LSports Accelerates Growth With Data, Increasing Analytics Adoption by 15X

Sports data provider drives massively higher analytics adoption, streamlines processes, and unlocks new revenue streams with Boomi Data Integration.

> " In our make-or-buy decision, we opted for Boomi Data Integration as it enables us to focus on what matters most: leveraging our product and business data to deliver the best solutions to our customers."

Itzik Polad
Chief Data Officer,
LSports

Business goals

LSports is a leading provider of real-time sports data for bookmakers, sports platforms, and operators worldwide. The company understands that the best, timely data provides customers with an edge.

As LSports rapidly expanded, with a user base growing by 15X, it needed to scale its internal data operations to keep up with surging demand and deliver better customer experiences. The company aimed to accelerate innovation and unlock business insights from its vast volumes of data, including sports feeds, customer usage metrics, and financial data.

With a growing number of clients and partners relying on its services, the company sought a solution that could seamlessly integrate disparate data sources, improve analytics capabilities, and enable its teams to make faster, data-driven decisions.

Technology challenges

The LSports team faced significant technology hurdles in making its own operations more data-driven. These included:

- A complex and growing ecosystem of data sources, including APIs, databases, and third-party feeds

- Slow manual processes that delayed data delivery and limited insights

- Inability to efficiently scale data pipelines to support rapid business growth

- Fragmented analytics infrastructure that hindered the ability to provide customers with up-to-date, accurate information

- High costs associated with manual data preparation and maintenance

Something had to change – fast. LSports made a smart bet on Boomi.

How Boomi helped

LSports implemented Boomi Data Integration to automate data ingestion, transformation, and delivery across its entire business. With Boomi, the team integrated dozens of data sources, including sports APIs, CRM systems, and customer-facing platforms, into a centralized analytics hub. Key benefits were:

- Rapid deployment of end-to-end data pipelines for key business metrics

- Self-service access to data for business users, enabling faster insights

- Scalable solution that adapts to growing data volumes without additional engineering effort

- Elimination of manual data wrangling, freeing up teams to focus on product innovation

All of this enabled LSports to drive more business through improved data management.

Results & business outcomes

LSports achieved significant improvements after implementing Boomi Data Integration:

- A remarkable 15X increase in analytics adoption across business units

- The reduction of time-to-insights by 70%, enabling greater real-time decision-making

- The unlocking of new revenue streams by delivering enhanced analytics services to customers

- 100% automation of previously manual data pipelines, saving hundreds of engineering hours per month

- Improved data accuracy and reliability, resulting in enhanced customer satisfaction and retention

This new data infrastructure transformed the organization into a proactive, data-driven operation.

CUSTOMER SPOTLIGHT

Industry & Market	Technology (Real-Time Sports Data Provider for Bookmakers and Sports Operators)
Headquarters	Kiryat Ono, Israel
Employees	~400
Key Integrations	• Sports APIs to Data Warehouse (Snowflake) • CRM (HubSpot) to Analytics Platform • Customer Usage Data to BI Tools (Tableau, Power BI) • Financial Systems Integration for Revenue Analysis

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Having a scalable tool was key for us. Of course, we could develop everything ourselves, but the value of Boomi is that it's not just for ingestion. It also provides orchestration, monitoring, and alerting. If the source API changes, Boomi handles that change for us, so we don't have to worry about it."

Itzik Polad
Chief Data Officer,
LSports

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