development	Real-time price optimization for revenue and customer retention	Improved adaptability to changing customer needs and market conditions
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