boomi + Δrtlist

Artlist Accelerates Global Data Infrastructure by 4X With Boomi Data Integration

Creative technology company builds scalable data infrastructure four times faster with Boomi Data Integration, empowering analysts, reducing R&D dependency, and dramatically increasing business agility across its global operations.

> "Boomi Data Integration slashed our deployment time and supercharged analyst productivity. With Boomi, we're delivering data infrastructure four times faster and making smarter decisions across the business."

Hannan Kravitz
Data Engineering
Team Lead, Artlist

Business goals

Artlist is a fast-growing creative technology company that provides high-quality digital assets — music, sound effects, stock footage, and templates — for global content creators.

The company's mission is to democratize access to professional creative tools for storytellers of all backgrounds.

To support global demand and growth, Artlist needed to transform its data infrastructure from ad hoc, engineering-dependent processes to a mature, agile ecosystem. Key goals included:

- Accelerating the time from data collection to business insight, especially for marketing, product, and finance teams.

- Empowering analysts with self-service access to reliable data models, without constant R&D involvement.

- Reducing time-to-deploy for new infrastructure to support more frequent experimentation and faster product iteration.

- Scaling operations across a distributed global team while maintaining cost efficiency and data governance.

Artlist viewed data as central to its next phase of growth— and needed a platform to help democratize access to that data.

Technology challenges

Artlist's data processes were heavily centralized in its R&D team. This bottleneck created multiple roadblocks as the company scaled:

- **Manual Data Engineering:** Most data pipelines were hand-built and required engineering support to modify or maintain, slowing down responsiveness to business needs.

- **Delayed Insights:** Business teams waited days or weeks for answers to critical questions due to backlogs and manual workflows.

- **Limited Visibility:** Operational data from key systems (e.g., marketing platforms, user behavior, financial systems) wasn't readily accessible to analysts.

- **Scaling Pains:** As new tools and platforms were added, integrations became increasingly difficult to manage, limiting the company's agility.

- **Engineering Burden:** R&D teams spent significant time on support tasks rather than product innovation.

These challenges directly impacted the company's ability to move quickly, experiment with confidence, and make data-driven decisions across teams. data without latency and to securely connect LOGTEK to other core systems, including IFS, Navision, and the data warehouse. Boomi's intuitive interface and streamlined updates also make it easy for Réseau DEF to adapt and scale as needed.

How Boomi helped

Pipeline Orchestration: Boomi integrated with Airflow and Snowflake to manage real-time and batch pipelines across departments.

- **Fast ELT Deployment**: Native connectors and built-in data models enabled quick integration of sources like Facebook, Google Ads, BlueSnap, and PayPal.

- **Self-Service Access**: Analysts accessed enriched data hourly via Tableau, eliminating dependency on R&D.

- **Data Lineage & Impact Analysis**: Seemore Data used Boomi's metadata APIs to trace data flow from Tableau and Snowflake back to original sources.

Scalable Infrastructure: The solution accelerated delivery, improved governance, and supported company-wide data agility.

Results & business outcomes

Boomi delivered measurable and transformative results for Artlist's data operations and broader business outcomes, including:

- 4X faster deployment of data infrastructure, reducing friction in experimentation and operational scaling.

- 70% increase in analyst capacity, allowing more questions to be answered faster with less dependence on R&D.

- 60% boost in overall data team project velocity, Key metrics can now be tracked and analyzed, driving strategic decision-making

- 50% reduction in R&D time spent on support, redirecting engineering focus toward core product initiatives.

- 5X growth of the data team, expanding from 2 to 10 full-time data professionals as Boomi unlocked new capabilities and business demand.

- Enhanced trust in data across departments, improving collaboration and strategic decision-making.

Artlist now treats data infrastructure as a competitive advantage, capable of scaling with the business and delivering insight at the speed of creativity.

CUSTOMER SPOTLIGHT

Industry & Market	Technology (Creative Media & Content Licensing)
Headquarters	Tel Aviv, Israel
Employees	700+
Key Integrations	• Airflow to Snowflake orchestration via Boomi Data Integration • Ingesting operational data from R&D, marketing, and customer platforms • Centralized hourly/daily pipelines for analyst self-service • Streamlined analytics infrastructure accessible across teams

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Boomi gave us scalable infrastructure and the autonomy to move fast — data that once took days is now ready in minutes."

Hannan Kravitz
Data Engineering Team Lead, Artlist

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