Application Integration Demystified:
How to Use Integration as a Competitive Advantage in any Industry

Lester Vergara & Michael Frontera

Application Integration Demystified - AGENDA

What is application integration, and why is it needed?

How are companies in different industries using it effectively?
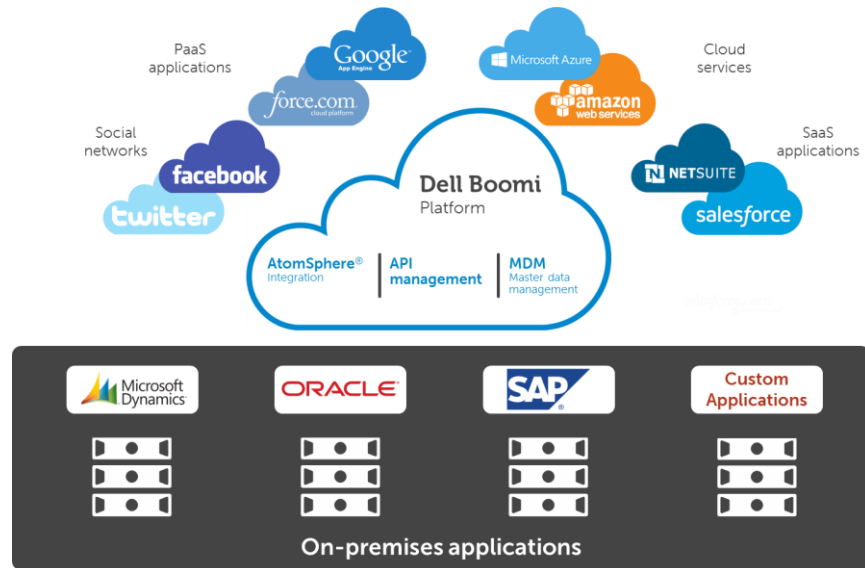
Use case demo

The Dell Boomi Difference

Resources

Q&A

What is application integration, and why is it needed?

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What is application integration?

"...unrestricted sharing of data and business processes among any connected application or data sources..."

Source: ""Enterprise Applications: Adoption of E-Business and Document Technologies, 2000–2001: Worldwide Industry Study", Gartner

What is iPaaS?

" **Integration Platform as a Service (iPaaS)** is a suite of **cloud services** enabling **development, execution and governance** of integration flows **connecting any combination of on premises and cloud-based processes, services, applications and data** within individual or across multiple organizations. "

Source:
Gartner IT Glossary > Integration Platform as a Service (iPaaS), 2013

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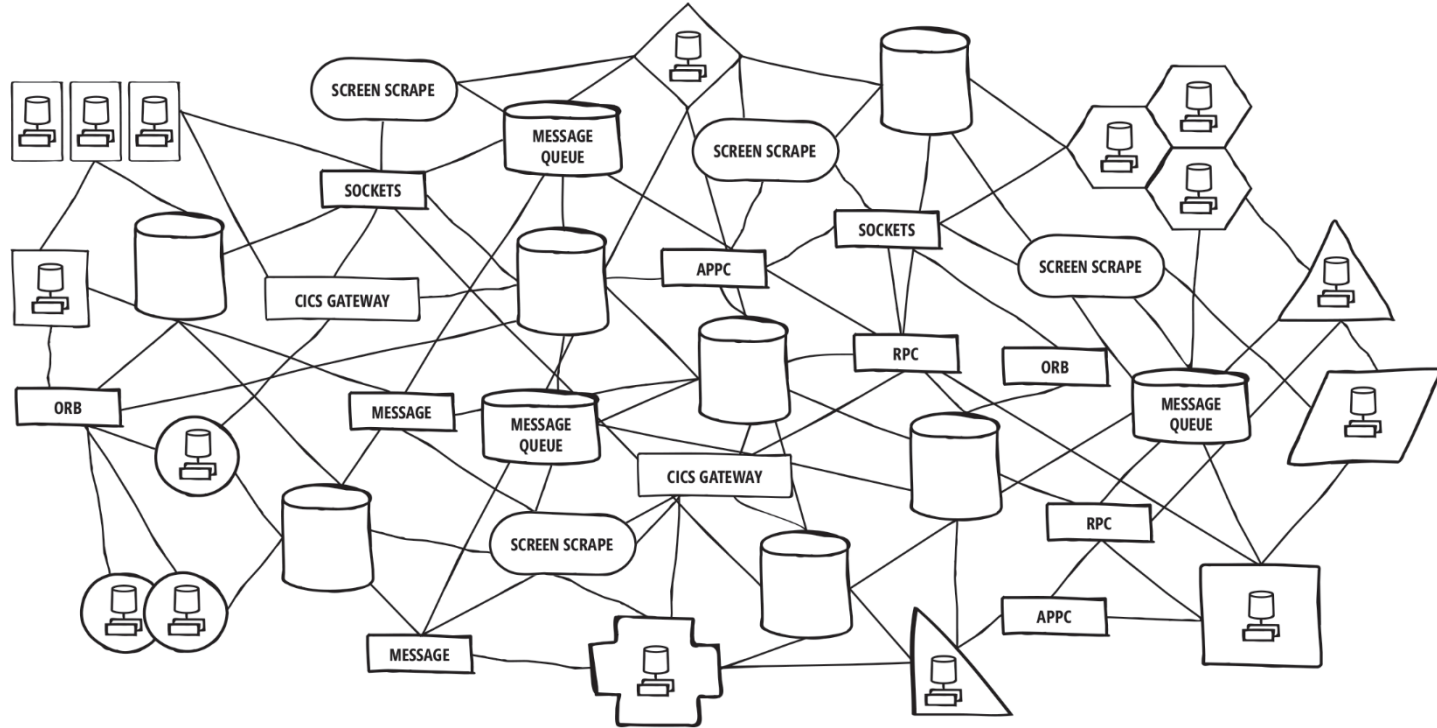# In other words…

