



CUSTOMER CASE STUDY

International Marketing Group On Air and On Target

► CHALLENGE

Selling merchandise on TV and over the internet is big business. Just ask International Marketing Group (IMG), an online marketing firm that specializes in sales, lead generation and customer services for clients like the Home Shopping Network and QVC. Not only does the company deal in huge sales volumes, the volumes are concentrated in small selling windows such as 24-hour specials.

This can create a challenge for any supply chain, but for a company that can move 20,000 units of a product in 24 hours – *and* it has to ship out the orders within 48 hours – the supply chain can become a nightmare. To simplify order receipt, order tracking and shipping, IMG had been using various pieces of integration software to automate as much of the process as possible.

IMG had been using an EDI integration product to streamline order transmission, but as its sales volumes grew, its current solution reached its scalability limitations and IMG began evaluating additional EDI vendors that could meet its current and rapidly growing future needs.

The company looked at integration offerings from companies like Sterling Commerce and Inovia. During the evaluation period, IMG was also evaluating warehouse management systems (WMS), and when it asked WMS vendors who to work with for EDI, Cadre recommended adding the Boomi Visual Integration Platform to the short list.

► APPROACH

After performing a technical evaluation and viewing product demos, IMG selected Boomi to meet its integration needs.

Topping the list of reasons for selecting the Boomi platform was the product's flexibility. According to Skip Moreland, vice president of information systems for IMG, "When we viewed the product demo, we realized that the same product that handles all of our business-to-business integration with our partners could also handle integrating our internal applications. This opened up a whole new level of automation possibilities."

Also contributing to the decision was Boomi's quality of support. Moreland added, "When we work with a vendor, we need to know that the company is committed to our success and will be responsive in our tight timeframes. With Boomi, when you call the help desk, the person on the other end knows who we are, knows our environment and can help us address issues quickly."

Business Challenge

IMG can receive up to 20,000 product orders in a 24-hour period, and all of these orders must be processed, verified and shipped within 48 hours. They needed to automate as much of this process as possible to meet this aggressive timeline.

Why Boomi?

IMG selected Boomi because it did more than just EDI translation. It also provided the ability to set up integrations between internal applications using the drag-and-drop ease of the Boomi Visual Integration Platform™.

▶ RESULTS

Today IMG operates more efficiently than ever. This is best illustrated in peak sales times as represented by special product sales presentations on television. In the specials, an extraordinary deal will be available for the entire day for the lowest price anywhere. These offers get extensive airtime throughout the day and generate a tremendous amount of business during these 24 hour periods. A vendor can easily sell 20,000 units in a 24 hour period.



The presentations are typically broadcast on Saturday, and by Sunday at 2:30 am, the high volume of orders have been received in the IMG EDI mailbox, and the clock starts ticking to fulfill the orders within 48 hours. Before orders are shipped, the Boomi Visual Integration Platform collates the orders and provides IMG with the number of products and SKUs that were sold. This information is stored in a database and also sent as a report to management.

The Boomi platform also performs a database lookup on zip codes to help assign priority for an order to make sure all orders are handled in the most efficient way possible. Boomi also checks the price associated with SKUs, and if there is a discrepancy, Boomi automatically generates an email to alert IMG and the broadcast vendor to make sure the correct price is billed to customers.

“Even when one of our clients receives 20,000 orders in a day, Boomi can process all of the orders in a matter of minutes. And in addition to helping speed order processing, the Boomi offering provides multiple levels of validation – it doesn’t just collect data and drop it into a database. It cross references data, helps us prioritize shipping, alerts us if we’re running low on stock, and provides us with quite a few other logistical validations. Boomi helps streamline everything from receiving purchase orders to receiving cash remittances and sending out shipping confirmations,” continued Moreland.

The Boomi platform also provides IMG with dramatically simplified setup as it brings new media partners on board. For example, when IMG recently partnered with ShopNBC, they were able to quickly set up the integration because much of the process setup could be recycled from integrations that were already up and running.

And when asked about the quality of the Boomi team supporting him through the product deployment and on an ongoing basis, Skip Moreland summarized his experience by saying, “Of all the pieces of software IMG deploys, Boomi’s support is always at the top of the list because of their responsiveness and quick problem resolution.”

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Vice President of Information Systems
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