boomi + Post CONSUMER BRANDS + preludesys

CASE STUDY

Boomi Helps Post Consumer Brands Manage Data and Accelerate Growth

Post Consumer Brands® pursued growth and increased efficiency with a move to the cloud, modernized applications, and integration of a growing portfolio of acquisitions, all while streamlining workflows and managing costs.

> "I wanted to get our developers away from writing point-to-point integrations and instead working in the abstraction layer working in a low-code environment. Boomi has made this possible."

TK Balaji
CIO
Post Consumer Brands

A household name for grocery products, Post Consumer Brands has expanded its product portfolio through acquisitions and now relies on Boomi to onboard new companies, drive operational efficiency, and ensure data quality. Here's how Post transformed its IT infrastructure to support growing its business and better serving customers.

Goal: Grow Business and Modernize Apps

Over the past 10 years, Post Consumer Brands has pursued two bold strategies: acquiring companies to broaden its product portfolio and markets and modernizing its IT infrastructure, replacing legacy on-premises systems with best-of-breed SaaS apps. The company, which helped create the breakfast cereal category, has acquired several companies and product lines in recent years, including select pet food brands from The J.M. Smucker Co.

Led by CIO TK Balaji, Post Consumer Brands' IT team wanted to create a solution for quickly integrating its acquisitions. The company also wanted to better integrate its supply chain and cash management operations, improve visibility into the business activity of major partners, and ensure that all applications had access to accurate and timely data. To realize these goals, the team needed a fast, easy way to build integrations and manage master data.

Post is also evaluating the need to simplify its portfolio of tightly coupled legacy applications, including its ERP application, Oracle JD Edwards (JDE). To make that change less risky, Balaji's team has been offloading some operations to best-of-breed SaaS applications. Data and operations that used to be contained within JDE are now distributed across multiple applications, and the data needs to reliably and quickly move between these applications.

Connectivity can be a challenge even with modern SaaS applications, because APIs don't always offer the capabilities enterprises need. Additionally, the complexities of working with APIs, especially when moving to SaaS applications where the data models are unknown, require team retraining. To work around these limitations, Post was using flat files to transport data, which can introduce latency and add overhead. Working with all these applications created the need to ensure that apps have access to golden records — master data that is consistent everywhere.

Balaji and his team began looking for powerful, easy-to-use IT solutions to address all these challenges, so they wouldn't have to take on time-consuming, in-house development projects. Until then, the IT team had been writing custom code in Oracle to create integrations. But Balaji wanted to get his team working at the abstraction layer, taking advantage of low-code techniques to accelerate and simplify development and to improve business agility.

"We're a buy shop," says Balaji. "The only thing we build is integrations."

The team sought a faster, more efficient way to build the integrations that would support Post's SaaS strategy and its business goals. Balaji also wanted to improve master data management practices so applications across the company would work with consistent, high-quality data.

Creating Master Data for All Post Employees with Boomi DataHub

Post Consumer Brands is a division of parent company, Post Holdings, Inc. Each Post division operates independently, but payroll and other HR functions are centralized. The need for flexibility to support multiple divisions prevents the enforcement of division-specific business rules. Furthermore, as project teams operated in isolation over time, they created independent data extracts from employee records to meet the requirements for role-based access provisioning and additional attributes needed by SaaS applications.

Post already had the Boomi Enterprise Platform in-house, but usage had been light. To take advantage of Boomi's capabilities, Balaji and his team started with an ambitious master data management project.

Using Boomi DataHub, Boomi's data management solution, Balaji and his team created golden records to feed data into the various applications used at headquarters. This ensured enforcement of division-specific business rules. DataHub manages data models for things such as employee data. It serves as a single source of truth for data across all applications in an organization.

Once Balaji and his team set up DataHub for processing employee data at Post Consumer Brands, each HR application at the division could then get the data it needed without requiring staff to sort through large flat files manually. HR-related data transfers have become quick and reliable across all Post Consumer Brands applications needing personnel data. The success of this project showed Balaji and his team that using Boomi DataHub could help improve data quality and streamline workflows across multiple applications. This also laid the foundation for the implementation of a master data management (MDM) solution in the future through an iterative process, while reducing business risk and the need to justify an investment in an MDM solution.

