

# The American Cancer Society Leverages the Boomi Platform to Serve 30,000 Patients Yearly

ACS integrates key applications including CRM and ERP systems to improve patient care and enable DIY fundraising.

Transformation

## BUSINESS GOALS

The American Cancer Society (ACS) is a 100-year-old organization and the nation's largest voluntary public health organization. It has played a role in nearly every cancer breakthrough in recent history. But its IT organization had old legacy systems that were hindering its ability to digitally transform.

ACS needed to get an enterprise-wide understanding of its data so that it could give all constituents, including volunteers, caregivers, patients, and event managers, real-time access to relevant information. The organization needed an integration platform that could:

- Enhance its Service Match digital business service to pair more patients with drivers
- Connect data sources to deliver a single view of patients to improve care delivery
- Facilitate digital interactions with its constituents by leveraging consistent data

## TECHNOLOGY CHALLENGES

For ACS to morph into a data-driven organization, it needed to consolidate more than 10 regions — each with its own IT and financial systems — retire legacy solutions, adopt a cloud-first strategy, and integrate key applications including NetSuite and Salesforce.

The organization needed the ability to operate in a hybrid cloud model, as it still has a few business-critical on-premises systems. Security was also paramount because of the tremendous volume of data that ACS manages.

- ACS needed to resolve a number of challenges to reach its goals:
- Data spread across business-critical systems that didn't sync properly
- Inconsistent data across key platforms
- Old legacy systems that were too costly to maintain
- Limited financial reporting capabilities and key performance indicator (KPI) tracking

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Boomi enables our volunteers and patients to get better access to information than ever before. **It's helping us extract more value from our data in real time to better serve our constituents.**

Kenny Oxler, VP of Enterprise Systems Planning & Development, American Cancer Society

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## HOW BOOMI HELPED

ACS selected the Boomi Platform to help put its cloud-first strategy into action. Boomi's low-code development platform made getting up to speed fast and easy for ACS, and quickly became the organization's primary integration platform for all cloud-to-cloud and cloud-to-on-premises connections.

With Boomi, ACS was able to quickly integrate Salesforce and NetSuite, giving volunteers, patients, caregivers, and event managers better access to real-time data. Boomi helps ensure that revenue and expense information for fundraising events managed in NetSuite is consistent with fundraising event data managed in Salesforce.

Integration with other key applications including Concur for travel and expense management helps the organization streamline business processes, and connection with its data warehouse delivers access to historical information.

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Boomi is improving our Service Match program, which connects volunteers to patients who need rides to treatment. **Boomi has helped us increase ride shares by 39% so far this year by enabling real-time information to be shared across critical systems.**

**Kenny Oxler**

VP of Enterprise Systems Planning & Development  
American Cancer Society

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## RESULTS & BUSINESS OUTCOMES

Using the Boomi Platform, ACS has integrated 120+ applications, data stores, and external systems while processing 250,000 transactions daily. The integration between Salesforce and NetSuite allows ACS to ensure that all revenue and expense information is in sync between both systems.

ACS has realized both quantitative and qualitative results with Boomi, including:

- Improving its Service Match program, increasing ride shares by 39%
- Providing better service to 30,000 patients yearly
- Delivering an intelligent experience to constituents through any channel via access to real-time, aggregated data
- Giving event managers the information they need to plan fundraising events
- Connecting more donors to fundraising systems, enabling 3,000 events per year
- Deriving context from 36 million golden records

### CUSTOMER SPOTLIGHT

|                          |   |
|--------------------------|---|
| <b>Market:</b>           | Non-profit                                    |
| <b>Headquarters:</b>     | Atlanta, Ga.                                  |
| <b>Patients:</b>         | 30,000+ annually                              |
| <b>Investments:</b>      | \$4.9 billion since 1946                      |
| <b>Key Integrations:</b> | NetSuite, Salesforce, Concur, Microsoft Azure |

View all customer stories at [Boomi.com/Customers](https://www.boomi.com/Customers)

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