

Ekol Logistics Seamlessly Scales Operations and Saves Costs With Boomi

Leading Turkish logistics provider reduced business process creation time by 60% with reusable components, scaling operations and saving costs.

“With Boomi, we are aligned with our green credentials – dramatically reducing server load and optimizing our logistics operations in an eco-friendly manner.”

Atakan Duruson
Experience Design Master,
Ekol

Business goals

Ekol has 200+ customers in 75 locations across 12 countries. The company offers international freight, warehousing, domestic distribution, foreign trade, customs, and supply chain management services.

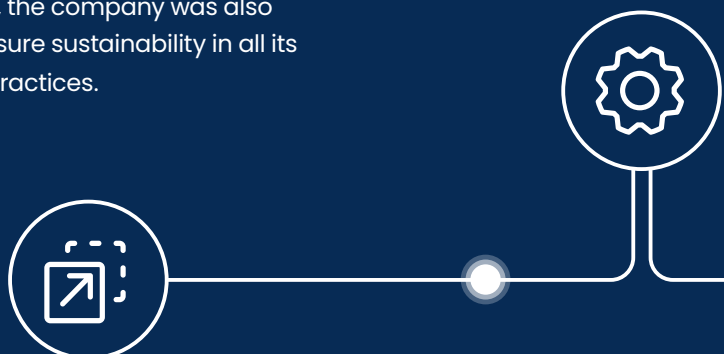
As it continued to rapidly expand its customer base, Ekol realized that it could no longer integrate data across its numerous transportation and logistics systems using traditional hard-coded integrations. This was proving to be expensive and time-consuming, and delayed onboarding of customers.

As the first Turkish logistics company to obtain the WWF Green Office Certificate, the company was also keen to ensure sustainability in all its business practices.

Technology challenges

Ekol could no longer rely on its legacy enterprise service bus (ESB) middleware that required point-to-point integrations. This slow, error-prone process hindered Ekol's ability to quickly meet customer requirements.

The team needed an integration solution that would also allow Ekol to rapidly build and deploy APIs without incrementally raising costs, whilst also keeping its IT headcount stable.



How Boomi helped

In 2016, Ekol adopted Boomi as its de facto integration standard to connect critical business systems across its operations. Boomi Integration and B2B/EDI Management underpin several business-critical processes for Ekol:

- Transportation Operations
- Government Transactions
- Warehouse Management
- Business Operations

With Boomi powering its data and application integration and EDI management, Ekol is able to track information at every step of its logistics processes globally while streamlining business partner onboarding and transaction communications. This connectivity has resulted in:

- Decreased integration costs by reducing the need for custom coding
- Reduced supply chain integration development time from weeks to days
- Strengthened compliance with electronic data sharing for government and custom agencies

Results & business outcomes

Today, Ekol has grown five-fold, and utilizes the Boomi platform in all logistic processes involving data exchange. Boomi helps the company manage information tracking across its logistics business transportation path, covering warehouses, trucks, ships, air-freight, trains, and customer locations – while meeting its sustainability goals.

With Boomi Integration and B2B/EDI Management, Ekol has realized significant value:

- Reusable APIs speed up customer onboarding, from weeks to just a few days
- IT headcount remains stable at 8-9 people despite a significant scale in operations.
- Cost-savings and >98% sustainability realized with over 60% reduction in server usage

Ultimately, the Boomi platform helps Ekol remain well-positioned to continue enhancing customer experience and competitiveness across its expanding international footprint.

CUSTOMER SPOTLIGHT

Industry & Market	Transportation & Logistics
Headquarters	Turkey
Employees	8,500+
Revenue	€750M
Key Integrations	<ul style="list-style-type: none">• SAP• Salesforce• Shopify• Google Cloud• Solace

“

Our confidence in Boomi stems from the seamless ease of use of the platform. The free certifications is an added bonus – a feature not offered as a standard by others.”

Atakan Duruson

Experience Design Master, Ekol

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