> "Integration has become a critical part of our growth. Boomi has really changed the way we think about integration."
>
> **TK Balaji**
> CIO
> Post Consumer Brands

Copyright © 2025 Boomi, LP. Boomi, the 'B' logo, and Boomiverse are trademarks of Boomi, LP or its affiliates in the U.S. and/or other countries. All rights reserved. Other names or marks may be the trademarks of their respective owners.

boomi

How Boomi and PreludeSys Helped

Having proved Boomi's data management value, Balaji and his team tackled other integration and data management projects for Post Consumer Brands' internal operations.

Working with Boomi partner PreludeSys, a global technology solutions provider, Post embarked on a series of projects leveraging the capabilities of the Boomi Enterprise Platform, including Integration, API Management, DataHub, and Boomi Managed Cloud Service, Boomi's hosting service for enterprise-scale integrations.

Streamlining Cash Management

The first project PreludeSys and Post took on involved integrating Oracle JD Edwards with HighRadius, a financial accounting SaaS application, to help streamline Post's cash management workflows. The financial module in JDE required extensive manual work for processing payments and handling related data. The module's workflows for applying deductions in the Deductions Management System were particularly complex, time consuming, and error-prone.

Using Boomi, a PreludeSys engineer built Boomi orchestration processes to extract master data from JDE in JSON format so it could be consumed by Boomi APIs and pushed to Boomi DataHub. Once DataHub received the JSON data from Post's JDE applications, it performed quality and consistency checks on the data and pushed it to HighRadius, which offered much simpler accounting workflows.

Although significant progress was made in decoupling the applications, services were not built optimally due to project timeline constraints and did not enhance reuse. Nonetheless, this step was essential for the integration team to learn new technology and architectural concepts. Implementing Boomi improved the business continuity plan by enabling ERP upgrades and maintenance without disrupting other applications.

Post gained a centralized hub for managing and accessing its cash data across multiple applications. Now that the data is automatically synchronized, cleaned, enriched, and updated in real time, Post's financial team can work more quickly and efficiently on cash management projects.

Implementing a New MRO Data Standard

To further improve business operations, PreludeSys worked with Post's IT team to implement a new maintenance, repairs, and operations (MRO) data standard for categorizing materials, parts, and components. Tracking MRO assets and activities is a key requirement for any manufacturer, including food product manufacturers like Post. But tracking MRO assets effectively requires an MRO data model to be applied consistently across all applications working with MRO data.

PreludeSys and Post created a new MRO data standard for the company, which they enforced through Boomi Integration. They then built integrations for MRO data across JDE, MVP One (an asset maintenance management application), Infor Datastream 7i (an enterprise asset management (EAM) application), and Gatekeeper (a vendor and contract lifecycle management platform).

With the new MRO data standard and the key asset management applications in place, Post can now sync data related to parts and plants quickly, easily, and reliably, streamlining MRO workflows.

Integrating Data From Pet Food Brands Acquired From J.M. Smucker Company

When one company acquires another company's product lines, it's important to keep operations running smoothly and efficiently so revenue isn't interrupted, even as the acquiring company begins the work of integrating the acquired brands' operations.

Copyright © 2025 Boomi, LP. Boomi, the 'B' logo, and Boomiverse are trademarks of Boomi, LP or its affiliates in the U.S. and/or other countries. All rights reserved. Other names or marks may be the trademarks of their respective owners.

boomi

In 2023, Post acquired several pet food brands from J.M. Smucker Company, including Rachael Ray Nutrish, Nature's Recipe, 9Lives, Kibbles 'n Bits, and Gravy Train. Working with PreludeSys, Balaji and his team built new integrations for moving order data and revenue forecast data from business applications at all these brands' plants into Azure cloud storage. From there, Boomi processes moved the data to a Snowflake data lake, where it could be moved into Kinaxis Rapid Response (now known as Kinaxis Maestro), a supply chain planning tool, and to future applications as needed. Using Boomi's HTTP Connector, the PreludeSys built integrations from the Snowflake Cloud Data platform to JDE and Maestro for handling data from these brands for:

- Sales orders
- Shipped orders
- Most recent demand orders
- Revenue forecasts

Thanks to these integrations, these newly acquired pet brands continue to operate with their existing business applications, while Post gets the timely data it needs for managing and optimizing pet food sales and operations

Integrating Other Acquisitions and Improving Visibility into Customer Orders

Post has used Boomi-powered integrations with Snowflake to import data from other acquisitions as well. When the company acquired the Peter Pan® peanut butter brand from ConAgra in January 2021, Balaji's team, working with PreludeSys, used Boomi to move flat file data from Peter Pan to Post's Snowflake data lake. Once in Snowflake, the data could easily be accessed by Post's internal business applications.

