Case Study

Modern Monetization
with Gotransverse

Replacing Manual Billing and Scaling for Global Growth

Global Markets Technology

Company Overview

A Global Markets Technology company provides broker-neutral execution and order management solutions across equities, foreign exchange, options, futures, and fixed income. With operations across North America, Europe, and Asia, it has high-performance, multi-asset capabilities, and a flagship platform serving over 175 buy- and sell-side firms worldwide.

Business Challenge

As expansion of its global footprint moved forward, the limitations of manual billing processes became increasingly clear to a Global Markets Technology company.

Billing operations were managed entirely by the Assistant Controller using Excel—requiring two weeks each month to complete invoicing for hundreds of customers. This time-intensive process wasn't scalable. It diverted strategic resources, delayed invoice delivery, and created confusion for customers due to a lack of invoice transparency. Customer service teams spent significant time explaining charges, impacting both efficiency and experience.

While they had previously attempted to implement Microsoft Dynamics as a billing solution, this option had been unable to meet their requirements. They needed a platform capable of managing usage and consumption-based pricing models, applying complex rate logic, and generating detailed, customer-friendly invoices.

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The Solution

This Global Markets company selected Gotransverse to automate billing and streamline revenue operations. Gotransverse ingests usage data from its systems, applies appropriate pricing and rating logic, and generates transparent invoices—eliminating the need for manual spreadsheets.

With a monthly cap of 10 million transactions, Gotransverse is built to scale alongside a growing business. The system's configurability enables detailed invoicing that reduces customer confusion and internal support burden.

Why Gotransverse

The Global Markets Technology team evaluated both Zuora and NetSuite in their vendor selection process. Gotransverse emerged as the clear choice due to the strength of the solution, billing acumen during the sales process, and the team's proven experience and consultative approach.

The Gotransverse team aligned closely with their use case and delivered confidently against an aggressive timeline, factors that proved critical in their decision.

Results and Future Outlook

The implementation of Gotransverse enabled reallocation of internal resources toward higher-value work and modernization of revenue operations. The solution is expected to significantly reduce the manual effort required each month, shorten the time-to-close, and improve customer communication through clearer invoicing.

Global Markets Technology is now positioned to scale without the constraints of manual processes, backed by a trusted billing provider and billing solution built for usage-based monetization.

Ready to Get Started?
Connect with a GT Strategist.

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.