boomi + MEIJER POTATO

CASE STUDY

Meijer Potato Speeds Up Potato Breeding Cycles With Unified Data Management

A global leader in potato breeding uses the Boomi Enterprise Platform to support ongoing innovation

> "The acceleration Boomi offers has surpassed our expectations, allowing us to begin innovating with a future-proofed data landscape."

Sander Vermeer
Head of Digital & IT,
Meijer Potato

Business goals

Founded in the Netherlands over a century ago, Meijer Potato (Meijer) develops new potato varieties that can thrive in challenging growing conditions. The company follows complex, data-intensive, slow breeding cycles that span 8-10 years to develop.

Meijer's potato breeding process involves diverse data sources, including genetic analyses, laboratory trials, and field tests, to extract critical information for decision-making. However, managing voluminous data from multiple sources was time-consuming, inconsistent, and often resulted in errors.

To remain competitive in a dynamic industry respond to climate change, and evolving consumer demands, Meijer had to shorten the time it took to develop new varieties, enhance data accuracy, and streamline operational processes.

Technology challenges

Meijer's reliance on legacy systems made integrating data across various systems and shadow IT solutions challenging. Further, dependence on manual processes and spreadsheets delayed the potato breeding cycle, as critical insights were lost across decentralized systems, making analysis and decision-making complex.

Additionally, Meijer used external resources for large-scale data analysis of DNA sequences, soil sensor data, drone imagery, and other information sources, which proved expensive. The company realized that a centralized data platform would help it speed up the breeding cycle, ensure accuracy in developing new potato varieties, eliminate operational bottlenecks, and ultimately scale the business.

How Boomi helped

Meijer partnered with Emixa, a Boomi implementation partner, to deploy a comprehensive data management and integration strategy. The Boomi Enterprise Platform allowed Meijer to seamlessly unify and centralize multiple data sources via Microsoft Azure — from field tests to DNA sequences, environmental sensors worldwide, and more.

A high-performance computing cluster delivers complex DNA analysis in-house, a task that was previously outsourced. Boomi connects Meijer's "Crossing Potatoes" app, which allows users to utilize sophisticated data models to establish the "ideal cross" for new potato varieties. Users can automate and optimize breeding processes while ensuring a scalable, adaptable event-driven architecture.

Boomi DataHub, the core data source, enriches data quality and governance, allowing stakeholders to quickly access accurate and up-to-date information on existing and potential new potato varieties.

Results & business outcomes

Meijer has started reaping results since implementing the Boomi platform. Its transformed data landscape allows the business to:

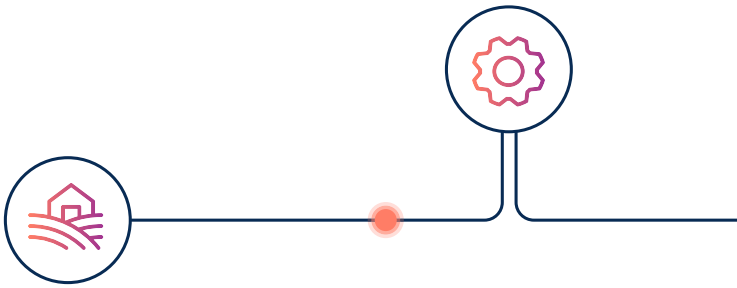
- Shorten breeding cycles for new potato varieties by several years with centralized data management, real-time visibility, and access to historical data
- Get responsive to industry and environment changes with a scalable platform
- Save costs and improve data governance by insourcing complex DNA analysis, and reducing reliance on external parties
- Streamline operations and data processes across the organization, providing various teams with easy access to accurate data
- Improve employee productivity by eliminating error-prone, manual processes with streamlined operations

CUSTOMER SPOTLIGHT

Industry & Market	Agriculture
Headquarters	Rilland, The Netherlands
Employees	60
Revenue	$95M (2023/24)
Key Integrations	• Microsoft Azure

> "By centralizing critical information, we have simplified data management and eliminated the many complexities we faced. We can now drive faster potato breeding outcomes."

Sander Vermeer
Head of Digital & IT,
Meijer Potato



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