

Case Study

FlexTrade Modernizes Monetization with Gotransverse

Replacing Manual Billing and Scaling for Global Growth

**FLEXTRADE**

Company Overview

FlexTrade Systems Inc. is a global leader in broker-neutral execution and order management solutions across equities, foreign exchange, options, futures, and fixed income. With high-performance, multi-asset capabilities, its flagship platform, FlexTRADER, serves over 175 buy- and sell-side firms worldwide, with operations across North America, Europe, and Asia.

Business Challenge

As FlexTrade expanded its global footprint, the limitations of its manual billing processes became increasingly clear. 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.

FlexTrade had previously attempted to implement Microsoft Dynamics as a billing solution but found it 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.

The Solution

FlexTrade selected Gotransverse to automate billing and streamline revenue operations. The platform ingests usage data from FlexTrade's 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 FlexTrade's growing business. The system's configurability enables detailed invoicing that reduces customer confusion and internal support burden.

Why Gotransverse

FlexTrade evaluated both Zuora and NetSuite in their 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 FlexTrade's use case and delivered confidently against an aggressive timeline—factors that proved critical in their decision.



Results and Future Outlook

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

FlexTrade is now positioned to scale without the constraints of manual processes—backed by a trusted billing partner and solution built for usage-based monetization.



Ready to Get Started?
Connect with a GT Strategist.

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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.