boomi + BAYER

Bayer Unlocks More Data and Eliminates Black Boxes With Boomi Data Integration

Global pharma leader accelerates analytics by connecting 30% more data sources and gaining total pipeline transparency.

Bayer modernized its marketing data infrastructure with more than 200 out-of-the-box connectors using Boomi Data Integration.

Business goals

Bayer is one of the world's largest pharmaceutical and life sciences companies with over 100,000 employees and more than 170 consumer brands across health and agriculture. As a data-driven enterprise, Bayer strives to elevate the precision and performance of its marketing analytics to make the best possible decisions. However, the German conglomerate's existing platform fell short in accommodating the rapidly growing number of data sources critical to marketing campaign optimization.

Bayer's goal was to break away from rigid tooling, enable full visibility into its marketing data workflows, and deliver faster, more accurate insights to its teams. Improving the ability to integrate and analyze diverse sources — from ad platforms to CRMs — was essential for maintaining competitive agility.

Technology challenges

Bayer's prior "all-in-one" marketing tool bundled ETL functionality. But it lacked critical flexibility and visibility. The platform's shortcomings included:

- Limited pre-built connectors, which restricted access to many of Bayer's critical data sources

- "Black box" processes that masked what was actually happening with data

- Delayed data delivery with limited granularity made it harder for teams to act on insights

- High dependency on vendor timelines to access or update connectors

These challenges created roadblocks to scaling data operations and maintaining trust in the reporting process.
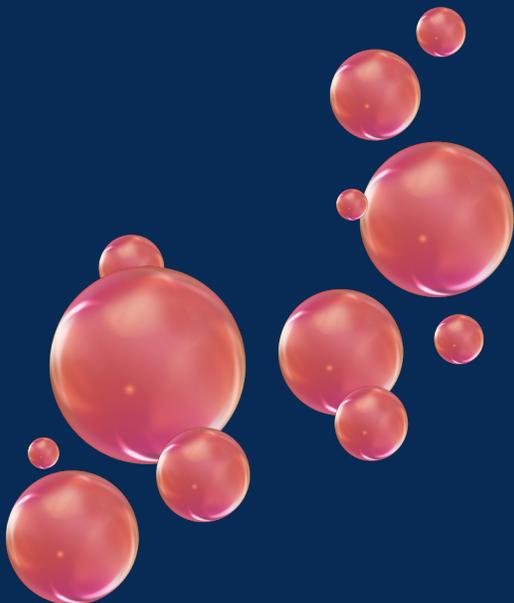
How Boomi helped

With Boomi Data Integration, Bayer was able to rapidly modernize its marketing data infrastructure. Key improvements included:

- 200+ out-of-the-box connectors and unlimited custom sources

- Instant integrations with critical marketing platforms, including Snapchat, Twitter, Gmail, and Amazon S3

- Seamless ELT into Snowflake and direct visualization via Tableau

- Full transparency and control with Boomi's data workflows to orchestrate and automate data flows

Bayer's data engineering and analytics teams leveraged Boomi's ease of use to manage the entire data lifecycle from a single platform — encompassing data ingestion, transformation, and delivery —without relying on custom code or third-party tools.

Results & business outcomes

Bayer has realized significant business results since implementing Boomi Data Integration, including:

- Connecting to 30% more data sources within six months

- Gaining full transparency and eliminating "black box" integrations

- Fully automated data workflows reduce time-to-dashboard and increase accuracy

- More robust and responsive marketing analytics, driving better campaign performance

Boomi empowered Bayer to take control of its growing data landscape with flexibility and speed.

View all customer stories at boomi.com/customers

CUSTOMER SPOTLIGHT

Industry & Market	Healthcare (Pharmaceuticals and Life Sciences)
Headquarters	Leverkusen, Germany
Employees	~100,000
Revenue	~$50B
Key Integrations	• Twitter to Snowflake • Snapchat to Snowflake • Gmail to Snowflake • Amazon S3 / SFTP to Snowflake • Snowflake to Tableau

With Boomi Data Integration, Bayer has full transparency and control over its marketing data, enabling it to orchestrate and automate workflows for generating accurate analytics.