always
ENGAGING.

Boomi Uses Absorb Infuse to Build
Its Specialized Workforce

Challenge

Boomi is an iPaaS (integrated platform as a service) pioneer refining data into fuel for over 15,000 global customers. Its proprietary product, the Boomi AtomSphere, is a low-code application and data integration platform empowering organizations to be more intelligent, agile, secure and efficient. Understanding the vital role product education would play in the company's growth, the Boomi team set out to develop the Boomiverse—an experience-driven training and certification hub dedicated to all things Boomi.

With the platform's drag-and-drop user interface doing most of the heavy lifting, Matt Krebsbach, senior manager of Boomiverse for Boomi, saw an opportunity to increase the number of certified professionals by personalizing the learning experience for different users. "The cool thing about Boomi is that you don't have to be technical to use it," said Krebsbach, "you just need to understand the basics of each system you're using—their data structure—then you can use the platform to connect them. It was important to us that our training made connecting those dots as seamless as possible."

In addition to striking a balance between technical and non-technical training content, Boomi needed a solution that would continue to support the company's blended learning program. Having delivered and tracked training successfully through Absorb LMS for years, the Boomi team was among the first to learn about Absorb Infuse—a first-of-its-kind learning experience platform for delivering training directly within native systems and applications.

"Absorb Infuse essentially gave us a blank canvas to work with. Our only limitation was our imaginations—and we have very active imaginations," said Christine Jefferson, Boomi's LMS gamification administrator.

"We had a clear vision of the gamification framework and learner experience we wanted to deliver, and the Absorb product team was on board for it all—and then some."

Solution

"Implementing Absorb Infuse was a completely different experience from when we got started with Absorb LMS," said Krebsbach. "It only took a couple weeks to get Absorb LMS up and running smoothly, but with Absorb Infuse, the more we learned was possible, the more we added to the project. The Absorb development team couldn't have been more accommodating."

Boomi had built its reputation on the intelligent use of business data, so Krebsbach and his team were unwavering in their commitment to leveraging data to drive all aspects of the learner experience. "It's not just about getting people certified; it's about making them feel good about getting certified. With Absorb Infuse, we use the data provided by learners when they're signing up to enroll them in a personalized learning path that aligns directly to their role and experience—and it's all automatic on our end."

In addition to its personalized learning paths, Boomi also focuses on gamification to motivate and engage its learners. "Our goal was to accelerate business outcomes for Boomi customers, which, to our team, means creating learner experiences that are both engaging and efficient," said Jefferson. "That's where our Boomiverse missions come in."

Absorb Infuse gives organizations unmatched control over the learner experience, empowering them to embed elements of Absorb LMS into the systems and applications their learners use most.

In the Boomiverse, learners can earn badges by completing specific training-related missions in the platform. While some missions are role-specific, others are designed to encourage learners to explore new ways to use Boomi. "We have scarcity missions where only the first specified number of people will earn the badge. We have missions where learners earn a badge for finding B—our adventurous Boomiverse mascot—while they're in the platform. We've created missions and badges for specific days, such as International Women's Day. The whole project has been so much fun, and our learners love it. It's all so rewarding," Jefferson explains.

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>
> — Boomi

Results

With clear goals set around accelerating business outcomes for customers by improving training engagement and efficiency, one of the ways Krebsbach and his team can measure success is by comparing historical and new learner data. "The number of times learners spend per session has increased 284% over the past year, and we've held steady at 29% month-over-month growth in our certification rate," said Krebsbach. "And as Boomi continues to grow and evolve, our learners are keeping pace by coming back for more. We see between 35 to 40% returning learners."

While an increase in session duration isn't always a good measure of engagement—no one likes boring training—paired with a decrease in course completion times, it's a clear win. "One of our gateway courses used to take about 15 hours to complete," said Jefferson. "Since implementing Absorb Infuse and launching our gamified missions, we've been able to reduce completion time on that track by 50%."

"It doesn't look like a traditional LMS; it looks and feels like a game—like something you'd want to spend time doing. It's interactive and easy to navigate. It gives learners exactly what they need and makes it easy to find everything else," said Krebsbach. "The feedback has all been incredibly positive, and the results speak for themselves. We're looking forward to working with the Absorb product team to roll out the new features on our roadmap."

About Boomi

Boomi instantly connects everyone to everything with its cloud-native, unified, open and intelligent platform. As a service (iPaaS), Boomi's integration platform is trusted by more than 15,000 customers globally for its speed, ease-of-use, and lower total cost of ownership. As the pioneer of fueling intelligent use of data, Boomi's vision is to make it quick and easy for customers and partners to discover, manage and orchestrate data while connecting applications, processes, and people for better, faster outcomes. For more information about Boomi, visit www.boomi.com.

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