Move…

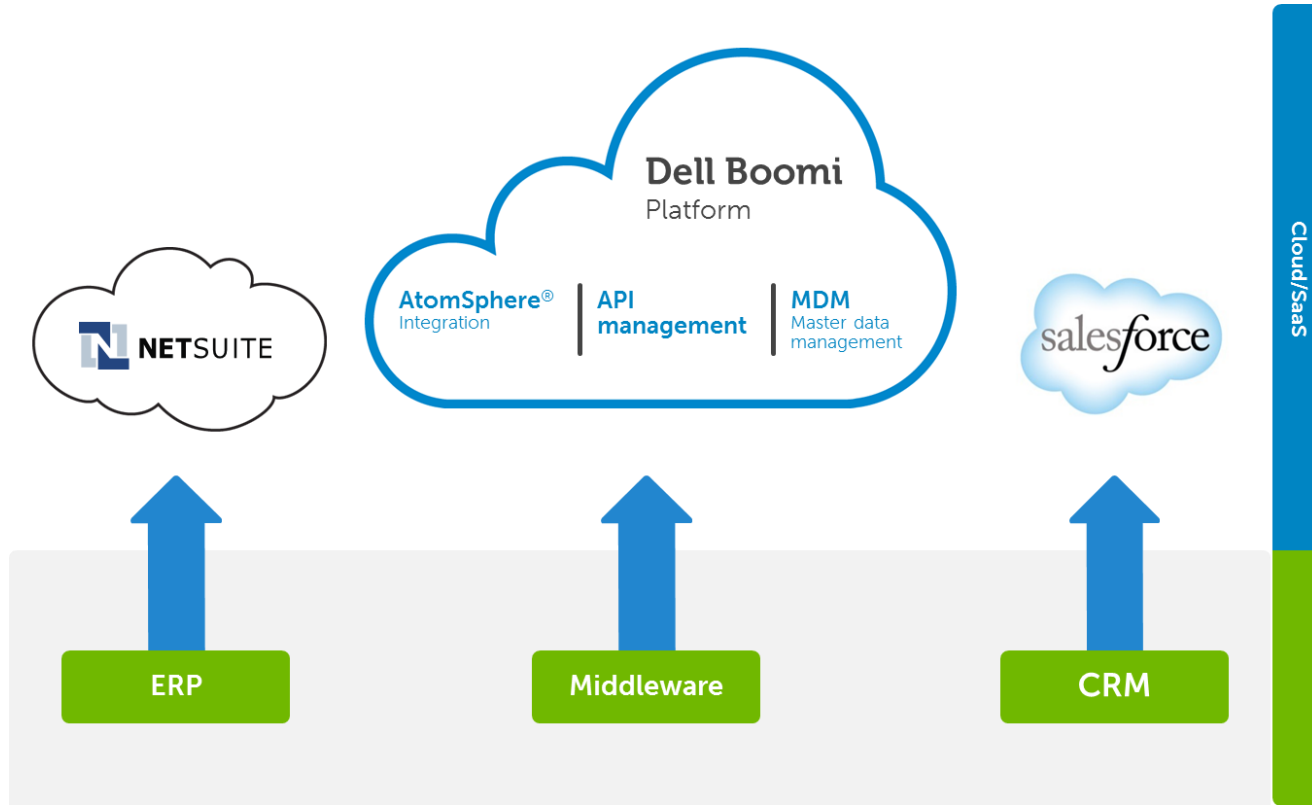manage…

& govern data…

…to automate business processes

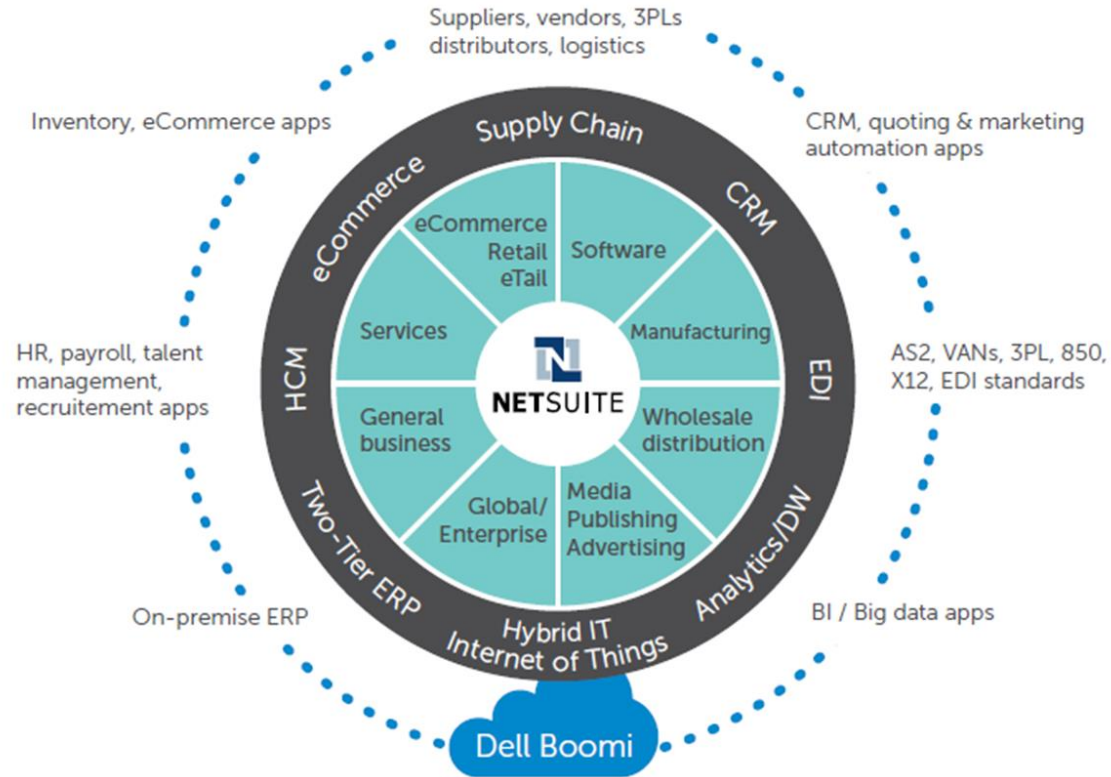# Why is application integration needed?

AtomSphere® is iPaaS...

...that extends NetSuite...

…to enable business process automation

EDI / B2B	HCM	CRM Lead-to-cash	eCommerce eTail/Retail	Travel & expense to Finance
Master Data Management Data Quality/SST	Order-to-fulfillment	Procurement	Item / Inventory	Two-tier ERP
Marketing / Lead generation	Merger & Acquisition & Divestiture	BI/ Data warehousing	Client care	Platform consolidation
	Mobility	Web API Publishing	Legacy system modernization	

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How are companies in different industries using it effectively?

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Human capital management (HCM)

workfront

Business need

Workfront's finance team needed a scalable approach for updating product and pricing fields in its finance software, streamlining the sales order entry process, and gaining control over the provisioning of its software solution.

Key benefits

- Improved timeliness of onboarding for services engagements
- Increased sales order processing
- capacity by 500 percent
- Automated manual processes to improve data quality and speed
- Simplified integration to eliminate need for a dedicated coding resource

Applications Integrated

NETSUITE

salesforce

Ultimate SOFTWARE People first.

C. CONCUR

"Because of AtomSphere's flexibility, someone with a nontechnical background can make changes to our integrations on the fly."

