

Designed to Scale:

**How Boomi and Crawford Group
Elevated a Flagship Event**





*“Crawford Group and RainFocus helped raise the bar for Boomi World by simplifying processes, providing expert resources and superior technology, and delivering real-time analytics. **This partnership enabled our team to focus on strategy and growth, which led to boosting attendee satisfaction by 10% and significantly elevating our flagship event.**”*

– **Delia Vallejo**, Vice President Corporate Marketing at Boomi

Executive Summary & Successes

Boomi, a global leader in AI-driven automation, partnered with Crawford Group and RainFocus to elevate its flagship global conference, Boomi World. Through this collaboration, Boomi achieved record-breaking results while enhancing its scalable foundation for future events. Notably, Boomi World experienced 20% year-over-year growth in attendees, reflecting the increasing demand for the event and the strength of its community.

By combining Crawford Group's speed-to-scale solutions and strategic expertise with RainFocus' advanced technology, Boomi delivered an exceptional attendee experience, implemented smarter analytics, and streamlined operations, all within ambitious timelines. Together, the partnership not only delivered immediate impact but also set the stage to accelerate Boomi World's long-term success.

The Boomi, Crawford Group engagement reflects how strategic alignment, innovative technology, and disciplined execution can elevate established enterprise events, enabled by the RainFocus platform.



Four Critical Success Factors Stood Out

- 1 Strategic alignment:** Establishing shared goals and metrics early ensured clarity, alignment, and steady decision-making under accelerated schedules.
- 2 Technology excellence:** Leveraging RainFocus' advanced platform capabilities and Crawford Group's implementation expertise provided the technical foundation necessary for enterprise-scale event experiences.
- 3 Collaborative integration:** Aligning all three teams enabled rapid problem-solving and momentum despite aggressive schedules. Through seamless communication and shared accountability, many successes were made possible.
- 4 Execution discipline:** Rigorous project management, quality assurance processes, and proactive risk mitigation, guaranteed successful delivery against challenging deadlines.





Background & Details

Client Overview

Boomi empowers organizations worldwide to streamline and automate critical business processes through intelligent integration and AI-driven automation solutions. As part of its commitment to innovation, Boomi hosts Boomi World, a premier global event designed to showcase thought leadership, strengthen ecosystem relationships, and celebrate its thriving community.

While Boomi's team already excelled at delivering high-impact experiences, the company sought to scale its event to keep pace with its global growth.

Partnering with Crawford Group and RainFocus enabled Boomi to accelerate digital transformation, enhance engagement, and ensure seamless execution across **every touchpoint, including:**

- **Managing Scale**
- **Managing Complexity**
- **Aggressive Timelines to Execution**
- **Surge Resource Requirements For End-to-End Planning and Delivery**

Strategic Opportunities

Boomi approached the partnership with a vision to expand and optimize an already successful program.

The collaboration focused on **key strategic opportunities:**

- **Speed:** Looking to scale and drive earlier awareness, Boomi set an aggressive development and launch timeline for registration and the website.
- **Infrastructure:** Boomi was replacing and modifying its tech stack to enable scale and to supplement internal capabilities.
- **Technology:** Internal website management became less effective as the event grew. Outside management was needed for the flagship event.
- **Resources:** Due to the burst nature of such a large event, Boomi required short to mid-term headcount and talent solutions.
- **Reporting Limitations:** Existing tools provided limited analytics and insights, constraining data-driven decision-making. Expanded reporting capabilities were essential for strategic planning and future development.
- **Operational Complexity:** The event required seamless integration across multiple systems and functions, including registration, housing, mobile applications, meetings, and sponsor management.



Solution Approach

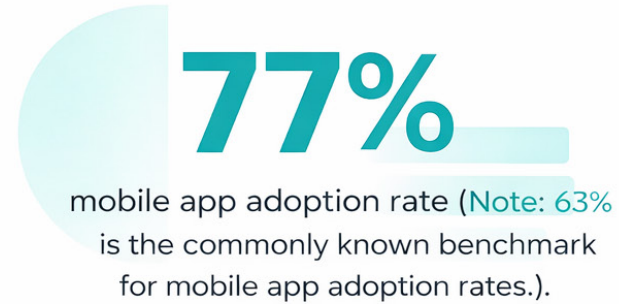
Crawford Group developed a comprehensive solution to address Boomi's immediate needs while ensuring future long-term scalability. Following a robust evaluation, RainFocus was selected as the technology foundation for its advanced capabilities and integration flexibility.

