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**Modern banking moves fast.  
So did Western Union.**

**How Converge™ by Deloitte's BankingSuite helped Western Union create its first digital banking platform**

# SCALING UP A **DIGITAL BANKING PLATFORM** IN EIGHT MONTHS

## THE SITUATION

Sending and receiving money quickly and easily across borders has been key to Western Union's brand for more than 150 years as a global leader in cross-border, cross-currency money movement and payments. To compete in a changing market and to create additional revenue streams, the company wanted to expand its core business into digital banking, allowing users to leverage its products and services via mobile devices from anywhere in the world.

Western Union knew its customers' financial lives were complex and ever-evolving—and their needs stretched far beyond money transfers. Expanding into digital banking positioned Western Union to better serve its customers across their spectrum of financial goals and needs.

The company sought a creative, cloud-based solution that would deliver value to its loyal customers and to the business itself, with a goal of increasing revenue 1.5 times per customer. Getting a digital banking platform up and running in less than a year would mean moving fast, but a robust, customizable technology solution could be just the accelerator the company needed.



## THE SOLVE

[Converge™ by Deloitte's BankingSuite](#) on Amazon Web Services ([AWS](#)), a next-generation banking platform, offered the cloud-based technology, security, and personalization needed to successfully expand the company's digital capacity. Deloitte team members—specializing in solution design, experience design, application programming interface (API) integration, engineering, digital product, digital strategy, and regulatory experience—mobilized to help make Western Union's goals a reality.

A strategic design phase involved more than 40 in-depth interviews with customers and internal stakeholders. Once Deloitte learned the needs of both, they were prioritized as features that would be essential for the digital platform. It was a big-picture way of looking at things—what kind of value Western Union wanted to give customers, which features would provide that value, and the order of importance for each.

Deloitte also had to look at capacity—which vendors would be needed outside the company and what technology stack would be required to pull everything together to make it operational. Working virtually with client stakeholders in Europe, the United States, and India, Deloitte conducted 35 workshops that covered everything from design to operations to compliance to marketing.

Deloitte's IndustryAdvantage™ framework helped to bring a blend of business strategy, deep digital banking sector experience, and technology insight to the project. Fused with the composable BankingSuite and a curated, leading-class ecosystem, Deloitte was able to build and help Western Union launch an enterprise-class digital banking solution that can drive innovation and new product development, while reimagining how to engage with customers via mobile devices.

80 USER TESTS LATER, **A BANKING PLATFORM IS BORN**

# THE IMPACT

In 33 weeks, or about eight months, the beta phase was complete. Western Union launched the new Digital Bank powered by Converge by Deloitte's BankingSuite in Germany and Romania. Eventually, the customer-facing application was rolled out to Italy, Poland, Brazil, and the United States. With each release, Deloitte is helping Western Union evolve its digital transformation to improve its consumer experience.

"With Converge by Deloitte's BankingSuite on AWS, we were able to launch our digital banking platform on a much faster timeline and with more confidence," said Amit Patel, global head of Digital Banking IT, Western Union. "BankingSuite's module components and cloud-based architecture enabled us to introduce our product set to countries incrementally, which has been a key factor in the success of our expansion into digital banking."



A DIGITAL BANKING PLATFORM BUILT FOR THE PACE  
OF MODERN BANKING

# LET'S CONNECT.

Do these challenges sound familiar?



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