

Case Study

Contract-Specific Pricing at Trillion-Dollar Scale

Gotransverse replaced a legacy billing system enabling complex pricing across \$6T+ in assets under management.

CLEARWATER
ANALYTICS

Company Overview

Clearwater Analytics 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, Clearwater 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, Clearwater needed a future-ready monetization system—one that could manage contract-specific logic at massive scale and support long-term growth.

Business Challenge

Clearwater'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 the company's rapid growth, pricing changes, and international expansion

As each new contract added more 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—contributing to delays in reporting, slower cash flow, and increased headcount across billing and finance operations.

Why Gotransverse

Clearwater 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**, integrated via DigitalRoute
- **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 Clearwater's billing architecture, not just the software

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

The Solution

To meet Clearwater's contract-specific needs, Gotransverse and DigitalRoute designed a distributed architecture that:

- **Mediates and transforms raw usage data** from Clearwater's platform into rating-ready inputs
- **Applies complex pricing rules** within Gotransverse based on client-specific carve-outs and variables
- **Calculates accurate charge items, taxes, and tier logic**—all in real time
- **Routes invoice and revenue data to NetSuite**, maintaining separation of AR and GL ownership
- Sends **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 Clearwater's teams to self-manage updates as pricing models evolve.

Results

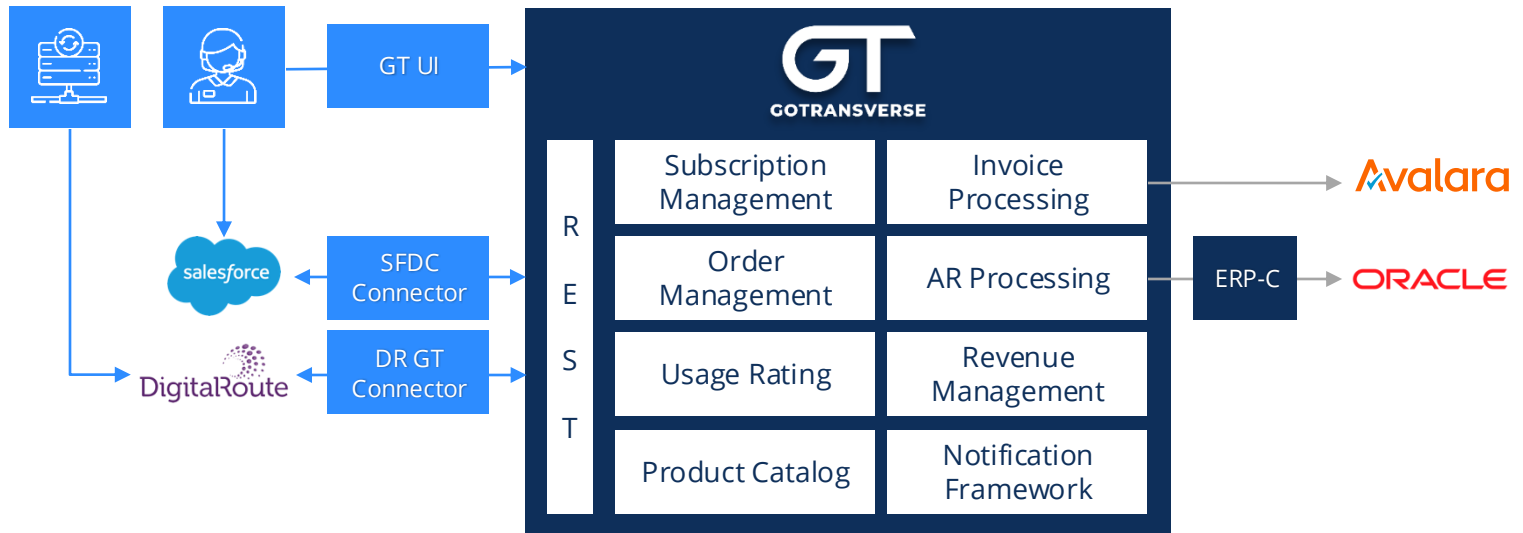
With Gotransverse, Clearwater successfully transitioned from a brittle, manual billing process to a future-ready, intelligent monetization engine ready that:

- Automated contract-specific billing across **\$6T+ in AUM**
- 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, mediation, rating, and revenue management** into one adaptive system

“

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, Clearwater Analytics



**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.