boomi + gsf

Golden State Foods Saves $123,000 With Award-Winning Boomi Innovation

A multinational foodservice supplier to quick-service restaurants and retail customers has improved business speed and agility with Boomi Integration and EDI at the center of its hybrid IT environment.

"With Boomi, IT is helping GSF improve business outcomes by innovating and automating 100% faster and at less cost. Boomi has allowed us to turn integration from an obstacle into an asset with no limitations in reliability, scalability, or performance."

Shyam Tambi
IT Applications Manager,
Golden State Foods

Business goals

Golden State Foods (GSF) may not be a household name, but its customers are. Many of the world's most popular quick-service restaurants rely on GSF for food and beverage products and distribution services that have helped GSF grow into a 6,000-associate powerhouse with 50 locations around the globe.

Instrumental to GSF's success is aligning IT systems with top business objectives such as operational efficiency, reduced cost, and customer satisfaction. In recent years, GSF has focused on cloud-first IT modernization to streamline its business with more than 200 customer brands and 125,000 restaurants.

Since 2018, GSF has used Boomi to innovate with both integration and electronic data interchange (EDI) across its diverse IT landscape, with one project earning GSF a Boomi Customer Innovation Platinum Award for integration excellence in 2023.

Technology challenges

GSF faced challenges with complex point-to-point integrations utilizing multiple enterprise service bus (ESB) tools to integrate applications, while B2B transactions relied on traditional EDI systems. These integration methods and EDI systems were rigid and complex, making it costly to enhance and difficult to troubleshoot.

After comparisons against competing solutions, GSF selected the cloud-native Boomi Enterprise Platform for its rapid and easy to use low-code development, covering both integration and EDI in a unified platform. GSF also recognized opportunities for better stability by using Boomi across integration and EDI.

Plus, GSF would find it easier to find and hire integration development resources skilled in Boomi, compared to its previous ESB systems. Boomi's exceptional reliability and performance today equips GSF to manage millions of documents and messages a day.

How Boomi helped

With a lean four-person team managing 330 integrations, GSF uses Boomi to orchestrate processes in supply chain, logistics, order-to-cash, financials, and HR across multiple U.S. subsidiaries supplying logistics services and protein, dairy, condiments, and produce products.

Meanwhile, Boomi B2B/EDI Management has boosted B2B transaction efficiency by 25% with speed, accuracy, reliability, and performance not possible with previous legacy and manual processes. That's increased satisfaction among more than 100 customers and suppliers.

In its award-winning project, GSF used Boomi to create a single interface, enabling 2,000+ truck drivers to seamlessly log into three electronic logging device (ELD) apps simultaneously. GSF has gained $123,000 annually in operational efficiency, along with higher driver satisfaction, process compliance, and accurate data to optimize logistics.

Results & business outcomes

GSF has new agility to realize its business goals with Boomi as a centerpiece in its hybrid IT environment. A small integration team can "deliver projects in just a few weeks, not months," as Shyam Tambi, IT applications manager at GSF, puts it.

Boomi-powered integration and automation is helping GSF extend its decades of industry leadership through optimizations in every key part of the business. Next up, GSF looks to build on successes by using Boomi in its international business units, such as Asia Pacific. With Boomi, GSF has:

- Improved order-to-cash efficiency 2x with automation
- Increased customer and supplier satisfaction with fast, reliable EDI
- Avoided doubling integration staff otherwise required with previous systems
- Accelerated integration development by 5x to 10x

CUSTOMER SPOTLIGHT

Industry & Market	Food and Beverage / Logistics
Headquarters	Irvine, Calif.
Founded	1947
Employees	6,000+
Key Integrations	• JD Edwards • Microsoft Dynamics 365 • Salesforce • UKG Pro HR • Infor Lawson • SAP SuccessFactors • Descartes logistics

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We've improved B2B transaction efficiency at least 25% with Boomi EDI. These are mission-critical transactions involving millions of documents executing in near-real-time with accuracy and reliability, and that helps our customers, suppliers, and GSF itself keep processes moving smoothly."

Shyam Tambi
IT Applications Manager,
Golden State Foods

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