

Armstrong Transport Group Saves 1,500 Analyst Hours and Democratizes Data With Boomi Data Integration

Logistics provider reduced data consolidation time by 98% and empowered 300+ employees with self-service analytics.



Boomi has been a force multiplier for us. You don't have to be a data engineer to get up and running. If you have experience as a data analyst, you can get started quickly and figure it out as you go."

Senior Manager of Data Analytics, Armstrong Transport Group

Business goals

Armstrong Transport Group, a leading non-asset-based logistics provider headquartered in Charlotte, NC, operates a vast network of independent freight agents across the US and Canada. With a proprietary Transportation Management System (TMS), Armstrong connects shippers to a multi-modal carrier network, optimizing shipping costs and enhancing shipment visibility.

Facing a competitive freight industry, Armstrong aimed to:

- **Modernize Data Infrastructure:** Transition from manual, time-consuming data processes to a scalable, automated system.
- **Enhance Data Accessibility:** Extend data access beyond finance and accounting to departments like marketing, enabling data-driven decisions across the organization.
- **Optimize Operational Efficiency:** Reduce the workload on the data team by automating data extraction and consolidation processes.

Technology challenges

Armstrong's existing data infrastructure, utilizing Power Automate and Power BI, presented a number of challenges:

- **Manual Data Processes:** Senior data analysts spent approximately 1,500 hours annually extracting and consolidating data from the Sage ERP system for month-end closures.
- **Limited Data Access:** Data utilization was confined to finance and accounting, with other departments lacking access to crucial insights.
- **Integration Difficulties:** Integrating essential data sources, such as DAT's truckload freight marketplace, was hindered by outdated technology and the absence of native connectors.
- **Marketing Data Silos:** The marketing team operated without visibility into the ROI of campaigns across platforms like Facebook, LinkedIn, Google, and Instagram due to complex API integrations.

How Boomi helped

The Armstrong team put together a list of 94 requirements for its ideal ELT solution and conducted two-day proofs of concept with six vendors, ultimately selecting Boomi Data Integration.

With Boomi Data Integration, Armstrong established connections within minutes to more than 37 data sources, including niche freight applications. The company leveraged Boomi's serverless Python and pre-built kits to create custom connections, facilitating data ingestion from various platforms.

Armstrong was able to easily migrate its data warehouse, transitioning application data stored in SQL Server databases to Snowflake using Change Data Capture (CDC) and standard SQL queries. Intuitive pipeline creation enabled the data team to easily recreate pipelines without extensive coding, accelerating deployment and reducing reliance on senior data analysts.

Results & business outcomes

The modernized approach to data architecture allowed the Armstrong data team to easily democratize data across its organization. Streamlining connectivity to various data sources allowed for rapid integration and improved decision-making across departments. Measurable results included:

- **Time Savings:** Reduced data extraction and consolidation time from 10 hours to 8 minutes per cycle, saving approximately 1,500 analyst hours annually.
- **Data Democratization:** Expanded data accessibility from the finance department to over 300 users across the organization via Sigma by year-end.
- **Enhanced Marketing Insights:** Enabled the marketing team to track ROI across multiple platforms using Boomi's pre-built kits, eliminating months of manual integration work.

CUSTOMER SPOTLIGHT

Industry & Market	Transportation (Logistics & Freight Brokerage)
Headquarters	Charlotte, North Carolina
Employees	1,000+
Key Integrations	<ul style="list-style-type: none">• Sage ERP System• SQL Server Databases• DAT Truckload Freight Marketplace• Marketing Platforms: Facebook, LinkedIn, Google, Instagram



Boomi's Data Integration pre-made kits saved months of our team's time."

Senior Manager of Data Analytics,
Armstrong Transport Group

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