

Dell Boomi Reinvents New Hire Experience With Onboarding Solution Accelerator

Dell Boomi realized huge gains in productivity, cost-efficiency and employee engagement after deploying a new Boomi onboarding integration package. It unifies and coordinates data sources to streamline and automate key processes for new hires.

In the fall of 2015, Dell Boomi was a rapidly growing company with close to 150 employees. As its business quickly expanded during the next three years, Boomi's global workforce surged to nearly 700 employees — far outstripping the processes and tools Boomi had created when it was a much smaller organization.

Hiring and supervisory managers at Boomi faced a laborious manual workload to bring on new employees. Emails, spreadsheets and data entry tasks consumed valuable time that hurt productivity among administrators and employees.

“We were growing so fast we'd have 10 or 20 new hires a week...once we had 30 new hires in a single day!” says D.J. Krebsbach, Boomi's chief of staff. “I was working late Friday nights and coming in Sundays to set up laptops, network access and applications. It wasn't sustainable.”

Beyond the crippling administrative overhead, the overtaxed onboarding processes were hurting corporate culture. A Boomi survey of employees in 2018 found that 74 percent of them didn't have a provisioned laptop on Day One of their Boomi careers. Moreover, it took an average of 92 days before new hires had access to key applications and information.

A New Way to Onboard

All that has changed since Boomi turned to its own Onboarding Solution Accelerator to streamline and automate its onboarding processes.

A new offering for Boomi customers, the Onboarding Solution Accelerator proved its worth in an essential “drink your own champagne” project for Boomi.



Market:	Software
Headquarters:	Chesterbrook, Pa.
Founded:	2000
Customers:	8000+
Employees:	700+

Business Goals:

Provide new hires with a seamless onboarding experience and eliminate time-consuming, error-prone manual processes.

Business Challenges:

Rapid growth at Boomi was overwhelming manual, disconnected onboarding workflows.

How Boomi Helped:

Using its own Boomi Onboarding Solution Accelerator, Boomi has dramatically improved efficiency and visibility by connecting both systems and people.

Results:

- Shortened integration development by more than 2x
- Saved 3.4 hours of administrative work per new hire for system provisioning
- Reduced annual administrative work by \$56,000
- Boosted projected productivity by \$690,000 in the second half of FY2019

Like many fast-growth startups, Boomi needed to establish a highly scalable, hyper-efficient onboarding system to sustain its double-digit growth and ensure a best-in-class experience for its new hires.

With the Boomi platform as its foundation, the Onboarding Solution Accelerator combines [Boomi Integrate](#) and [Boomi Flow](#) capabilities in a package of connectors, services, templates and tools.

Thanks to the Solution Accelerator, Boomi quickly integrated critical applications and workflows for onboarding. As a result, the company has virtually eliminated the time-consuming, inefficient manual processes that were slowing down its onboarding process.

Today, roughly 98 percent of new Boomi hires have a provisioned laptop on Day 1. And they have near-immediate access to all needed applications, without a painful 92-day delay.

“We been able to eliminate huge chunks of work and frustration while ensuring a great onboarding experience that let’s new hires get to work without a lot of fuss,” Krebsbach says. “It’s completely transformed the onboarding process at Boomi.”

Boomi ‘Drinks Its Own Champagne’

The project started in early 2018 when Krebsbach reached out to William Eccles, who headed a team developing Boomi’s Onboarding Solution Accelerator.

Eccles, the global unified solutions practice manager in Boomi Professional Services, jumped at the chance for an internal pilot deployment of the Onboarding Solution Accelerator.

“It was a perfect win-win,” Eccles say. “Deploying the Onboarding Solution Accelerator internally before its public release in August 2018 was a great opportunity to identify areas for improvement while solving Boomi’s own onboarding challenges, which are common to most any corporation.”

For implementing the project, Krebsbach and her team worked closely with [GearsCRM](#), a Boomi Select Partner that’s handled more than 100 Boomi implementations during the past six years.

The implementation team mapped out an iterative, multi-phase approach spanning dozens of applications across the organization. The project encompassed a variety of roles from developers and sales representatives to support, marketing and administrative personnel.

“Before, we had people searching all over for information about everything from payroll processes to organizational charts and everything in between. Now it’s just so seamless because onboarding happens in the background while providing us real-time visibility into a new hire’s experience.”

D.J. Krebsbach
Chief of Staff, Dell Boomi

The Onboarding Solution Accelerator helped Boomi and GearsCRM quickly integrate key applications and automate workflows that update records, prompt user actions and provide new visibility into what were previously fragmented cross-functional processes.

In the initial phase, Boomi integrated the 27 most critical application and touchpoints, including Workday Human Capital Management, Salesforce, Zoom, Google, SAP Concur and Atlassian Jira. Integration to a ServiceNow IT service management application automates the provisioning of mobile phones and accessories.

Massive Gains in Productivity

Paulomi Gudka, vice president of data services at GearsCRM, says Boomi’s Onboarding Solution Accelerator eliminated the difficult technical work of manually coding integrations while providing visibility and control. The GearsCRM team was able to centralize development and integration management on Boomi’s rapid-development, low-code, cloud-native integration platform.

“Boomi’s Onboarding Solution Accelerator allowed us to be at least two times faster in development, testing and iteration,” Gudka says. “Boomi proved extremely adept at supporting complex onboarding workflows, with scalability to add more integrations, regions, hiring managers and applications as needed.”

The Solution Accelerator is eliminating hundreds of hours of manual administrative work for Boomi while equipping new hires with the tools they need on Day One.

In one example, an employee ID badge previously required a physical visit to a Boomi office for a headshot photo, with the badge later mailed to the new hire. Now, employees can take a selfie and email it to Boomi, eliminating many days of delay and hassle. And mobile phone provisioning that used to take weeks is now approved in minutes.

“The Onboarding Solution Accelerator is saving my team and other stakeholders countless hours and eliminating a lot of frustration,” Krebsbach says. “Before, we had people searching all over for information about everything from payroll processes to organizational charts and everything in between. Now it’s just so seamless because onboarding happens in the background while providing us real-time visibility into a new hire’s experience.”

While the initiative is still new, Boomi has already achieved key improvements with its onboarding processes:

- Saved 3.4 hours of administrative work per new hire for system provisioning
- Eliminated \$56,000 in annual administrative costs
- Boosted projected productivity by \$690,000 for first half of 2019 (from quicker new hire ramp up)

For the next phase of its onboarding initiative, Boomi will further extend connectivity across several dozen additional applications. Boomi is also planning to deploy [Boomi Master Data Hub](#) to ensure the quality and consistency of employee “golden records” across the labyrinth of applications and data for managing a workforce.

Enhancing Engagement and Culture

Streamlining the onboarding process is not just about productivity and cost savings. In a competitive labor market, ensuring a positive employee experience is critical to both attracting and retaining talent.

For example, with the Boomi onboarding system, new hires are automatically emailed a welcome video that introduces Boomi’s culture. And, in contrast to the previous process, employees have easy access to the applications and information they need to start their new jobs.

As Krebsbach notes, a seamless onboarding experience is especially important as technology companies like Boomi vie for top talent. By providing a superior employee experience much like top retailers do with customers, Boomi is set to improve workforce retention, engagement metrics and its net promoter score (NPS.)

“It’s making our engagement and culture so much better,” Krebsbach says. “Instead of hearing about frustrations and complaints from both administrators and new hires, I’m now hearing how the onboarding experience is creating a great first impression of our company.”

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Vice President of data services at GearsCRM



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