



## CUSTOMER CASE STUDY

### UTi

## Setting Up a Fortune 500 Supply Chain in 90 Days

### ► CHALLENGE

UTi built its reputation by being a logistics provider with the reach of a global organization combined with the personalized attention of a small company. UTi develops client-specific supply chain solutions including contract logistics, domestic ground transportation and transportation management. The company's logistics network is made up of more than 175 logistics centers and 23.5 million square feet under management in 23 countries.

UTi's combination of strength and agility has led to its leadership position in the market. It's also the reason why UTi's clients regularly ask the company to perform the impossible, and somehow, UTi manages to do just that.

Consider the request multiple new UTi customers have made in the last year. In order to begin working with UTi, the prospective clients wanted UTi to be set up as their outsourced supply chain in under 90 days! This includes finding the warehouse space, hiring resources to staff the warehouse, getting the materials into the new facility, and also setting up direct integrations between UTi's technology systems and those of the clients.

To meet the technology requirements of this challenge, UTi needed to connect many of its own systems to the myriad systems deployed by its customers. According to Michael Murphy, the vice president of information technology for UTi, "We can control our own IT environment, but it's hard to know what our customers are going to throw at us. Whatever it is, we need to be able to accommodate...fast."

### ► APPROACH

UTi has been using the Boomi Visual Integration Platform™ since 2004 to help the company connect to its customers. Integration allows UTi's systems to interoperate with their customers' systems automatically, allowing an incoming order processed by UTi's client to pass through automatically to UTi to process, ship and invoice for the order. The Visual Integration Platform can be fully deployed in days, meaning UTi can set up the data maps to complete the technology piece quickly. This capability is critical to accomplish the 90-day turnaround they were attempting.

The Visual Integration Platform is deployed with drag-and-drop ease. Using Boomi's visual integration approach, UTi can connect systems in a graphical user interface – literally drawing lines on screen to connect the applications – and the Visual Integration Platform automatically creates the integration connections.

#### **Business Challenge**

Prospective clients wanted UTi to be set up as their outsourced supply chain in under 90 days! This includes setting up a physical warehouse and setting up direct integrations between UTi's technology systems and those of the clients with the Boomi Integration

#### **Why Boomi?**

The Boomi Integration Platform integrated the numerous applications and data formats UTi's clients use to communicate with UTi. This is accomplished quickly and with no coding.

Boomi's integration software helps UTi connect its WM4000 warehouse management system from Infor with applications from SAP and J.D. Edwards. Through business-to-business integration, customers pass orders to UTi through the Web, and UTi can transmit advanced ship notices, shipping confirmations, invoices and other EDI and business-to-business (B2B) content back to their customers.

"Part of the beauty of working with an established integration offering is the flexibility it provides. Not only can we interface with numerous client applications, they can send us information in all types of formats. Boomi translates the data into a format our applications can process. As such, if our clients want to use EDI, AS2, flat files, XML or HTTP to communicate with us, we're covered. In a business where the client's technical requirements dictate how we operate, we needed the flexibility Boomi provided. Even in the high-pressure situation of a 90-day turnaround, we can meet our deadline with minimal stress," continued Murphy.

## ► RESULTS

UTi was able to successfully set up the supply chain for Fortune 500 customers in less than 90 days two times within the last year. "Business-to-business integration made this possible. And as is typical in our industry, now the word is out that we can operate under such tight deadlines, we've received a request to get it done even faster," said Mark Leonard, senior software developer for UTi.

Every time UTi sets up a new customer, they discover ways to do it better and faster. "Boomi consistently delivers, helping us quickly build and maintain the integrations that drive the long-term connection to our customers," continued Leonard.

Today, UTi's Integrated Logistics division is using the Visual Integration Platform with numerous Fortune 500 customers, handling thousands of transactions per day. Using Boomi's integration offering, UTi can receive orders for shipments directly into its warehouse management system from its customers ordering applications. This allows the automation of ordering and shipping, reduction in data entry and much faster customer service.

When the customer receives an order, it is automatically forwarded to and processed by UTi. So not only has the Visual Integration Platform helped UTi meet requirements to sign on new customers, it plays a pivotal role in the long-term relationships with customers. Boomi helps UTi provide its customers with technical flexibility, allowing UTi to adapt as customers adapt new systems or settle upon a new format for business-to-business commerce.

"UTi's technical flexibility has become one of the company's hallmarks. Customers expect a very high level of service from UTi, and Boomi helps us meet that standard," commented Murphy. "We develop in the Boomi environment every day, and in pressure-filled environments where we need to connect to customers quickly, we've adopted the mantra 'Boomi is your friend.' Because of Boomi and the tireless work of the UTi technology team, we've dramatically increased the number of transactions we're handling."

So whatever challenge UTi faces next, Boomi will help the company better serve its clients and continue to deliver the highest levels of customer service.

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Michael Murphy  
Vice President of IT  
UTi