

AI21 Accelerates Growth With Scalable Data Integration Powered by Boomi Data Integration

AI provider streamlines 15+ data sources, saving 0.5 FTE data engineers while fueling faster, data-driven decisions across marketing, sales, product, and finance teams.

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Without Boomi, creating and maintaining all these different connectors would require an extensive setup. With Boomi Data Integration, accessing crucial data is made seamless. Thus, we can fully concentrate on the value that the data brings and avoid bottlenecks in data delivery.”

Irit Gurevich

Data Engineering and BI
Team Lead, AI21 Labs

Business goals

AI21 Labs is a leading generative AI and large language model provider serving enterprise and consumer markets. Rapid user growth and expansion of AI21's product lines created a need for comprehensive, scalable data integration to support timely and accurate analytics across multiple business functions.

The company aimed to improve access to cross-platform insights, reduce the reliance on costly manual data engineering, and support data-driven decisions that fuel business growth.

AI21 wanted a unified data integration platform that could keep pace with its expansion, seamlessly connect multiple data sources, and empower teams including marketing, sales, product, finance, and operations to optimize performance and strategic planning.

Technology challenges

AI21 struggled with fragmented, ad hoc data pipelines that were difficult to maintain and slowed access to critical business insights. Key challenges included:

- Reliance on manual, time-consuming ETL processes requiring multiple developers
- Limited ability to scale data ingestion and transformation as new data sources emerged
- Data silos preventing holistic analysis across marketing, product, sales, and finance teams
- High maintenance overhead for managing diverse connectors and custom integrations

These challenges created bottlenecks in decision-making, increased operational costs, and hindered the company's ability to quickly act on evolving market demands.

How Boomi helped

AI21 deployed Boomi Data Integration to automate and streamline data pipelines from more than 15 diverse sources into centralized Google BigQuery warehouses. Boomi's no-code/low-code platform enabled rapid onboarding of new connectors, reducing setup time to 1.5 days per source.

The platform supported cross-functional teams including data engineers, BI analysts, and business stakeholders by providing scalable, maintainable data flows. And the pay-as-you-go pricing model aligned with AI21's growth, enabling the company to keep its data engineering team lean while delivering high-quality data to marketing, product, sales, finance, and operations. This holistic integration foundation ensured that data was always current and accessible for key analytics and strategic decisions.

Results & business outcomes

With Boomi Data Integration, AI21:

- Reduced new data source integration time from weeks to 1.5 days
- Saved the equivalent of 0.5 full-time data engineers
- Maintained a lean data team while scaling data ingestion from 15+ sources
- Enabled marketing to optimize campaign KPIs with timely cross-channel data
- Supported customer success teams with chat analytics for better experiences
- Empowered executives to make strategic, data-driven decisions across product and financial performance

Overall, Boomi provided AI21 with a scalable, cost-effective platform to support rapid growth and complex data needs while minimizing manual effort and operational risks.

CUSTOMER SPOTLIGHT

Industry & Market	Technology (Generative AI and Large Language Models)
Headquarters	Tel Aviv, Israel
Employees	250+
Key Integrations	<ul style="list-style-type: none">• Google BigQuery• Marketing Ad platforms• Payment systems• Internal product data• Sales CRM



We wanted a platform that would meet our data engineering standards across a variety of sources and would scale with us as we grow. [Boomi's] data pipelines setup and the Boomi Data Integration team's responsiveness to data engineers' needs, along with the cost-effectiveness and their pay-as-you-go model, made it easy for us."

Shuki Cohen
Director of Data
AI21

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