

Partou Puts Parents in Control, Elevates Childcare Access With Boomi

Dutch childcare group uses Boomi to revolutionize parent experiences with self-service, integrating core business systems to reduce staff workload and automate RPA processes.

“By automating our data and processes, Boomi helped enhance the quality of childcare we provide. Staff can now focus on what’s most important: delivering exceptional childcare.”

John Posthuma
Director, Data and Process Automation
Partou

Business goals

Founded in 1975, Partou is the Netherlands’ largest childcare group, welcoming more than 70,000 children daily across 850+ centers in the Netherlands, Germany, and the UK. The company wanted to transform childcare management by providing parents in the Netherlands with flexible, round-the-clock access to services.

Data flows between Partou’s multiple business applications — including childcare planning, finance, HR, CRM, government reporting, and business intelligence systems — were fragmented. This resulted in inefficiencies and delays in processing childcare requests, confirming placements, and modifying schedules, which marred visibility across the business.

Partou wanted to improve internal efficiencies to provide more secure, high-quality childcare services. An always-on mobile and web-based childcare management system compliant with data protection standards would allow parents to submit new childcare requests and manage updates to existing care.

Technology challenges

Partou’s decentralized IT infrastructure posed issues for effective data integration, as information and processes were isolated across different systems and required error-prone manual transfers. The company wanted to streamline the flow of data across its disparate data and application landscape, comprising 15 core applications and approximately 50 smaller systems.

Manual processes and a lack of centralized monitoring hindered efficiency, responsiveness, and data-driven decision-making. The need to provide parents with seamless digital experiences through mobile apps and web portals further complicated the technology landscape.

Partou’s leadership team decided to replace this patchwork of direct connections with a centralized, robust integration platform to automate workflows, improve service quality through process automation, and deliver real-time updates. This would enhance customer experiences and reduce employees’ administrative workloads.

How Boomi helped

Partou selected the Boomi Enterprise Platform to connect its core systems. Boomi's seamless integration with Partou's robotic process automation (RPA) environment allowed RPA bots to be initiated directly from the Boomi platform, automating repetitive administrative tasks and ensuring instant processing of parent requests, such as enrollment changes or new registrations.

Boomi DataHub is a central repository and governance layer for critical childcare data, such as government identification numbers, ensuring compliance with strict data privacy regulations. Parents and staff get real-time access to accurate information, with seamless 24x7 self-service.

Additionally, Boomi Managed Cloud Services (MCS) offers Partou a continuously monitored integration environment, guaranteeing the availability and reliability of mission-critical systems.

Results & business outcomes

Since automating and unifying its operations with Boomi, Partou has become a leader in childcare services through:

- **Enhanced Customer Experiences With Self-Service:** Parents manage childcare needs (requests, payments, schedules) 24x7 in real time via the web and mobile app, eliminating delays and wait times.
- **Reduced Costs, Increased Morale:** Integrating Boomi with RPA automated repetitive tasks equivalent to 30 full-time employees, reducing costs and freeing staff to prioritize childcare-focused work.
- **Improved Security and Monitoring:** Boomi centrally manages and encrypts sensitive childcare data, ensuring compliance. The Boomi platform provides real-time data and system health monitoring for quick detection and issue resolution.
- **Future-ready foundation:** Boomi's unified architecture and cloud-based services allow Partou to scale as it grows, adopting AI analytics and additional automation with minimal friction.

CUSTOMER SPOTLIGHT

Industry & Market	Childcare
Headquarters	Vianen, The Netherlands
Employees	~11,000
Revenue	\$4M (2023/24)
Key Integrations	• Salesforce • UiPath

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The self-service capabilities through the Boomi integration have enabled us to elevate parent experiences and provided our staff with data visibility to personalize high-quality childcare services.”

John Posthuma

Director, Data and Process Automation
Partou

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