Case Study

CWAN: Automating Contract-Specific Billing at Trillion-Dollar Scale

CWAN

Company Overview

CWAN is a leading investment accounting solution, delivering daily reconciliation and reporting on over **$6.4 trillion in assets** across thousands of accounts. Serving global insurers, asset managers, corporations, and governments, CWAN brings modern automation and visibility to traditionally manual finance processes.

As a publicly traded company with complex pricing models tied to basis points, securities, and sub-client carve-outs, CWAN needed a **future-ready monetization system**, one that could manage contract-specific logic at massive scale and support long-term growth.

Business Challenge

CWAN's legacy, homegrown billing system had become a bottleneck. Despite internal investment, the system couldn't:

- Support contract-based pricing models tied to specific books of business, investment strategies, or securities

- Scale to handle hundreds of millions of events monthly

- Deliver accurate, timely reporting required for public company compliance

- Provide flexibility to evolve with rapid growth, pricing changes, and international expansion

As each new contract added complexity, the internal burden grew. Hundreds of manual billing processes were required to catch errors, complete invoices, and stay contract-compliant. Invoices could take **10+ hours to generate**, leading to delays in reporting, slower cash flow, and increased headcount across billing and finance operations.

Why Gotransverse

CWAN selected Gotransverse after a series of in-depth workshops and technical evaluations. The reasons were clear:

- **Dynamic, client-specific pricing** modeled without custom code

- **High-volume usage rating and mediation** designed for scalability

- Support for **tiered, tapered, and multi-variable logic** across billions of data points

- **API-first design** to integrate with NetSuite, Salesforce, Avalara, and other internal systems

- A collaborative approach from a team that understood CWAN's billing architecture—not just the software

Unlike other vendors, Gotransverse proposed a **composable solution**—one that worked within the existing object hierarchy and product structure without forcing a standardized SKU model.

The Solution

To meet CWAN's contract-specific needs, Gotransverse implemented a distributed architecture that:

- **Transforms raw usage data** into rating-ready inputs
- **Applies complex pricing rules** based on client-specific carve-outs and variables
- **Calculates charges, taxes, and tier logic** in real time with audit-ready precision
- **Routes invoice and revenue data to NetSuite**, maintaining separation of AR and GL ownership
- **Delivers detailed invoice, rating, and usage data to Snowflake** for business intelligence and compliance reporting

Every part of the system is built for durability and auditability, ensuring accuracy while enabling CWAN to self-manage updates as pricing models evolve.

Results

With Gotransverse, CWAN successfully transitioned from a brittle, manual billing process to a **future-ready, intelligent monetization engine** that:

- Automated contract-specific billing across **$6T+ in assets under management**

- Launched a new pricing model in **under 3 months**, mid-recession

- Eliminated internal development and reduced billing resource overhead

- Enabled **25% YoY growth** while reducing revenue leakage

- Achieved deeper reporting granularity and compliance for public audit readiness

- Consolidated billing, rating, and revenue management into one adaptive system

Customer Perspective

> "*We are excited to have chosen Gotransverse as our billing solution due to their unique and powerful design to fit our complex business model. We will be able to scale and grow our business in new ways that weren't possible before and generate better data to drive decisions. This, in addition to an incredible team of experts that help us understand the decisions we are making, will enable us to develop our solutions holistically and provide the continuity and value within our larger organization.*"

— Head of Revenue & Billing, CWAN

Build for Scale With Gotransverse
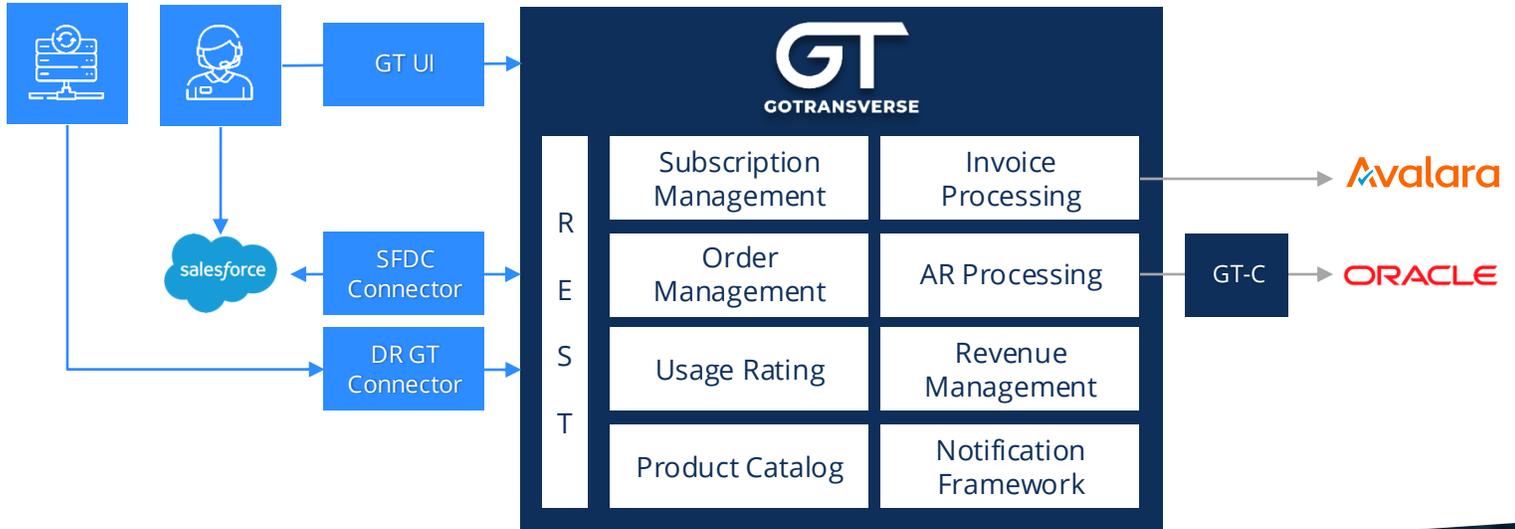
Request a Demo

About Gotransverse

Gotransverse delivers a fast, flexible billing and revenue management solution. Our intelligent cloud-based software was built by industry experts to handle the most complex pricing models. Since 2008, we've partnered with companies to streamline operations and unlock revenue potential, ensuring they can scale with confidence. From our headquarters in Austin, Texas, Gotransverse leads the way in enterprise monetization. To learn more, go to gotransverse.com.

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