

Verbit Takes Control of M&A Data Management With Boomi Data Integration and Snowflake

Leading transcription provider unifies subsidiary data using Boomi, automating billing processes and reducing data engineering costs.



Boomi has made it easy to integrate our data from multiple databases and apps into Snowflake. Now, we can control the entire flow of data and even perform reverse ETL, pushing data from Snowflake right into NetSuite.”

Ilanit Rapaport
 Director of BI & Analysis
 Verbit

Business goals

Verbit, a leader in AI-powered transcription and captioning services, has grown both organically and through the acquisition of five UK and US-based transcription companies. Each subsidiary brought its own data systems, creating challenges in data consolidation and analysis.

Verbit wanted to ensure it could maintain its growth trajectory and operational efficiency, which would require:

- Unification of disparate data sources from acquired subsidiaries into a cohesive data model
- Automation of billing and transactional processes to enhance accuracy and speed
- A reduction in reliance on external data consultants by building an in-house data team
- Migration from a rigid on-premises system to a flexible, scalable data platform

Technology challenges

While each acquisition helped the company specialize further within a certain industry or extend its services, the need to manage data across different subsidiaries with different systems and formats put added pressure on Verbit’s BI team. Some of the acquired subsidiaries had their own databases and BI systems, others had nothing in place.

As a result, the team had to struggle with multiple tables with similar content but different structures, creating maintenance overhead and making it difficult to see an overall view of performance.

In addition to analytics, Verbit’s BI team is also responsible for delivering data to process billing and other business operations. A legacy warehouse built on SQL Server and SSIS, growing complexity, and a dependency on an external provider to maintain the warehouse had all become challenges.

How Boomi helped

To address these challenges, Verbit implemented Boomi Data Integration in collaboration with data consultancy Blyond. Key aspects of the implementation included:

- **Data Integration:** Boomi facilitated the ingestion of data from multiple subsidiary systems into a unified data model within Snowflake.
- **Automation:** Billing and transactional processes were automated, reducing manual intervention and errors.
- **Reverse ETL:** Boomi enabled the flow of enriched data from Snowflake back into operational systems like NetSuite and Salesforce, ensuring business users had access to real-time insights.
- **Self-Sufficiency:** The intuitive, SQL-based interface of Boomi allowed Verbit's in-house team to manage data operations without external consultants.

This comprehensive approach ensured a flexible, scalable, and secure data platform that could adapt to Verbit's evolving business needs.

Results & business outcomes

The implementation of Boomi's solutions yielded significant benefits for Verbit:

- **Unified Data Model:** Data from all subsidiaries was consolidated, enabling comprehensive analysis at both subsidiary and organizational levels.
- **Operational Efficiency:** Automated billing processes reduced errors and accelerated business operations.
- **Cost Savings:** Eliminated the need for external data consultants, maintaining the original team size while expanding capabilities.
- **Enhanced Agility:** The in-house team could now respond swiftly to new business requirements, such as integrating additional subsidiaries or implementing logic changes.
- **Improved Data Accessibility:** Reverse ETL processes ensured that business users had timely access to insights within their daily operational systems.

Overall, Boomi's integration solutions empowered Verbit to support its growth and M&A strategy effectively.

CUSTOMER SPOTLIGHT

Industry & Market	Professional Services (Transcription & Captioning)
Headquarters	New York, NY
Employees	Approximately 1,600
Revenue	Approximately \$750 million (as of May 2025)
Partners	Blyond
Key Integrations	Integration of subsidiary data into Snowflake; automation of billing processes; reverse ETL to NetSuite and Salesforce; data visualization with Tableau.



Business requests that require data updates used to take weeks, and now take only a few days."

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