

Crane Worldwide Logistics Drives Client Satisfaction with End-to-End Visibility, Saves 7,700 Hours a Year

A global supply chain company specializing in intermodal transport and warehousing has transformed internal and client-facing processes with broad use of the Boomi Enterprise Platform, increasing business efficiency, transparency, and profitability

“The Boomi Enterprise Platform has allowed us to quickly bolt together the pieces needed to streamline, automate, and create a scalable and client-centric solution. This resulted in direct cost savings to our organization and back to our clients.”

Shiva Soodeen
Senior Director,
Enterprise Integration,
Crane Worldwide Logistics

Business goals

Since its founding in 2008, Crane Worldwide Logistics has grown swiftly into a global supply chain solutions leader with over 130 locations across 30 countries. A key ingredient behind Crane’s success is its use of state-of-the-art technologies to provide customers with cost efficiency and visibility across the full shipment lifecycle.

Based in Houston with more than 3,000 employees, Crane makes a priority of continuously modernizing and optimizing its IT infrastructure to meet customer-centric objectives, and to streamline internal processes behind its range of services, from air, ground, and rail shipping to customs brokerage and warehousing.

To achieve the end-to-end supply chain visibility needed to increase customer satisfaction, Crane recognized the need to upgrade from its legacy, on-premises integration and electronic data interchange (EDI) tools.

Technology challenges

Crane had been using IBM Sterling Integrator for integration and EDI. However, Sterling required extensive custom coding, slowing turnaround times for IT projects. Difficult monitoring and troubleshooting brought more complications.

Over time, developers skilled in the legacy tools became increasingly difficult to find, while inflexibility and lack of APIs made it challenging to incorporate new applications into the tech stack.

Crane evaluated six integration platform options, including MuleSoft and Informatica, and determined that a unified platform, which could handle integration, EDI, API management, master data, and workflow automation, would be ideal. The Boomi Enterprise Platform’s rapid, low-code development and comprehensive capabilities — paired with pre-built connectors, frequent updates, and broad global developer pool — made the decision easy.

How Boomi helped

Live in 2020, Boomi has become Crane’s de facto integration platform, powering 260 integration processes and 5,000 process executions an hour. More than 100 trading partners connect with Crane via Boomi B2B/EDI Management, while Crane utilizes Boomi in allowing other partners to communicate via APIs, flat files, or XML files.

Partner onboarding speed has improved dramatically. “We used to need 10 or 15 days to onboard a partner,” says Tapash Bishoi, senior integration manager. “With our Boomi-based framework, we can onboard partners very quickly and efficiently, in as little as two days.”

Boomi also helps Crane streamline employee onboarding, order to cash, and finance processes, while supplying data to C-View, a portal that gives customers end-to-end visibility to track shipments, monitor performance, and analyze spend.

Results & business outcomes

Customer satisfaction is rising markedly as Crane provides clients with new visibility and efficiencies, while eliminating the painstaking manual data work previously required to manage shipments across internal Crane teams. For one large client, use of Boomi automation and integration enabled Crane to:

- Reduce labor time by four FTEs, or 7,700 hours a year
- Increase shipments per trucks by 10X
- Reduce trucks required for shipping by 80%
- Improve compliance from 72% to 96% by eliminating error-prone data entry

“We have many new and more robust capabilities with Boomi than we had with our legacy tool,” says Shiva Soodeen, senior director, enterprise integration. “We’ve been able to increase profitability and fulfill customer demands faster without the technical limitations we had in the past.”

CUSTOMER SPOTLIGHT

Industry & Market	Logistics / Shipping
Headquarters	Houston, Texas
Founded	2008
Employees	3,000+
Partner	NITCO
Key Integrations	<ul style="list-style-type: none">• Oracle and Azure databases• Snowflake data warehouse• Sage ERP• UKG HR• Kafka event streaming• Datex Footprint• E2open supply chain software

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Client satisfaction has soared now that we can provide end-to-end visibility. Boomi helps us give clients full transparency across their ecosystem, from purchase orders to shipment tracking, proof of delivery, and invoicing.”

Shiva Soodeen
Senior Director, Enterprise Integration,
Crane Worldwide Logistics

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