In June 2021, Post continued its acquisitions streak by acquiring the ready-to-eat cereal business from TreeHouse Foods. The acquisitions included two manufacturing plants. Using Boomi and Snowflake, Balaji's team and PreludeSys integrated data from these manufacturing plants into Post's business applications.

Balaji's team also used Boomi and Snowflake to connect to the business systems of two major grocery store brands, so that Post's business leaders could make business-level decisions with better data about sales forecasts. Boomi enabled Post to take this data all the way from third-party systems into Post's own demand-planning systems.

Setting Up a New Supply Chain Management System

PreludeSys and Post used Boomi for another major integration project: setting up a new supply chain management system to improve business agility and efficiency and to further support the company's evolution to a best-of-breed SaaS architecture. This project involved building integrations for JD Edwards Orchestrator, the JDE database, Kinaxis Maestro, and a custom application built on the Oracle platform. The team also built event-driven services using the pub-sub model of loosely coupled integrations leveraging Boomi Queues and Azure Service Bus. This event-driven architecture makes it easier for Post to support evolving requirements and system additions going forward.

All these integrations helped automate end-to-end supply chain planning for sales, inventory, demand, and capacity planning. PreludeSys built services for:

- Part customer data
- On-hand inventory data
- Site data
- Part source transfers
- Scheduled receipt transfers
- Scheduled receipt buy data for open orders
- Part source buy data

Copyright © 2025 Boomi, LP. Boomi, the 'B' logo, and Boomiverse are trademarks of Boomi, LP or its affiliates in the U.S. and/or other countries. All rights reserved. Other names or marks may be the trademarks of their respective owners.

boomi

Using Boomi to Realize the Benefits of Acquisitions and Advance SaaS Migration

Post Consumer Brands has made five acquisitions over the past decade. Thanks to the Boomi platform's ease of building integrations and managing master data, the company has connected to critical business applications across these companies, accelerating its return on investment. At the same time, the Boomi platform has helped the company evolve its IT environment from a few legacy applications running on premises to a modern, best-of-breed SaaS architecture. Processes have been automated, data quality has been improved, and operations overall have become more effective.

Working together, PreludeSys and the IT team at Post have achieved a lot in just a few years, including:

- Dramatically improving connectivity among business applications, helping the company make the most of its cloud migration strategy
- Establishing a new MRO (maintenance, repair, and operations) data standard through an integration with GateKeeper, an MRO SaaS application
- Improving supply chain management by integrating JDE Orchestrator, JDE Database, Cosmos DB, and Kinaxis Maestro
- Orchestrating data transfers to and from SaaS applications whose APIs have been difficult to work with
- Creating a repeatable process for integrating with companies and product lines the company acquires

Post now has 12 developers trained on Boomi.

CUSTOMER SPOTLIGHT

Headquarters	Lakeville, MN
Employees	~2,500
Revenue	$4 billion+
Boomi Capabilities & Services	Boomi Managed Cloud Service (MCS), Boomi Integration, Boomi API Management, Boomi DataHub, Boomi Queues
Boomi Connectors	Azure Service Bus (ASB) Connector, DB Connector, Disk Connector, Email Connector, HTTP Connector, SFTP Connector
Key Integrations	7iInfoR, Blacksmith, Gatekeeper, Oracle JDE, Oracle JDE DB, Kinaxis Maestro, and Snowflake Cloud Data Platform

Boomi Partner PreludeSys

A digital transformation service provider for more than two decades, PreludeSys helps companies modernize apps by leveraging cloud, mobility, analytics, and AI. PreludeSys works with both young and mature enterprises across the globe in a diverse set of verticals by leveraging their in-house technical expertise, technology partnership, industry experience, and global delivery model. PreludeSys is completely committed to its customers' success, growth, and brand transformation and works to ensure that each customer's digital transformation journey will be smooth and rewarding.

preludesys For more information, visit preludesys.com/boomi

View all customer stories at boomi.com/customers

boomi.com

Copyright © 2025 Boomi, LP. Boomi and the 'B' logo are trademarks of Boomi, LP or its subsidiaries.
Other names or marks may be the trademarks of their respective owners.