Key solution elements included:

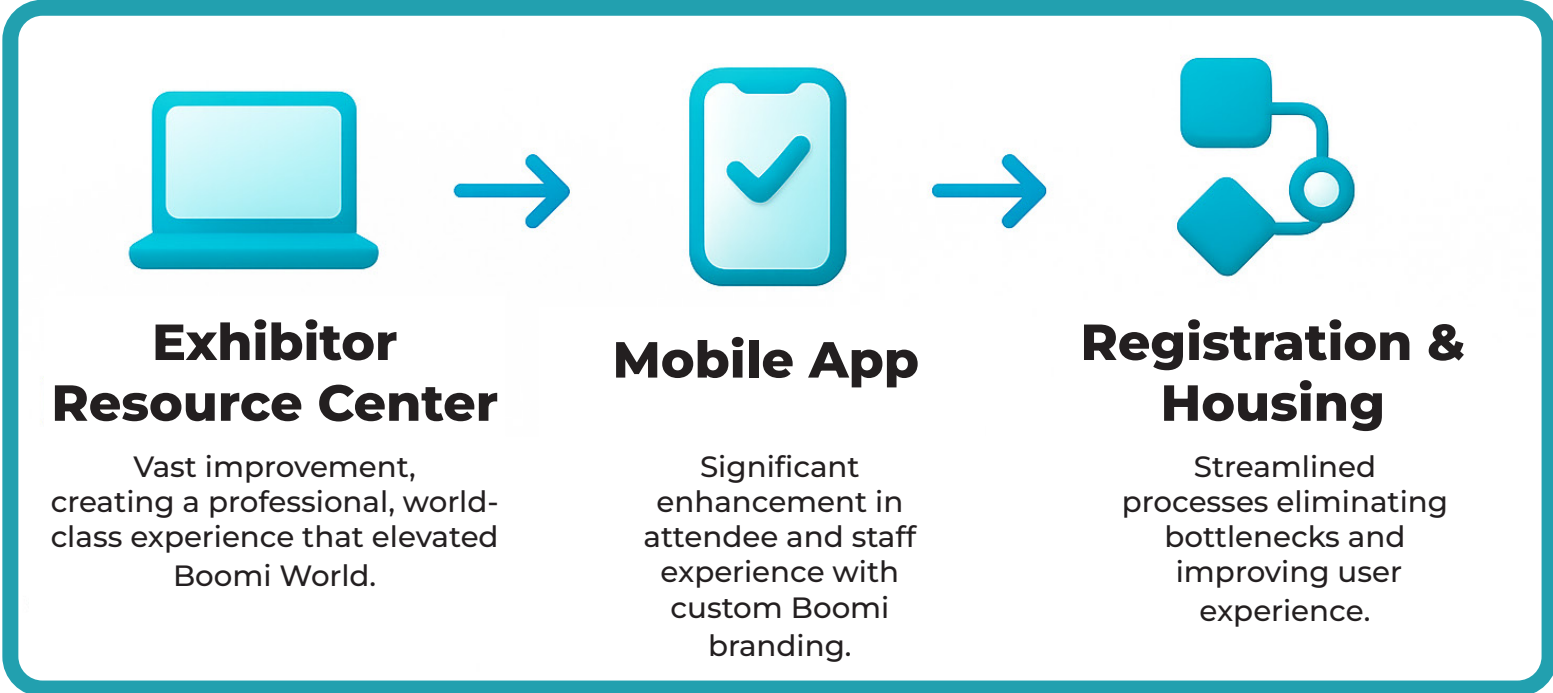
- **End-to-End Event Integration:** Crawford Group managed the full spectrum, from registration and housing to mobile app development, meetings, speaker/sponsor management, and logistics.
- **Collaborative Delivery:** A tightly integrated team from Crawford Group, RainFocus, and Boomi worked side-by-side to ensure seamless implementation.
- **Automation First:** Emphasis on automation reduced manual workflows and improved operational accuracy.
- **Phased Adoption Model:** A guided, incremental approach was used to onboard teams and systems for long-term scalability.
- **Aggressive Launch Timeline:** The event website launched in just five weeks.
- **Personalized Engagement:** Tailored strategies improved the attendee experience across channels.
- **Responsive Support Model:** Over 250 inquiries were addressed with same-day response times, ensuring a smooth attendee journey throughout the event.
- **Comprehensive Website Redesign:** Included complete design, content strategy, and integration.
- **Seamless Data Integration:** Live data syncing with Marketo enabled real-time marketing workflows.

Results

The strategic partnership delivered exceptional results, exceeding expectations across all key performance indicators.



Process Excellence:



Impact

Beyond immediate success, the collaboration set a strong foundation for Boomi's future events through both technological and strategic advancements.

Strategic Capabilities:

1

Transitioned to fully proactive, strategic event planning



2

Increased both attendee engagement and value for sponsors



3

Gained actionable insights through data to inform future global event strategies



4

Built confidence in a scalable platform and process for future high-stakes events



Lessons Learned:

This partnership stands as a testament to what's possible when innovation, partnership, and precision come together.

Through collaboration with Crawford Group and RainFocus, Boomi not only elevated its flagship event experience but also established a scalable model for continued global success, empowering the company to connect, inspire, and lead its growing community well into the future.

