boomi + **walkme** An SAP company

WalkMe Unifies Global Data and Gains Real-Time Insights With Boomi Data Integration

Digital adoption leader consolidates siloed systems, empowering its 900+ employees with real-time data and actionable insights.

With Boomi Data Integration, WalkMe can create single-source-of-truth records that are accessible to all employees across departments, providing cross-functional insights.

Business goals

WalkMe, an SAP company, is a global Digital Adoption Platform (DAP) company that provides step-by-step, AI-driven guidance to help users navigate online tasks and software. With operations in cities such as San Francisco, Tel Aviv, and Sydney, WalkMe serves over 2,000 companies and supports 35 million daily users with personalized assistance and automation, enabling them to perform their jobs more effectively.

As WalkMe scaled as an independent company before its 2024 acquisition, data fragmentation across systems like Salesforce and SAP slowed business decisions and limited insights. The organization aimed to create a centralized data repository that would enable cross-functional visibility and provide faster access to analytics. WalkMe sought to enhance decision-making, eliminate data silos, and reduce reliance on manual reporting — all while supporting its mission of improving digital experiences.

Technology challenges

Despite using Amazon Redshift as its data warehouse and Tableau for visualization, WalkMe's disparate systems led to:

- Data silos between sales, marketing, and operations

- Manual reporting processes that slowed time-to-insight

- High dependence on third-party tools for data integration

- Inconsistent KPIs across departments due to fragmented data

These issues created inefficiencies and hindered WalkMe's ability to leverage data across the organization, posing a risk to both growth and agility. WalkMe recognized the need for a centralized data repository to unify its reporting systems. Without addressing these problems, WalkMe risked inefficiencies, slower decision-making, and missed business opportunities.
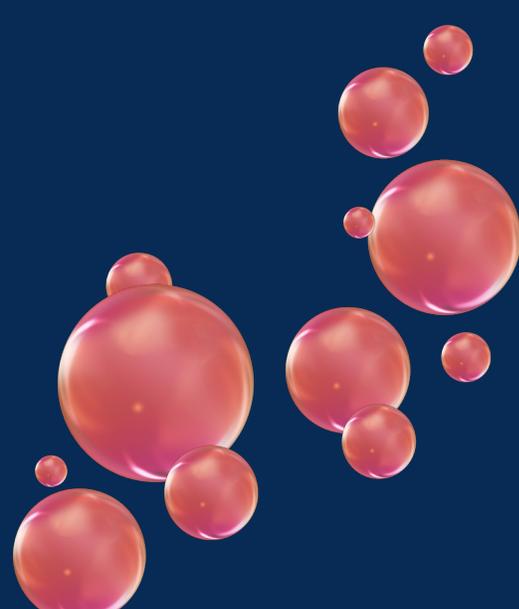
How Boomi helped

WalkMe deployed Boomi Data Integration to eliminate the reliance on third-party tools with limited analytical capabilities and consolidate data across more than 200 sources into Amazon Redshift. With a no-code interface and automated connectors for Google Ads, Facebook Ads, LinkedIn, and internal systems, WalkMe unified its data architecture without writing custom code.

Key highlights were:

- Integrated sales, marketing, and customer usage data

- Consolidate the technology stack and data

- Leveraged Boomi's cloud-native SaaS platform on AWS to reduce maintenance

- Enabled Tableau dashboards powered by centralized, trusted data

- Supported by both business users and data teams

Results & business outcomes

Boomi enabled WalkMe to create a single source of truth, accelerating access to real-time data for over 900 employees. The organization saw:

- Unified data across departments for cross-functional insights

- Reduction in reporting time and infrastructure overhead

- Elimination of manual coding and integration complexity

- Faster, data-driven decision-making across teams

By combining Boomi's data integration platform with Amazon Redshift's powerful warehousing capabilities, WalkMe created an infrastructure that supports its mission of simplifying user experiences. The new architecture empowered WalkMe to operate more efficiently and align data strategy with its digital adoption goals.

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CUSTOMER SPOTLIGHT

Industry & Market	Technology (Digital Adoption Platforms)
Headquarters	San Francisco
Employees	900+
Key Integrations	• Salesforce to Amazon Redshift • SAP to Amazon Redshift • Google Ads, Facebook Ads, LinkedIn Ads, and Twitter Ads integrations • Tableau dashboards powered by consolidated warehouse data • Cross-functional KPI alignment and reporting

WalkMe has seen a sharp reduction in reporting time and infrastructure overhead thanks to Boomi Data Integration.