



From Challenge to Triumph

How the RESKOM-Boomi partnership turned Solo Brands into a success story and helped them fully leverage Boomi's capabilities

Business Background

Black Friday and Cyber Monday (BFCM) – a critical period for retail, often driving up to 40% of annual sales. For a business like Solo Brands, including Solo Stove, Isle, Chubbies, and Oru Kayak, seamless data integration is essential during this peak.



BFCM Challenges

Solo Brands had a Boomi implementation that did not fully leverage the platform's potential. As a result, when the 2022 BFCM order spike occurred, they faced significant challenges, including delays in order shipments, idle staff, and increased customer cancellations.

The BFCM experience led Solo Brands to reassess their iPaaS strategy and explore options for optimization and growth, a challenge that RESKOM successfully addressed by leveraging a deep understanding of Boomi's capabilities to unlock its full potential.

RESKOM Steps In

A Strategic 6-Week Partnership to Optimize Boomi Integrations

Recognizing the opportunity for improvement, RESKOM partnered with Solo Brands to assess and enhance their Boomi integration strategy. Through a collaborative, in-depth analysis, we charted a path to optimize and scale their system for long-term success:

System Analysis

- Integration architecture review
- Identification of performance optimization areas
- Data flow mapping for improved efficiency

Pain Point Assessment

- Order processing improvements
- Warehouse system integration enhancements
- Scalability and peak load optimization

Quick Wins

- Key fixes and performance enhancements
- Demonstrating immediate value and quick improvements
- Strengthening trust and collaboration with Solo Brands

RESKOM offered Solo Brands a 6-week consultation to fully understand their pain points and collaborate on a roadmap for optimization. During this time, we not only evaluated the existing integrations but also provided valuable solutions that directly addressed their major challenges, quickly gaining their confidence.

Sivasena Reddy, CEO, RESKOM

The Turnaround Journey



BFCM Success 2023

Seamlessly handled the increased order volume with no disruptions, showcasing the power of the enhanced system.



Platform Expansion

Achieved a 4-year Boomi renewal and successful adoption across multiple brands, solidifying the long-term success of the collaboration.

BFCM 2023

A Seamless Success Powered by Boomi and RESKOM

60%

Order volume increase

100%

Success rate

0

Integration issues



The Ultimate Test: BFCM 2023

RESKOM’s efforts to optimize the Boomi implementation for Solo Brands paid dividends during the 2023 BFCM. The results were remarkable — as their Boomi implementation effortlessly handled a 60% increase in order volume without any disruption.

Before

- Order processing optimization needed to handle high volumes
- System performance bottlenecks identified during peak times
- Customer experience enhancements required for smoother operations

After

- Flawless BFCM performance — Seamless order processing during peak demand
- Scalable architecture — Built to handle future growth and surges
- Enhanced customer experience — Ensured smooth operations and satisfaction



RESKOM Boomi Advocacy Takes Root

Migration Process		Platform Growth	
From Celigo	Isle & Chubbies	New Integrations	95
Over Mulesoft	Salesforce OMS	In Progress	90+
Brand Coverage	100%	Contract Extension	4 Years

RESKOM: Boomi Champions

Driving Customer Success and Platform Expansion

95+Active
Integrations**90+**Integrations in
Pipeline**100%**

Success Rate

4 yrsClient
Commitment

Pre-Sales Excellence

- Value proposition articulation
- No-cost proof of concept
- Trust building approach

Delivery Excellence

- Complex implementation expertise
- Scalable architecture design
- Performance optimization

“RESKOM is a highly capable Boomi partner that understands how to deliver scalable, trusted solutions with a value expansion mindset. Their focus and intention toward establishing robust applications that afford ease of maintenance and enterprise-grade reliability are critical to the maturity of our systems architecture. The RESKOM approach is transparent, unbiased, and integrated and aligned with our technology strategy. They have a driven, deliberate process toward addressing significant challenges, and they are unafraid to be consultative even at the risk of disruption. We have great appreciation for their team and they have earned the roots of their tenured partnership with us.”

Jordan C.

SVP Digital at Solo Brands



RESKOM as a Strategic Boomi Partner

- **Account Protection:** Converting at-risk accounts into platform champions
- **Growth Engine:** Driving platform adoption and expansion