William Jolley,
Corporate Information Systems Team Lead

EDI & eCommerce

Applications Integrated

Mindjet

Business challenge

- Standardize back-office application integrations
- Minimize on-going technical support requirements
- Support Sarbanes-Oxley compliance

Key Benefits

- First integration in 5 weeks
- Easy implementation and maintenance—used no internal IT resources
- Centralized management and data auditing capabilities
- Scalable solution to meet needs of growing businesses
- Most integrations real-time, two-way
- In final phase of deploying last few applications

NETSUITE · **salesforce** · **Marketo**

pivotlink · **JIRA**

elasticpath · **Mindjet** · **ORACLE**

"**Custom coding integration is simply not sustainable. Boomi's rapid implementation and reliable ongoing performance has allowed us to dedicate our internal IT resources where they are best utilized - to our core products and services.**"

Amrith Nambiar,
Director of Business Applications

ESOMAR
WORLD RESEARCH

Business challenge

- Faster, more efficient integration of key properties & applications

- Elimination of manual process, data discrepancies

- Lower integration costs & faster implementation times

Key Benefits

- Reduced operational costs by 80%

- Greater data agility, control

Applications Integrated

NETSUITE CRM+

esomar.org website	SQL Database

"Boomi's intuitive interface enables us to create integrations without having to write code, and we leverage Boomi Premier Support services for technical assistance as needed to achieve our goals. Plus, the automation helps ensure that data is both accurate and up to date."

Felix Chandra,
Business Systems Manager

"**Boomi (integrates) a complex eco-system of various applications including CRM, ERP, Subscription Engine and a data warehouse**.

We are very pleased and impressed with the tool as it has been...**working flawlessly**. It's very easy to set up and maintain and doesn't require...an experienced Integration Developer to maintain."

DriveCam
POWERED BY Lytx

Source: AppExchange and SuiteApp Customer Reviews

DELL Boomi

Rapid time to value, low total cost of ownership

Boomi

"While we are still in the implementation phase, the value is there. We looked into other integration (providers) and the cost for the competition was three to four times as much and nowhere near as user-friendly.

Our programmer's time has been dramatically decreased due to the easy interface."

eFileCabinet®

DELL Boomi

Key takeaways

Real customer benefits of using iPaaS

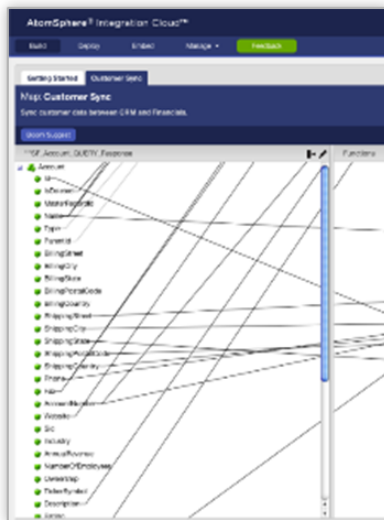| Scales for business & application growth | Implement in days / weeks, not months or years | Rapid time to value | Easy to maintain, augment | Lowest total cost of ownership |

Competitive advantage

DELL Boomi

Use case demo

Boomi

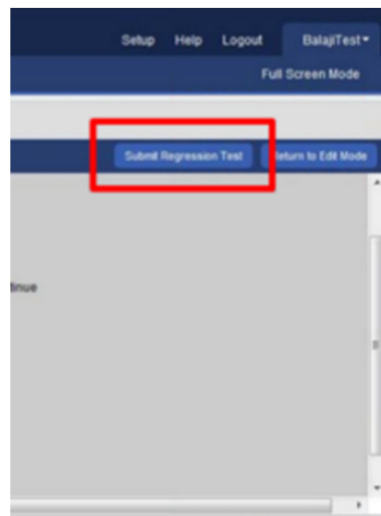# The Dell Boomi Difference

DELL Boomi

Patented, crowd-source best practice functionality

Boomi Suggest

Auto-mapping based on user best practices

Boomi Assure

Process review, testing and validation

Boomi Resolve

Error resolution

Dell Boomi a leader in Gartner Magic Quadrant for Enterprise Integration Platform as a Service, Worldwide

Figure 1. Magic Quadrant for Enterprise Integration Platform as a Service, Worldwide

Source: Gartner (March 2016)

Gartner Magic Quadrant for Enterprise Integration Platform as a Service, Worldwide, **Analyst(s):** *Keith Guttridge, Massimo Pezzini, Paolo Malinverno, Kimihiko Iijima, Jess Thompson, Eric Thoo, Elizabeth Golluscio 24 March 2016*

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Resources

www.boomi.com/solutions/netsuite

- *NetSuite Integration Guidebook*
- EDI on-demand webinar
- HCM solutions
- NetSuite OpenAir-Salesforce Sales Cloud product tour
- *Integration: The key to unlocking the potential of NetSuite* [white paper]

Gartner Magic Quadrant

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Boomi

Q&A

Boomi

Thank You

- Join us Wednesday July 27 for our next webinar: *EDI and B2B in the Cloud*

- For additional information, please visit:

    http://www.boomi.com/