

From Skeptic to Champion:

How RESKOM transformed Solo Brands into a Boomi Evangelist

A platform turnaround story showcasing RESKOM's ability to drive Boomi adoption and success.



Executive Summary

Business Overview

Solo Brands is a leading direct-to-consumer platform operating multiple premium lifestyle brands including Solo Stove, Isle, Chubbies, and Oru Kayak. With significant peak season volume during Black Friday/Cyber Monday and year-round operations across multiple brands and sales channels, the company has grown through strategic acquisitions to become a significant player in the outdoor lifestyle and apparel market, requiring complex integration capabilities to support their multi-brand operations.

The Challenge

During Black Friday/Cyber Monday 2022, Solo Brands faced catastrophic integration failures that severely impacted their business operations. Orders failed to reach warehouse systems despite premium-rate seasonal staffing, leading to significant delays and cancellations. With one brand already using Celigo and growing frustration with integration issues, Solo Brands was actively considering abandoning the Boomi platform, threatening a significant platform loss in the retail sector.

The RESKOM Solution

RESKOM engaged Solo Brands with a six-week assessment and proof-of-concept program, showcasing Boomi's potential without requiring upfront commitment. By analyzing the existing integration architecture and implementing targeted solutions, RESKOM identified and eliminated key bottlenecks while demonstrating Boomi's advanced capabilities.

Following this success, RESKOM led a full-scale transformation, expanding Boomi across all Solo Brands properties. This included 90+ new integrations, migration of 95+ flows from Celigo, and transitioning 25 trading partners from SPS Commerce. The seamless implementation secured a four-year platform commitment, and transformed Solo Brands into a Boomi patron.

RESKOM transformed Solo Brand's perception of Boomi from a platform they were considering abandoning to the cornerstone of their integration strategy. RESKOM's expertise turned what they thought was a platform limitation into our competitive advantage.

The Breaking Point

Following catastrophic integration failures during Black Friday/Cyber Monday 2022, Solo Brands was on the verge of abandoning the Boomi platform. With one of their brands already using Celigo, the company began evaluating a complete platform switch.



RESKOM's Edge

- **Proof-First Approach:** 6-week free assessment and solution demonstration
- **End-to-End Partnership:** From assessment to implementation and support
- **Boomi Expertise:** Deep platform knowledge and best practices

The Transformation Journey

From

- Considering platform exit
- Limited Boomi utilization
- Multiple competing platforms

To

- Boomi champion
- Extended platform commitment
- Consolidated integration strategy

95+

Integrations
completed

4X

Platform
commitment

4 yrs

Extended Boomi
commitment

4

Brands
onboarded

Solo Brands Platform Expansion Journey

Boomi Growth Snapshot

Before RESKOM

- Single brand on Boomi
- Limited integration scope
- Competing with Celigo platform
- Basic platform utilization

After RESKOM

- Full brand portfolio migration
- 90+ new integrations
- Platform standardization
- Long term commitment

Boomi Integration Timeline

Q4 2022	Integration Crisis Platform exit consideration	Q4 2023	BFCM Success Peak performance validation
Q1 2023	RESKOM Engagement Value demonstration phase	Q1 2024	Full Commitment 4-year platform renewal Additional integrations & migration
Q2-Q3 2023	Platform Expansion Multi-brand migration		

BFCM 2023 Success

60% Higher
Order Processing Volume

Zero Issues
Integration Performance

100% Uptime
Platform Availability

RESKOM as strategic Boomi Partner

Presales Excellence

- Value-first assessment approach
- Proof-of-concept driven
- ROI-focused solutions

Implementation Success

- Deep Boomi expertise
- Best practices architecture
- Scalable solutions

Platform Advocacy

- Spotting new opportunities
- Platform evangelism
- Growth enablement



Jordan C.

SVP Digital at Solo Brands



“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.”