

# Pallion Group Crafts Resilience Into Its Six Brands With a Boomi-Powered Data Strategy

Australasian precious metals and jewelry brands bolster CX through reliable connectivity and data visibility, helping lay the foundation for generative AI

“Boomi powers our data strategy by giving us a clean hub-and-spoke integration framework to connect business-critical platforms and centralize data.”

**Simon Smith**  
Group CIO, Pallion Group

## Business goals

Sydney-headquartered Pallion comprises six brands that source, manufacture, distribute, sell, and securely store gold, silver, and custom jewelry. Pallion services world leading retail brands – from Tiffany & Co to Michael Hill Jeweller – alongside financial institutions and citizens in Australia, Hong Kong, and China. It's a dynamic operation, subject to fluctuating pricing and strict compliance.

With a digital transformation initiative underway, Pallion aimed to bolster resilience and customer experience across its brands. The company required consistent systems uptime for real-time data flows – particularly for fluctuating precious metals pricing – and to give staff a consolidated view of customer information while streamlining purchasing and ordering processes. Pallion also sought to establish groundwork for a future foray into generative AI by creating a formal data strategy backed by reliable and scalable connectivity among its technology investments.

## Technology challenges

Pallion's ability to establish a data strategy to support its digital transformation was previously inhibited by what Group CIO Simon Smith calls “a spaghetti mess” of hundreds of point-to-point integrations. This method of connecting its core business systems proved unreliable and complex to maintain and also hindered staff productivity. Crucially, these legacy integrations made it difficult to establish visibility over data, which impacted trust and created challenges for improving the customer experience (CX).

## How Boomi helped

Pallion Group implemented Boomi’s integration platform as a service (iPaaS) to simplify and improve connectivity between its technology systems and establish visibility over highly sensitive financial, commercial, and product supply data. The Boomi Enterprise Platform has already been used to connect Pallion’s Microsoft Dynamics 365 enterprise resource planning (ERP) stack, and its finance and human resources (HR) systems. Additional systems will be integrated as Pallion’s digital transformation strategy progresses. Data ingested by Pallion’s systems is already centralized in Boomi DataHub.

The Boomi Enterprise Platform also serves as an abstraction layer, ensuring new technology investments are rapidly integrated. In future, this will enable Pallion to roll out generative AI for data queries using natural language, with a goal of expediting internal processes and customer service.

## Results & business outcomes

According to Smith, Boomi has helped build resilience into Pallion’s diverse business. The Boomi platform has delivered an environment where systems and applications – spanning production operations through to websites customers use to purchase precious metals and jewelry – are seamlessly connected with consistent uptime, ensuring real-time data updates.

Smith says, “This has amplified CX as the information buyers and our teams see is always accurate. If there are ever any issues, Boomi’s integration model allows us to rapidly pinpoint and resolve the issue – a process that could formerly take days is now completed in a few hours.”

Pallion has also seen dramatic productivity gains as Boomi helped the company strip away countless hours previously spent maintaining and fixing point-to-point integrations.

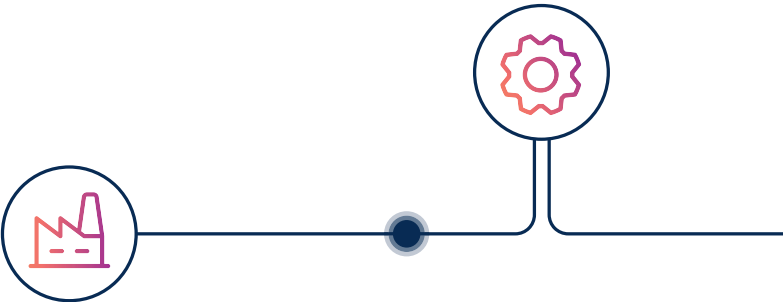
### CUSTOMER SPOTLIGHT

Industry & Market	Financial services
Headquarters	Sydney, Australia
Revenue	AU\$106,000,000+ (FY23)
Key Integrations	<ul style="list-style-type: none"><li>• Microsoft Dynamics 365 enterprise resource planning (ERP) stack</li><li>• Banking System</li><li>• FlexiPurchase Expense Management</li><li>• HR System</li><li>• AWS Secure File Transfer Service</li><li>• SharePoint</li></ul>



Boomi has fostered an environment we know we can trust to get data across to the right people and places, securely, with no downtime”

**Simon Smith**  
Group CIO, Pallion Group



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