boomi + American Student Assistance®

American Student Assistance Halves Costs and Gains Full Pipeline Control With Boomi Data Integration

Nonprofit streamlines data pipelines and orchestration to cut costs by 50%, improve visibility, and accelerate analytics for better education outcomes.

"
Boomi Data Integration scales with us without compromising security or cost efficiency."

Alan White
Senior Director of Data Analytics, American Student Assistance

Business goals

American Student Assistance, a nonprofit dedicated to supporting education, manages tens of millions annually toward digital experiences focused on student success. To stay competitive in higher education, the organization needed to unify and streamline data from diverse sources — marketing platforms, AWS infrastructure, and student activity data — to better understand user engagement and campaign ROI.

American Student Assistance's goals included reducing costs, improving data pipeline transparency, orchestrating workflows seamlessly, and enabling data teams to focus on analysis rather than maintenance. Enhancing collaboration across marketing, product, and data teams was key to driving smarter decisions and scaling efficiently.

Technology challenges

The nonprofit's organization's original setup was fragmented and costly. Key issues included:

- Multiple disconnected tools handled ingestion, transformation, orchestration, and BI, complicating management

- Rising Fivetran licensing fees were unsustainable, far exceeding Snowflake costs

- Lack of pipeline visibility caused delays in identifying data issues, impacting trust in analytics

- Fivetran's rigid data structuring limited flexibility and led to reconciliation problems

- Having no formal CI/CD process forced manual, error-prone deployments, slowing development

These challenges led to increased labor, higher costs, and inefficiencies that hindered strategic growth.

How Boomi helped

Boomi Data Integration replaced multiple tools by providing an all-in-one SaaS platform that:

- Seamlessly connects diverse sources including social media, AWS PostgreSQL, and Snowflake

- Enables ingestion, orchestrates dbt Cloud transformations, and triggers Tableau extract refreshes within a single platform

- Supports data engineers and analysts with flexible pipelines, allowing granular control of data ingestion and transformation

- Offers built-in environment management for streamlined CI/CD deployment workflows

- Delivers enterprise-grade security compliant with PII requirements

This empowered cross-functional teams to collaborate efficiently and scale confidently.

Results & business outcomes

With Boomi Data Integration, American Student Assistance:

- Reduced data pipeline validation from days to hours with clear end-to-end visibility

- Cut data integration costs by 50% thanks to optimized pricing and eliminating tool overlap

- Orchestrated complete workflows, minimizing unnecessary Snowflake compute and Tableau refresh costs

- Improved deployment speed and quality via automated environments and error alerts

- Freed data engineers to focus more on analytics and business value instead of pipeline maintenance

This transformation accelerated decision-making and supported the nonprofit's mission more effectively.

CUSTOMER SPOTLIGHT

Industry & Market	Non-Profit (Higher Education Support)
Headquarters	Boston, MA
Employees	500+
Partners	Archetype Consulting
Key Integrations	• Social media advertising platforms (Facebook, Instagram, Meta, Snapchat, TikTok) to Snowflake • AWS PostgreSQL via Amazon RDS to Snowflake • dbt Cloud orchestration and Tableau data extracts automation

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