

Entravision Eliminates Manual Reporting and Consultant Costs With Boomi Data Integration

Media company builds and automates more than 150 pipelines for operational reporting, replacing manual ETL work and external consultants.

Entravision was able to build and automate more than 150 data pipelines for use by its internal BI team as part of a digital transformation initiative.

Business goals

Entravision is a global media company delivering integrated television, radio, and digital marketing solutions to Latino audiences across the U.S., Mexico, and Latin America. Entravision is the largest affiliate group of Univision and UniMás. It also owns and operates about 50 primarily Spanish-language radio stations.

As part of its digital transformation, Entravision moved from on-premises to cloud-based software. That required a modern data infrastructure to maintain accurate, fast, and scalable operational reporting.

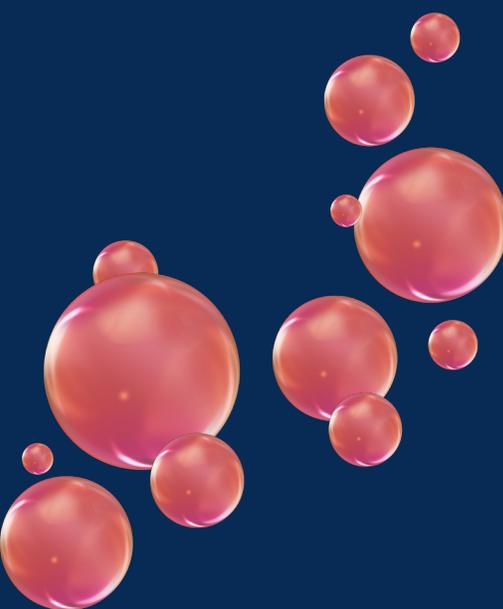
The business needed to consolidate diverse ERP and CRM datasets for teams in operations, finance, and sales. A core goal was to enhance business intelligence visibility while eliminating the slow, manual reporting processes that relied on external consultants and Excel-based workarounds. Entravision sought a scalable integration solution that would give its BI team more control, speed, and agility.

Technology challenges

Entravision's cloud migration rendered ERP and CRM data inaccessible via on-site SQL servers. This created several complexity challenges:

- Data was siloed across systems, preventing unified operational reporting
- The Business Intelligence (BI) team had to manually extract, clean, and join data
- External consultants were required to build even basic reports
- Manual Excel processes introduced inefficiencies and risk
- Data transformation workflows were slow and error-prone

The company required an automated, centralized solution to integrate disparate data sources and provide accurate dashboards to stakeholders in a more streamlined manner.



How Boomi helped

Boomi Data Integration served as the foundation of Entravision's modern BI stack, integrating with Snowflake and Tableau to form the core of its reporting infrastructure. Entravision used Boomi to:

- Automate more than 150 data workflows
- Push SQL-based transformations directly into the data warehouse
- Consolidate over 100 disparate tables into unified destination tables
- Eliminate reliance on external consultants for reporting
- Enable its BI team to rapidly deliver insights to business users

Key stakeholders who benefitted included BI developers, analysts, and business leads across finance, operations, and sales.

Results & business outcomes

In just three months, Entravision built a fully automated reporting infrastructure using Boomi Data Integration. The impact was felt immediately, with powerful results including:

- 100% elimination of manual ETL workflows
- More than 150 automated data pipelines built and maintained by the internal BI team
- Faster time-to-insight for operations and finance reporting
- Complete independence from external data consultants
- Centralized control over critical business data

Boomi empowered Entravision to turn its cloud transformation into a competitive advantage with faster, smarter, self-service analytics. Entravision now has total control over its data, enabling the media company to gather, transform, share, and report critical business intelligence with unprecedented efficiency and clarity.

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CUSTOMER SPOTLIGHT

Industry & Market	Media (Television, Radio & Digital Marketing)
Headquarters	Burbank, CA
Employees	300+
Revenue	~\$400 million
Key Integrations	<ul style="list-style-type: none">• ERP and CRM to Snowflake• Snowflake to Tableau• 100+ tables combined into streamlined pipelines• SQL-based transformations within the data pipeline

Thanks to Boomi Data Integration, Entravision no longer needs to rely on expensive external data consultants.

