

onX Automates Data Operations and Eliminates API Maintenance With Boomi Data Integration

Seamless data pipelines and automated workflows cut manual effort, improve data accuracy, and empower the app provider's team to focus on analysis and growth.

“With Boomi, our team spends less time looking for data and more time analyzing it. This ability to have so many options for accessing and analyzing data is such a huge deal for our data team.”

Sarah Linkenhoker
Project Manager,
onX

Business goals

A leading provider of GPS navigation apps, onX is designed for outdoor enthusiasts, including hunters, campers, and off-road enthusiasts such as dirt bike riders and snowmobilers. Its service covers over 600,000 miles of interactive trails across the USA. Creating that kind of database meant countless hours finding and prepping data from disparate sources.

Faced with the challenge of decentralized data systems and manual processes, onX sought to centralize and automate data management to enhance data accuracy and operational efficiency, and eliminate gaps and inaccuracies. Consolidating its data systems required the company to eliminate time-consuming manual data preparation and build scalable, automated data pipelines that would enable deeper insights, better cross-platform integration, and support growth without increasing resource demands.

Technology challenges

Prior to adopting Boomi Data Integration, onX's data team wrestled with numerous issues related to manual backend tasks around data pipelines, including:

- Disparate data sources that were difficult to combine
- Manual and error-prone data preparation slowed analysis
- Lack of automated connectors for key APIs resulted in broken, unscalable pipelines
- Limited resources for maintaining data workflows
- Inability to quickly adapt to API changes or update complex SQL queries efficiently

As a result, onX was always fishing for data. The challenges caused inefficiencies, reporting gaps, and limited the team's ability to focus on strategic data initiatives.

How Boomi helped

That all changed with Boomi Data Integration. The platform provided onX with:

- 200+ pre-built connectors and customizable REST API integrations, enabling effortless connection to diverse data sources
- Seamless integration with existing tools like Google BigQuery and Tableau for enhanced BI
- Data workflows to automate complex SQL transformations and data workflows within BigQuery
- Version control to efficiently manage and update data transformation logic without disruption
- Real-time issue detection and proactive communication, minimizing downtime and manual troubleshooting

This empowered onX's data engineers and analysts to automate data operations and scale their capabilities. Boomi provides the necessary tech that allows onX to stop worrying about data management and to focus more on actionable data analysis.

Results & business outcomes

With Boomi Data Integration, onX achieved:

- Significant reduction in time spent on manual data prep, freeing resources for analysis
- Reliable, scalable data pipelines that auto-update with API changes, eliminating frequent breaks
- Improved data depth, volume, and quality within BigQuery, enabling more powerful reporting
- Automated workflows linking online store data to sales systems, streamlining fulfillment operations
- Increased agility in managing complex SQL queries and data workflows with version control

Boomi Data Integration empowers onX to connect data sources with just a few clicks and automatically update APIs. onX's data team can now deliver faster, more accurate insights, supporting strategic growth.

View all customer stories at boomi.com/customers

CUSTOMER SPOTLIGHT

Industry & Market	Technology (Outdoor GPS Navigation Apps)
Headquarters	Bozeman, Montana
Employees	450+
Key Integrations	<ul style="list-style-type: none">• Google BigQuery• Tableau• REST API data connectors• eCommerce platform to sales system automation via Data Workflows

“

Boomi, BigQuery, and Tableau enabled us to harness our data, wherever it worked best for us.”

Sarah Linkenhoker
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