APU Company Deploys Boomi To Underpin Digital Transformation and Global Growth

Boomi is helping Mongolia's global beverage producer operate as a data-driven organization by streamlining operations and removing complexity.

> "Boomi is a key part of our ability to leverage open data and execute on these components now, as well as prepare for the future."

Mr. Munkhbat Luvsanbyamba
Head of Application Services, APU Company

Business goals

Established in 1924, APU holds a distinguished status as one of Mongolia's longest-standing organizations, proudly leading the way in its industry. With an impressive portfolio of over 35 brands encompassing dairy products, soft drinks, and beers, the organization also touts Heineken as one of its key shareholders.

APU is dedicated to expanding its global market presence, with plans to export its premium brands to eight countries in Asia, Europe, and the USA. To drive this ambitious goal, APU is embracing digital transformation, actively pursuing various technology and process automation initiatives.

Technology challenges

Streamlining operations and establishing a foundation for connections with customers, suppliers, partners, banks and government are the two core pillars of APU's digital transformation. However, standing in the way of these objectives were traditional point-to-point integrations, which were time-consuming and increasingly complex to manage as APU continued to digitalize and add new applications and services.

Without a modernized approach to integration, APU was limited in the digital connectivity it could establish, and the data it could access to achieve its transformation targets.
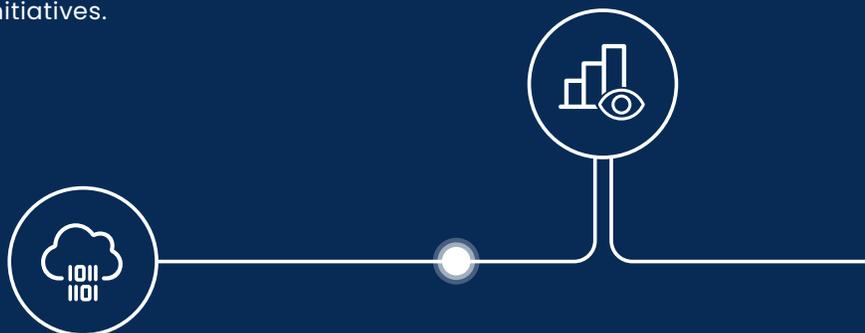
How Boomi helped

With new applications being deployed throughout the growing business, Australian advisory and IT solutions provider Atturra helped APU introduce the Boomi integration platform as a service (iPaaS) to connect core systems, simplify its cloud migration to Microsoft Azure, centralize data to inform strategic decisions, and create direct digital links to third parties using APIs and open data.

The company is using the Boomi platform, including Boomi APIs and API management capabilities, to integrate its Oracle enterprise resource planning (ERP), logistics, and human resources (HR) systems, alongside additional operational systems and cloud-based applications.

APU selected Boomi as it proved the most cost-effective, easy-to-use, and scalable solution after evaluation against competing options.

Results & business outcomes

The Boomi-connected environment has allowed APU to develop a data warehouse from which its vast applications can draw information. The company plans to leverage Boomi Master Data Hub (MDH) to create 360-degree visibility over its data, maintain "golden records," and manage digital assets.

Importantly, Boomi enabled APU to build an open data environment. This renders APU "ready to connect" with third parties to share key information. For example, it can now link to government agencies for regulatory, tax, and reporting purposes; banks to access payments from vendors and customers; and customers – including retail and hospitality – for effortless procurement.

APU has the foundations to become a data-driven company, and is primed to continue expanding its digital footprint as the business expands into new markets.

CUSTOMER SPOTLIGHT

Industry & Market	Wholesale Distribution (food & beverage)
Headquarters	Ulaanbaatar, Mongolia
Employees	2,000+
Revenue	$106.7 million (2021)
Patner	Atturra
Key Integrations	• Oracle enterprise resource planning (ERP) • Logistics • Human resources (HR) systems • Additional operational systems • Cloud-based applications

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For APU to become a data-driven organization, it was clear a new approach to integration was needed to simplify its technology operations and reduce risk across the board."

Jason Frost
Executive General Manager for Data & Integration, Atturra

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