

Boomi for Retail

Connect frictionless omnichannel experiences for shoppers



From global to local, shoppers expect frictionless experiences across every channel, even as retailers navigate supply chain volatility, rising costs, and a talent crisis. As AI reshapes the industry, intelligent interactions are becoming the norm, and retailers must adapt and scale to stay competitive.

Boomi connect omnichannel experiences with one agentic automation platform. Retailers win over shoppers across touchpoints by accelerating omnichannel integration and delivering personalized experiences. Advancing supply chain agility is the operational foundation for success, with Boomi providing real-time visibility and streamlined vendor collaboration. And true long-term growth in retail is powered by accelerated brand expansion through seamless acquisitions and scalable entry into new markets.

Leading retailers deliver remarkable results with Boomi

1600%
ROI in 10 months

40%
faster vendor onboarding

Tropicana

LVMH



A V O N



Win over shoppers across touchpoints

Grow revenue with accelerated omnichannel integration. Deliver personalized shopping experiences with a 360-degree customer view and drive loyalty by enabling flexible ship-from-store fulfillment and easy returns.

Advance supply chain agility

Streamline vendor and logistics collaboration with scalable electronic data interchange (EDI). Gain real-time visibility of inventory and fulfillment data from supplier to shopper. Optimize inventory allocation and reduce stockouts with predictive analytics.

Accelerate brand expansion

Broaden your brand portfolio with repeatable integration of acquisitions and drive organic expansion by efficiently onboarding store associates and corporate teams. Go live with promotions and seasonal campaigns faster to fuel growth.

Popular Use Cases

Solve retail's toughest challenges



Vendor & Logistics Onboarding

Enable self-service portals and automate document exchange for EDI and non-EDI partners to speed time-to-shelf and delivery



Omnichannel Integration

Connect ecommerce, POS, ERP, and fulfillment systems to unify data and deliver seamless shopping experiences across online, in-store, and mobile.



Customer Loyalty & Personalization

Unify customer data to deliver tailored offers, dynamic pricing, and rewards that drive repeat purchases.



Inventory Management

Ensure accurate, real-time inventory across warehouses, stores, and online channels. Automatically replenish stock using insights to prevent out-of-stocks.



Brand Acquisition

Connect ERP, CRM, HR, and supply chain systems to onboard new brands quickly and accelerate time-to-value.



Order Management

Automate order fulfillment, enable buy-online-pick-up-in-store (BOPIS) and ship-from-store, and keep shoppers informed in real time.

Move beyond automation to self-directing intelligence with agents built on Boomi

