

Microlink and Atturra join forces to bring two-fold Boomi migration to Malaysia's largest automotive dealer

Client

EON Berhad

Scope of work

Data & Integration

Industry

Automotive



About the Client

EON Berhad (EON) was formed in 1984 as the first and exclusive distributor of Malaysia's national car, Proton, creating a long history since then.

Later on, EON has taken on the nationwide dealership of several major car makes, including Mitsubishi, Audi, Volkswagen and smart, the electric car.

Business Opportunity

As Malaysia's largest multi-brand automotive dealership, EON carries a myriad of data under its bonnet. As part of its digital transformation strategy, the organisation has focused on pursuing various technology modernisation initiatives to further improve how it leverages on data and delivers connectivity to its many business entities throughout Malaysia.

Critical to achieving EON's digital ambitions required replacing its legacy integration framework, which had become an unsustainable technology backbone. Updating the existing system will save significant time and resources while ensuring the required agility and readiness for the car distributor's future ambitions.

To effectively manage the environment, the organisation turned to its local solutions provider Microlink to further modernise its integration capability and simplify technology operations.

Atturra Solution

Microlink is a systems integrator with a long history of delivering successful projects to the Malaysian market. To help EON further modernise its data and integration capability, Microlink proposed a two-fold migration to Boomi, which spurred the iPaaS vendor to introduce strategic partner Atturra to Microlink in a project management capacity.

"Combining Boomi's confidence in our integration and data capability, and Microlink's knowledge of the Malaysian market, our teaming has unlocked a budding environment of knowledge share and innovation, which proved beneficial to the Malaysian market," said Jason Frost, Executive General Manager for Data & Integration at Atturra.

The project saw Atturra stabilise Microlink on the Boomi Platform, providing the business a catalogue of templates, technical standards, and ongoing consulting to help it effectively execute the modernisation project.

With Atturra's support, Microlink deployed Boomi's cloud native platform on EON's on-premises data centre, connecting its core systems, including the SQL data warehouse, SAP enterprise resource planning (ERP), Meta platform (Facebook), and file server. The Boomi implementation also facilitated a foundation for API and EDI management, allowing EON to better control data exposed to internal and external platforms, and modernise its trading partner network.

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Outcomes Achieved

With the modern data stack implemented, EON has further improved appointment and onboarding times within its supplier network, fortifying relationships with key automotive vendors.

“Data is a supply chain’s compass. By connecting it through a finely tuned platform, we’ve helped EON gain further awareness of its environment and streamline communications and workflows across its supply chain operations,” said Wong Kwang Chwen, COO.

“Together with Atturra, we’re proud to have brought Malaysia’s prized dealership a consolidated view of its organisation, and without the back-end fuss.”

The performance and latency issues previously faced under the weight of legacy systems have now been mitigated, particularly with the solution deployed on-premises. However, should EON implement a hybrid cloud strategy in the future, the benefit of the Boomi-back solution extends to offering the company flexibility to move its integrations between private on-premises and public cloud.

As for other benefits, enabling sensitive data to be transformed and integrated behind the company’s firewall, has further improved EON’s security posture by safeguarding data protection and governance structures while leveraging the benefits of a native-cloud solution.

“Microlink’s work with EON speaks volumes to our joint force,” added Frost. “With a technology ecosystem free of previous fragmentation, and data which flows more securely through the business, we’re helping EON put a foot on the pedal and speed its digital transformation progress.”