

## **Boomi is winning larger deals, becoming more enterprise-friendly**

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**Boomi** has made some headway into enterprise cloud-integration deals since first announcing its intention to go up-market a little more than a year ago, and the company has doubled its cloud-integration customer base overall. Its latest technology moves give it a better story to tell to potential enterprise customers while SaaS and cloud vendors continue to embrace Boomi's data-integration service.

### **The 451 take**

It's never easy for an SMB specialist to move up into the enterprise segment, but Boomi continues to plug away and certainly has more credible credentials now for the enterprise than it did this time a year ago. Cost-conscious enterprises – and there's still a good bit of cost-consciousness out there – would be wise to consider Boomi as a lower-cost alternative in the notoriously expensive data-integration space, especially as the company moves its SaaS support beyond salesforce.com. Boomi is making steady progress but continues to fight an uphill battle against larger, entrenched competitors while still having a fairly sizeable install base on a discontinued legacy product to support or migrate.

It was a little over a year ago that Boomi, a developer of on-demand data-integration software, began to target the enterprise with its Boomi Molecules high-performance runtime engine, which was the foundation of the company's AtomSphere Enterprise Edition data-integration service. Some progress has been made in the vendor's efforts to move beyond the SMB space. Boomi now has more than 300 customers on AtomSphere, its cloud-integration offering, about twice its total from a year ago, and more than 600 customers altogether. Included in that is at least one six-figure deal. Boomi, which has about 40 employees, has discontinued the on-premises version of its software.

The company is working to make its cloud-integration service, which is used to connect SaaS to on-premises applications about 70% of the time and SaaS to SaaS the other 30%, more enterprise-friendly. Providing metrics on the availability and performance of its service is one such enterprise-friendly feature, which is part of Boomi's recently launched trust.boomi.com, a website that provides system availability, reliability and performance information to the company's customers, application vendors and system integrators. The website provides current and historical performance data as well as access to incident reports and maintenance schedules. Like AtomSphere, the site is hosted by **Rackspace**.

Boomi has also updated the capabilities of AtomSphere itself in the AtomSphere Spring '10 release, which supports loosely coupled as well as point-to-point integration, another feature

suited to the more-complex integration environments of larger enterprises, many of which have embraced a loosely coupled service-oriented architecture (SOA) of some kind. This technology will make it easier for those enterprises to integrate such environments with the SaaS applications that they use.

Boomi has made headway on the partnership front, as well. **RightNow**, **SuccessFactors**, **Taleo** and **PivotLink** are the latest SaaS providers to partner with Boomi for data integration. AtomSphere is also powering integration for **OpSource's** OpSource Cloud.

## Competition

Boomi's chief competition continues to come from other data-integration players that have also transitioned to integration-as-a-service offerings for integrating SaaS-to-on-premises applications or SaaS applications to each other. Such rivals include **Pervasive Software**, **Cast Iron Systems**, **Informatica** and **iWay Software**, all of which are further along in the enterprise space than Boomi. Pervasive, Informatica and iWay all support some degree of loosely coupled integration. Like Boomi to this point, Cast Iron has largely steered clear of SOA-style integration and has focused on point-to-point integration for specific applications, though its recent OmniConnect offering seems to have a similar value proposition of connecting complex internal and SaaS application environments. With its new strategy, Boomi figures to see more of **Composite Software**, which has long championed SOA-style data integration. Open source data integrators like **Talend**, **Jitterbit** and **SnapLogic** are also vying for the SaaS-integration opportunity.

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