

# Scot propels customer experiences with Dell Boomi-fuelled data analytics

Budget airline implements cloud-based integration to aggregate data from customers and internal applications

Singapore – May 14, 2019 – Dell Boomi™ (Boomi) has announced that budget airline, Scot, is using the Boomi integration platform for uninterrupted data sharing across the expanding organisation, allowing it to adapt more quickly to changing market conditions and therefore improve passenger experiences. Scot, the low-cost arm of Singapore Airlines, operates a global network of 66 cities across 18 countries and territories across Asia-Pacific, Europe and the United States, offering customers a cheaper alternative for travel. To provide these affordable services, Scot relies on extensive data generated from its customers' bookings and various internal systems. "Boomi gives us a dedicated, cloud-based integration tool that aligns to our all-cloud strategy, and is therefore able to handle the high volumes of system-to-system data transfer that our business model requires," said Jason Chin, Vice-President – Information Technology at Scot. "With the various features the platform provides, we will be able to connect our entire organisation to create a single source for our data, with the knowledge that this information is up to date and accurate. We will then be able to better understand our business and customers, and deliver the products and services that passengers want – before, during and after their flights." Scot implemented the low-code Boomi integration platform to replace a series of outdated connectors which did not provide the level of automated data management the organisation required. Its former integrations limited communication between Scot's systems and restricted access to data, inhibiting the potential of its sharing capabilities. These bespoke integrations were also code-heavy, consequently demanding substantial maintenance. This has been particularly beneficial amid Scot's expansion – the airline has grown from 20-plus to 60 routes following the consolidation of TigerAir into the Scot brand – accelerating the organisation's time to market despite the significant increase in customers and employees. Scot has also been able to achieve this while maintaining its IT resources – as Boomi does not require the consistent upkeep of traditional integration technologies, it allows Scot to achieve more with less. "The airline industry contains among the most diverse sets of customers, and with that comes the ongoing challenge of adapting to the demands of passengers," said William Fu, Managing Director Asia at Dell Boomi. "By creating a centralised data repository using the Boomi integration platform, Scot is able to establish a greater level of insight into its business, and in turn make business decisions nimbly as the market changes to bolster its competitiveness." About Dell Boomi Boomi, an independent business unit of Dell, quickly and easily unites everything in your digital ecosystem so you can achieve better business outcomes, faster. Boomi's intelligent, flexible, scalable platform accelerates your business results by linking your data, systems, applications, processes and people. Harnessing the power of the cloud to unify everything inside and outside of a business, Boomi gives more than 8,200 organizations the agility to lead the future. For more information, visit <http://www.boomi.com>. © 2019 Boomi Inc. Dell, Boomi, and Dell Boomi are trademarks of Dell Inc. or its subsidiaries. Other names or marks may be the trademarks of their respective owners. Special note: Statements in this material that relate to future results, future hiring, and future events or investment are forward-looking statements and are based on Boomi's current expectations. In some cases, you can identify these statements by such forward-looking words as "anticipate," "believe," "could," "estimate," "expect," "intend," "confidence," "may," "plan," "potential," "should," "will" and "would," or similar expressions. Actual results, hiring, customer trends, and events in future periods may differ materially from those expressed or implied by these forward-looking statements because of a number of risks, uncertainties and other factors, including the challenge of finding and onboarding new personnel, marketplace trends, ongoing management attention to the market, the uncertainties associated with technology changes and the development and release of new technology. Boomi and Dell Technologies assume no obligation to update any such forward-looking statements.

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