



## Cloud-Based Solution Helps Privacy Team Safeguard Personal Information

### Western Union deploys Onspring for data requests, workflow and reporting

**A**s a leader in global payment services, Western Union helps people and businesses move money. From small businesses to corporations to consumers and families, Western Union transferred more than \$150 billion in 130 currencies worldwide in 2015.

Western Union's Privacy Team fulfills an important function in the company as part of its legal organization. "Our role is to provide counsel to the organization on how we collect, use and share personal information, whether on our customers, our agents or our employees," says Sarah Branam, Director of the team. "We serve an advisory function in providing guidance, answering questions and interpreting law."

Managing such a data-intensive process demanded the right technology. The team was using a shared tool implemented by a separate department, but it proved only a stopgap and not a full-featured workflow solution.

"We didn't have the admin support we needed when we wanted to make changes or create new processes quickly," Branam says. "Also, there was limited functionality. We wanted a tool where we could create several different processes that could be centrally managed and linked together."

### The Right Solution

Western Union discovered Onspring, a modern, flexible platform for process automation, content management and reporting.

"We needed to replicate the process we already had in place in the old tool, and we wanted to expand on those capabilities without incurring significant additional costs," Branam says. "We also wanted improved usability and reporting functionality. It had to be easy for end users to pull various reports based on their role and their need."

## Onspring Success Story

**Company**  
Western Union

**Headquarters**  
Englewood, CO

**Employees**  
7,000 globally

**Onspring Solutions**  
Privacy Management

**Client Since**  
November 2015



# Onspring Success Story: Western Union

In addition, the tool had to be accessible to all users across the organization and support single sign-on. "With Onspring, we could check all those boxes," Branam says. "We gained a tool that is much more user-friendly than others we'd seen. Onspring was fully operational for what we needed."

## Onspring At Work

Branam and his team can now create a variety of apps that support privacy functions.

For example, Western Union requires employees to submit a Restricted Data Request any time they need access to customer information for external communications, such as email campaigns.

Onspring supports the approval process and workflow. And in a step made possible for the first time, the back end of the process includes follow-up with the vendor to confirm that the data is deleted once the approved activity is finished.

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## A Smooth Transition

Regular communication between Western Union and Onspring ensured a successful deployment of the client's privacy solution. Western Union staff quickly adapted to the tool with minimal training. They find it intuitive to use and simple to navigate.

The team will soon turn its attention toward leveraging Onspring's survey functionality and more of its reporting capabilities to automate additional requirements. "That goes to show how easy Onspring is to use from an administrative perspective," Branam says. "We have not had to hire a new skill set to do it. We've been able to figure it out with minimal support from Onspring. It's a tremendous plus that we can be self-sufficient and really own the tool."

## Onspring Solution for Western Union

