

Putting Integration at the Center of Business Growth

Wallet innovator Secrid deploys Dell Boomi's native-cloud integration platform to help drive its global business



Secrid isn't your usual wallet maker. Based in the The Hague, Netherlands, the company's culture is focused on innovation and positive change.

With consumer reliance on cash payments declining, Secrid offers a stunning wallet range that protects debit, credit and pre-paid cards from 'digital pickpockets.' At the same time, the company is also a "social enterprise," committed to helping society beyond the boundaries of its business.

Secrid took the same innovative approach to building its IT systems. Now exporting products to more than 60 countries and reaching 5,000 distribution outlets, Secrid sought a partner that could ensure its back-office was connected, efficient, and easily scalable as it continued to expand its operations.

The search led to Dell Boomi. Secrid has harnessed Boomi's low-code, native-cloud integration platform to help underpin its expansion into markets across the globe. The partnership has brought a host of benefits to Secrid, including a reduction of key business process times by close to 50 percent.

Growing Quickly, Ensuring Efficiencies

Established in 2009, the company already employs more than a hundred people and is winning business at a rate of three new customers a day.

Secrid adopted Boomi's technology to drive a multitude of efficiencies. These include ensuring that the company can create one view of its customers, easily manage

Customer Profile

SECRID

Market: Consumer Goods

Headquarters: The Hague, Netherlands

Founded: 2009

Business Goals:

Expand operations to support global sales of an innovative line of wallets designed for the digital era.

Integration Challenges:

Ensure that the company has one view of its customers. Easily manage resources, correctly forecast revenue, accurately maintain billing records, and digitally manage its production factory.

How Boomi Helped:

Boomi reduced key business process times by close to 50 percent. It runs more than 45 application integration processes, including its Shopify online e-commerce platform, a B2B ecommerce platform, Oracle database applications, and customer support applications.

resources, correctly forecast revenue, accurately maintain billing records, and digitally manage its production factory.

A smaller company might be able to run these processes manually. However, as Secrid has grown, it needed an IT infrastructure that could grow with it.

With Boomi's integration platform, Secrid has been able to ensure employees and business partners have the right data when and where they need it. At the same time, it has also been able to automate manual processes so staff can concentrate on strategic tasks and work smarter.

Building a Connected Business

Secrid initially used Boomi to integrate NetSuite's enterprise resource planning (ERP) platform with its existing suite of applications.

The company is using NetSuite to manage mission-critical business operations such as financials, order management, inventory management, and demand planning. With Boomi, it has been easy for Secrid to connect this powerful cloud-based ERP system with the rest of the company.

Following the successful NetSuite integration, Secrid recognized the potential of Boomi to dramatically boost automation and workflows in most every part of its operations — from manufacturing to retail.

Harnessing the Boomi integration platform as a service (iPaaS) and working with Boomi's partner, Cloud Connectors, Secrid is now using Boomi to run almost 50 application integration processes, including its Shopify online e-commerce platform, a B2B e-commerce platform, Oracle database applications, and customer support applications.

Thomas Boogert, Secrid's ERP & ICT Manager, has championed Boomi's impact on the firm's growth.

"We can now leverage different B2B and B2C e-commerce systems, integrate bespoke applications, connect our machines, and transform primary processes — improving information flow and efficiency across the company," he said.

"We draw a circle around all of our software, maintaining everything through one language, using one platform and with one consultant — and that's Boomi."

Paul van Diepen
Game Changer, Secrid

Integration: Draw a Circle Around Your Applications

This full menu of integrations has made it possible for Secrid to automate processes end-to-end, including billing and customer relationship management. This ensures the customer experience remains consistent regardless of how much the company grows or its staff expands.

Secrid, for example, uses Boomi to help power its online store locator — which updates in real-time when the company recruits new retailers. The store locator directly connects with all retailers selling Secrid products and automatically displays their location, website and contact details — making it incredibly easy for customers to find and contact their nearest stores.

Paul van Diepen, known as Secrid's "game changer," believes technology is key to helping a company maintain personal customer relationships during rapid growth, enabling quick and effective communications.

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Bespoke Integration, Done Quickly

Boomi has also played a key role in helping Secrid build a custom application to manage the company’s packing and shipping service. The application connects Secrid’s manufacturing machines with corporate applications and customer databases.

Once items are boxed and ready for distribution, an employee takes an image of the order to send to the customer via the application. This provides customers a visual record of exactly what products they have been sent and when they should arrive.

As its business grows, Secrid’s social values keep it grounded in a bigger purpose. Partnering with other progressive “social enterprises,” Secrid has employed dozens of Dutch citizens who may not have had opportunities elsewhere, such as those with physical disabilities or learning difficulties.

On the business side of Secrid’s enterprise, Boomi’s industry-leading cloud-native platform has helped Secrid significantly reduce the time spent on manual processes, putting integration at the heart of its growth.

By enabling the company to connect devices, data, applications and processes, Boomi has helped the wallet-maker spend less time connecting the dots and more time on building a better business — and a better society.

SECRID

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ERP & ICT Manager, Secrid



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