EDI & Revenue Growth for GoPro Enabled by Dell Boomi & NetSuite

Based in Half Moon Bay, California, GoPro makes the world's most versatile cameras, enabling people to capture and share their lives' most exciting moments in professional quality HD video and photos. GoPro's HD HERO line of wearable and gear mountable cameras are used collectively by more consumers, professional athletes, and video production professionals than any other camera in the world. GoPro's products are sold in over 140 countries via specialty sports retailers, Sport Chalet, Best Buy and at GoPro.com.

Using the cloud to meet shifting business needs

When GoPro, the world's leading activity image capture company, started to see increased demand for their products, they had some fundamental business decisions to make. One such decision, according to CTO, Stephen Baumer, was how to best use technology to efficiently enable the various processes required to run a growing business. "Our approach to creating business infrastructure has always been cloud-based," said Baumer. "We needed to find a solution that would work in the cloud, scale to meet shifting business needs and offer immediate value."

GoPro was already a happy and deeply-entrenched NetSuite customer, and they needed to find a way to quickly connect NetSuite with value-added networks (VANs) and AS2 connections in order to meet the strict EDI compliance standards of key retailers who sell GoPro cameras. Additionally, they needed to do an SAP translation of XML data across a large volume of transactions to allow for complex movements of inventory within virtual locations.

The previous methods by which GoPro achieved these complex but necessary process tasks were manual and time-consuming; GoPro needed a more automated solution that would provide them with a high level of confidence that errors and costs would be minimized, and efficiencies gained. Finally, GoPro required a solution provider with a high level of familiarity with NetSuite, EDI and application integration in the cloud.

Challenge
GoPro needed to find a way to quickly connect NetSuite with value-added networks (VANs) and AS2 connections in order to meet the strict EDI compliance standards of key retailers who sell GoPro cameras.

Solution
Deploy Dell Boomi to integrate NetSuite to VANs & AS2 Connections and to integrate NetSuite to 3rd party logistics. Engaged with Boomi services to speed deployment.

Benefits
- 25 to 30% of transactions flow through EDI
- Significantly improved operational efficiencies
- 300% year-over-year growth that can scale to meet shifts in demand

Application Areas
- Application Integration
- EDI

"We can now prove that we're a profit center, not a cost center. The perception of our team is elevated with Dell Boomi. "

Stephen Baumer, CTO, GoPro

One solution for both EDI and application integration

GoPro reviewed several integration solutions, and selected Dell Boomi. Dell Boomi was the only solution able to meet GoPro's aggressive implementation timeline, objectives and requirements. "I'd worked with Dell Boomi before, and I knew they had a unique approach to application integration. They met all of our business requirements. Their pre-built connectors and expert Professional Services team made implementation quick and easy," said Baumer.

Using the pre-built NetSuite connector, Dell Boomi was able to help GoPro quickly implement EDI and demonstrate that they meet the testing protocols and requirements of many major retailers. A competitive EDI solution cost three times as much a Dell Boomi, and only provided reporting, not transaction management that Dell Boomi enables.

GoPro also reports the following operational and performance benefits as a result of using Dell Boomi as their application integration solution:

"GoPro's business has grown 300% year-over-year, and there's no way we could have done that without NetSuite and Dell Boomi," said Baumer.

Costs Savings

The cost of Dell Boomi was 30% of what it would cost to implement a competitive EDI solution, while the other solution only offered a fraction of the functionality GoPro needed.

From a budgetary perspective, GoPro appreciates Dell Boomi's transparent pricing and monthly licensing fee model that doesn't hit their Capital Expense budget. Because Dell Boomi is a cloud-based service, GoPro can expand and contract as needed to scale to their specific business needs. This allows for substantial and predictable cost savings as compared to other application integration solutions.

Data security is important to GoPro, as it is with any company who does business over the internet or in the cloud. When GoPro was running the numbers to determine how to assure the greatest data security for the lowest cost, Dell Boomi was the only solution to make the cut. According to Baumer, "Dell Boomi can keep our data more secure and at a lower cost than we can do ourselves. That's huge in a business like ours."

Easy deployment drives innovation and efficiencies

With Dell Boomi's ease of use and features such as Boomi Suggest, 80% of the GoPro IT organization is much more focused on innovation and building efficiencies into all departments than they once were on problem assessment and maintenance. "Dell Boomi helps us elevate the perception of our IT team. IT can now demonstrate its value in real, tangible and measurable ways that weren't possible before we started working with Dell Boomi. We can now prove that we're a profit center, not a cost center."

Additionally, GoPro can hire more business analysts and sales managers than order administrators and developers, because their Dell Boomi integrations eliminate the need for custom coding, ongoing maintenance and manual order management required with other integration solutions. "Dell Boomi makes the nets bigger for catching all of the orders we're closing on the sales side in ways that simply weren't possible before," said Baumer.

Technology at work

Services

Dell Boomi Professional Services

Boomi Boot Camp Training

Software

Dell Boomi AtomSphere Professional Edition

View all Dell case studies at dell.com/casestudies

DELL