

CASE STUDY

Productizing a Service: Partner Integration Certification and Support for a Leading Global Remittance Service Provider

Client Overview

The client is a leading global remittance service provider in the U.S.A. and an industry leader in global money transfer with approximately 550,000 agent locations in 200 countries and territories.

The Challenge

The client provides comprehensive money transfer services to its partners across the globe. These services can be availed through various service channels such as POS, ATM, WEB, Mobile, Kiosk, Retail Agents.

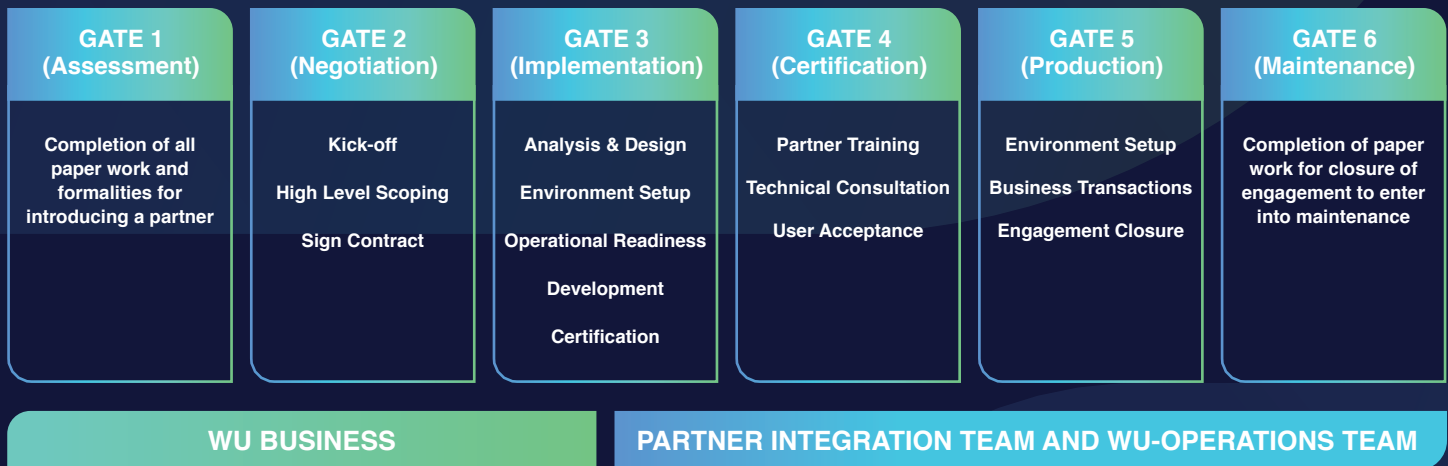
However, partners needed to develop an application and integrate with the customer and consume the money transfer services. Each partner was also being supported by the Operations team of the respective region with no defined process.

The client wanted to define and standardize the process of providing partner integration support and to certify the integrations before going live.

The Solution

The customer collaborated with Opus to leverage its experience with productizing service needs, with focus on seamless implementations across countries.

A six-gated process depicted below was suggested and followed for the Partner Integration projects. This helped standardize the process and apply the knowledge gained in subsequent integration projects.



A separate team was deployed to support and help the partner teams for the integration and also to test and certify the integration. Sub-teams were created to handle the support across different time zones.

Benefits Delivered

-  Reduced and more predictable time to market for Western Union
-  200+ partner integration projects completed in past 5 years
-  Independent verification and certification of solution
-  Faster resolution of technical issues
-  Quick ramp-up of resources based on need as demonstrated for the special compliance program
-  110+ Partners launched in 3 years
-  Ability to quickly ramp-up resources demonstrated for a compliance program
-  Accelerated number of launches per year: 3 in 2010, 9 in 2011, 56 in 2012
-  Reduced time to market from over a year to 6 months
-  Integrated Banking Partners: US Bank, Qatar National Bank, Kenya Commercial Bank, State Bank of India, Maritime Bank, Citi
-  Integrated Retail Partners: Riteaid, Airpak, Lottomatica, Payomatic, Elektra, Caribee Express
-  Integrated Mobile Network Operators: Vodacom, Ericsson, Tigo, MTN, Gemalto