

Azur Forecasts Real-Time Financials **With Boomi**

Insurance technology leader enables real-time financial forecasting and improves its decision-making by connecting back office systems

Pervasive Connectivity

BUSINESS GOALS

Azur is an insurance technology company providing a platform for insurers across the whole value chain, covering everything from quoting to claiming, as well as back office accounting, document production, claims management, and analytics. The company also operates as an intermediary for insurance and is using its technology to expand its own books of business.

As Azur rolls out new products and pursues acquisitions to expand its business, the challenge of connecting various applications and systems becomes more mission-critical. As a lean, digitally-native entity, the ultimate business goal is to ensure that the finance team can spend their time providing information to management rather than reconciling numbers.

TECHNOLOGY CHALLENGES

Having launched with a blank slate in 2015, Azur chose the best IT solutions for each business function rather than picking a single ERP platform. Although this led to optimal solutions being adopted, it was a challenge to ensure that data could move smoothly between each system.

Having best-of-breed solutions helps streamline business processes, but the challenge of integrating different ERP solutions can be a significant one, especially if there is not a substantial IT team to code these in.

Sharing real-time financial information across these applications is essential, and without a connected architecture this had previously been a challenge for Azur. Due to the nature of its business, Azur needs daily forecasting — which required an integrated model to facilitate analytics.

“
We run the business off our financial forecasts, so Boomi really is the lifeblood of the finance department, **providing us with real-time information that we can react to and make decisions on.**
”

James Levy, Finance Director, Strategic Finance, Azur

HOW BOOMI HELPED

Azur turned to proven systems partner and FP&A solutions enabler Miagen, which recommended Boomi for its ability to integrate cloud-based software as a service (SaaS) solutions. At the center of Azur's business is the forecasting platform Workday Adaptive Planning, which needed to be integrated with Azur's HR system, Salesforce CRM platform, and ERP solution to bring together relevant data.

With the integrations in place, departmental managers have more visibility over their finances. Greater departmental oversight of budgets puts more control and responsibility into the hands of individual managers, empowering the business.

Given Azur's acquisition strategy, it is also vital that legacy IT solutions are connected with their new owner's systems. The Boomi AtomSphere Platform enables the migration of the target companies' systems onto the Salesforce platform, which acts as Azur's single source of truth, and facilitates data transfer from legacy systems.

“
Boomi is digital transformation at its best, enabling clients to make better decisions and outperform their competition.

Teddy Murphy, CEO, Miagen

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RESULTS & BUSINESS OUTCOMES

Boomi enabled Azur to:

- Connect a range of IT applications, breaking down data silos
- Integrate legacy systems of acquisition companies, either through migration or connection
- Enable real-time financial forecasting to inform business decisions
- Reduce the financial reporting monthly cycle by three days
- Centralize information in a single platform as the sole source of truth
- Eliminate the human error associated with manual data entry and transfer

Boomi will continue to be a vital integration partner as Azur pursues new acquisitions and products.

CUSTOMER SPOTLIGHT

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| Market: | Insurance technology |
| Headquarters: | London, UK |
| Employees: | 78 |
| Revenue: | £8M |
| Key Integrations: | Workday Adaptive Planning to HR system, Salesforce CRM platform and ERP solution |

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