Dell Boomi Master Data Hub

Cost-Benefit Analysis: A Practical Approach to Bringing Control to Your Data

On-premise master data management (MDM) projects are known for their challenges.

A typical MDM implementation cycle spans a year or more. The average MDM price tag often exceeds $1 million — and that's only for a perpetual license. Add to that the costs of hardware or software, as well as associated deployment costs such as testing, support, upgrades or maintenance (usually requiring expensive staff or contractors with specialized technical skills).

Finally, add in the opportunity costs of diverting critical IT resources to an exhaustive project.

These challenges make MDM prohibitively expensive for many companies and business units. In addition, MDM is often a large capital expense, which can trigger a complicated and lengthy budget approval process.

And for companies that try to build their own MDM system, it's likely that a more structured approach will eventually be needed as scale and complexity increases.

A New Era for Master Data Management

In contrast to traditional approaches to MDM, the cloud is revolutionizing how companies can approach their data management needs. By running MDM on a cloud service such as Dell Boomi Master Data Hub, you can radically reduce the time and costs of consistently managing data across your organization.

Boomi Master Data Hub eliminates any costs related to on-premise deployments. No need for hardware. And all software maintenance and updates are guaranteed by Boomi. Simply turn it on and start organizing your data.

With Boomi Master Data Hub you can easily scale your processes to accommodate growth in data volume and business applications. With the number of applications in any organization rising rapidly, the number of integration endpoints is growing exponentially.

Boomi's hub-based architecture makes it a breeze for you to add any endpoint quickly. By keeping all integrations and endpoints connected, you will be able to easily maintain a single source of truth across your hybrid IT landscape.

And Boomi's intuitive, drag-and-drop development environment greatly speeds any MDM project, providing a low-code approach that even non-technical staff can use to build data management functions.

Cloud MDM system data flow
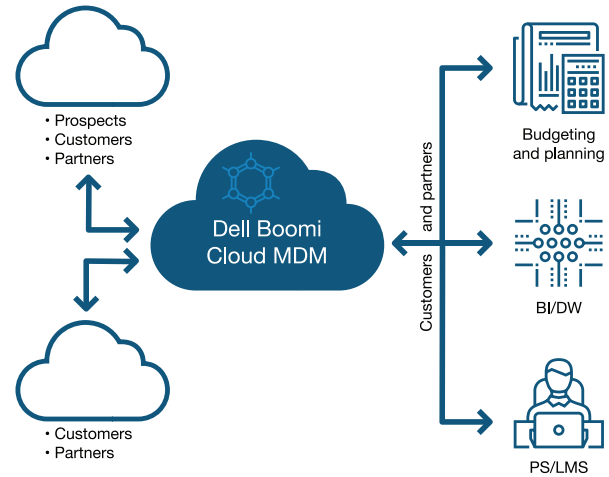
Synchronize data across your disparate hybrid IT landscape

Critically, Boomi Master Data Hub is domain agnostic, allowing you to create custom fields for different data domains to support all your applications.

Case Study: Next-Generation MDM Cost Savings

To better understand how Boomi's low-code, cloud-native Master Data Hub can free organizations from the costs and limitations of legacy MDM technologies, let's look at a real-life deployment with a Boomi customer.

This organization is a vendor of customer experience software systems (including contact centers, web, social, mobile and cloud customer services). It wanted to improve its enterprise data quality by synchronizing data silos, cleansing data, and enriching data across domains.

With more than 3,000 employees in 80 countries, the company runs a hybrid IT environment — business applications include a mix of on-premise and cloud-based systems. The company has more than 78 applications running within 10 departments, including customer relationship management, finance, business intelligence, research and development, product-lifecycle management, business-to-business (B2B), services, legal and HR.

Life Before Boomi Master Data Hub

One of the company's chief issues concerned customer data. With a diversity of on-premise and best-of-breed cloud systems, customer data was inconsistently entered by employees within each siloed application.

Without centralized governance of this critical data, the company's distributed hybrid architecture resulted in broken business processes from data entry errors and duplicate data across systems. The company also lacked a means for managing regulatory and compliance requirements between cross-functional teams.

The company needed a reliable and accurate 360-degree view of customers and partners spanning different business applications. It also needed visibility across multiple data domains such as product and vendor.

Boomi Master Data Hub Benefits

By using Boomi Master Data Hub, the company was able to harness next-generation master data management that is affordable, configurable and runs via the cloud, for use with any combination of SaaS and on-premise applications.

As a result of implementing Boomi Master Data Hub, this company was able to:

- Easily integrate applications, bringing together data from multiple systems
- Build centralized golden records for a single source of the truth
- Improve transactional and analytical processes by consolidating and rationalizing master data across the enterprise
- Enforce data modeling, quality, policies, governance, compliance hierarchy and data standards across all applications
- Pre-cleanse and de-duplicate data for more accurate reporting and better performance

The combined result of these improvement provided the organization with end-to-end data enrichment capabilities for customer data profiling, matching, standardization and address validation.

Master Your Data With Boomi

Boomi Master Data Hub provides the agility, simplicity and economy of the cloud to deliver high-quality data throughout an organization. And it does so with great return on investment.

An annual investment with the Boomi Master Data Hub for a typical implementation of up to one-half million "golden" records costs about $100,000. For a very demanding enterprise-scope implementation involving millions of records, the software price would be under $300,000 per year.

And as a native-cloud SaaS service, Boomi Master Data Hub completely removes any capital costs and ongoing on-premise expenses.

To learn more about how Boomi Master Data Hub can help your organization, please visit us today at www.boomi.com

Why Boomi?

Application Data Improved by Boomi Master Data Hub

- Lead generation
- Campaign management
- Customer reference
- Customer care
- Enterprise resource planning (ERP)
- Contract management
- Order management
- Quotes
- Content
- Forecasting/pipeline analytics
- Opportunity management
- Social selling
- Contact management
- Account management

Master Data Stewardship
- 85% automated; 15% manual
- 12 man-hours per month

Data Volume

Customer data integration: 45,000 total records stored

MDM Performance

4,500 transactions (creates/ updates) processed per month

Implementation Time Frame

5 months

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