

# Financial Software Provider

## One Brand. One Experience.

Providing financial services software for businesses, self-employed professionals, and individual consumers. The company recently reinvented itself from a house of brands to a branded house. Consumers are mainly familiar with their brands, but fewer have heard of the parent company.

In its founding the company was united in brand but not in technology, with multiple billing and commerce systems, it needed to create a single billing system and a single commerce platform that could support all of its products and services across the globe. Doing so with its several old commerce platforms was impossible.

### THE SOLUTION

The company had a long and rigorous discovery phase in the search for a commerce platform that could support all of their requirements. With one product offering, it aspired to make financial microservices available to every business unit in every region, which could, in turn, configure those microservices in any number of ways using front-end customer experience platforms. “We were working with technology developed long before anyone ever dreamed there would be so many ways to interact with customers,” says a company representative “We needed a commerce platform that could support our microservices vision and embed in any customer experience.”

The company finally chose Elastic Path Commerce Cloud for Amazon Web Services (AWS) for its stability, marketing agility, flexibility, scalability, and ability to fuel any customer experience the company could dream up. “Being an IT shop ourselves,” says a company representative “we immediately recognized the benefits of Elastic Path’s headless API-first architecture and how it would allow us to provide our services to any customer experience layer. We did not want to change the way we wanted to do business just to fit into a product like hybrid, so we chose Elastic Path Commerce Cloud for AWS.”

### COMPANY AT A GLANCE

**Industry:** Telecommunications

**Model:** B2C

**Year Founded:** 1990

**Headquarters:** Washington

**Revenue:** 40 billion+

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By adopting a flexible, API-driven, headless commerce solution the company enjoys the best customer satisfaction in the industry.

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## KEY BENEFITS

- **CENTRALIZED BUSINESS LOGIC:** Elastic Path Commerce centralizes all the rules for product, promotions, and pricing, including dynamic bundling and dynamic pricing. In addition to providing a huge number of microservices, the company can go large by cross-selling and bundling its products so that customers can bundle products without setting up two different accounts. By doing so, the company can construct a single view of its customers and provide them with seamless shopping experiences tailored to them personally.
- **ELEVATED CUSTOMER EXPERIENCE:** Shopping experiences are more pleasant too, especially for customers using mobile devices. Before Elastic Path, the out-of-date checkout page could only be viewed by pinching and zooming, resulting in a lot of abandoned shopping carts. Today, the company delivers an in-product experience, native to the app, and rendered correctly in a “right for me” screen size for each individual.
- **UNLEASHING MARKETING:** Every variable that’s changed in Elastic Path Commerce propagates through the entire company ecosystem effortlessly, accelerating time to market and preventing loss. “In the past, it would take a few months for us to roll out a new product promotion,” says the company’s Group Project Manager for Commerce Technologies. “With Elastic Path, marketing can make adjustments themselves. Central catalog and pricing configuration are all that’s necessary. They can just fire away, and in two hours they’ve got a campaign up for testing. Usually a new promotion can be up and running in a day.” And in the old days, they lost millions in revenue when customers kept using promotion codes long after they should have expired. Not anymore.
- **SUPERIOR PERFORMANCE:** Elastic Path Commerce Cloud for AWS dynamically scales processing power for peak transaction days such as tax time so that internal servers are no longer necessary. Additionally, with microservice purchases ramping up the number of transactions, customers pay the moment they access a service rather than monthly or annually, so now they process millions of micropayments.

“The partnership is a great technical and strategic fit,” says a company representative. “We want to create thin slices of value for customers, rather than forcing them to buy a whole package with features they never use. Elastic Path supports that move, ensuring a consistent experience across all the different ways customers might interact with us.”

They finally cracked 6 billion dollars in revenue in FY2018, up 15 percent from the previous year. “Not only are we doing better,” says a company representative, “we’re doing better much more efficiently.”

If you need help delivering unified commerce experiences across all customer touchpoints, contact Elastic Path. [info@elasticpath.com](mailto:info@elasticpath.com) | [elasticpath.com](https://elasticpath.com)