


How Boomi Helps Cooke Aquaculture Improves Logistics and Customer Engagement



boomi **Cooke**

CASE STUDY

Cooke Aquaculture Optimizes Logistics and **Customer Relationships** With **Boomi and Snowflake**

A global, sustainable seafood supplier doing business in 70 countries is unleashing the power of real-time data insights with a cloud infrastructure for integration and analytics.

Transformation

BUSINESS GOALS

Founded in 1985 with a single marine cage of 5,000 salmon, Cooke Aquaculture has grown to become a leading global B2B supplier of seafood including salmon, sea bass, shrimp, scallops, and oysters. More than 100 acquisitions have turned the family-owned Cooke into a multibillion-dollar business with a dozen brands across North America, Latin America, and Europe.

Those acquisitions drove rapid growth, but left Cooke with hundreds of disparate applications across more than 100 subsidiaries that handle all aspects of the seafood supply chain, from fishing and farming to logistics.

To improve business efficiency and customer insights, Cooke launched a cloud-first strategy to simplify and modernize its fragmented IT environment. Boomi and cloud data platform provider Snowflake are key in creating a single source of truth and generating analytic insights.

TECHNOLOGY CHALLENGES

Cooke Aquaculture faced multiple challenges across its complex IT landscape. Data on customers in 70 countries was housed in multiple systems, so Cooke lacked a single, 360-degree customer view that could help streamline customer experiences and trigger cross-sell opportunities.

The company also needed a way to aggregate and analyze data from systems for sales orders, trucking management, GPS tracking, labeling, and more. That would enable it to optimize logistics with better routing and reduced truck idle time, fuel consumption, and carbon footprint.

To achieve those goals, Cooke adopted Boomi Integration and Boomi Master Data Hub to replace a "spaghetti mess" of point-to-point custom coding that's very difficult and costly to maintain. It's also rolling out Snowflake to replace an on-premises Microsoft SQL Server data warehouse, with Boomi moving data into Snowflake for analytics.

“With Boomi and Snowflake, our analysts have the ability to drill into their data, combine it in ways not previously possible, and apply data science so we can optimize logistics and be a better global citizen in carbon footprint reduction.”

Dr. Scott Underwood, Senior Manager of Business Intelligence, Cooke Aquaculture

The global, sustainable seafood supplier combines the power of Boomi and Snowflake to gain real-time data insights with a cloud infrastructure for integration and analytics. Learn how Boomi streamlines IT systems, unifies data, and automates manual processes.