

Boomi targets the enterprise with Molecules

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Event summary

- Boomi has released a new version of its Boomi AtomSphere data-integration software with Professional and Enterprise Editions designed to reach larger customers.
- Boomi AtomSphere Enterprise Edition is the focal point of the release, featuring a high-performance, high-availability version of the company's Atom runtime engine, known as Boomi Molecules.
- Boomi is closing in on the 150-customer mark for its AtomSphere on-demand technology, including several enterprise customers such as BNP Paribas Bank, BB&T and Siemens.

The 451 take

In a little over a year, Boomi has made some solid inroads to the SaaS integration space, although most of that has come in the form of small deals in the SMB market. The company has offered an 'enterprise' product class before, although that was more a function of the SaaS applications it supported. In this release, Boomi is providing, for the first time, true enterprise-class features such as high-performance and availability, change management, reporting and monitoring. Coupled with some early enterprise penetration from its previous offering, Boomi should become a more credible challenger to Pervasive and Cast Iron Systems for enterprise SaaS integration and win much larger deals than it has to date in the process.

Details

Boomi has updated its AtomSphere – formerly Boomi OnDemand – data integration service with new Professional and Enterprise Editions. Boomi had priced AtomSphere before by connection, using the standard, professional and enterprise terminologies, which were based on the specific software-as-a-service (SaaS) applications Boomi's integration service supported. Enterprise Edition is the showpiece of the new release, featuring Boomi Molecules, a high-performance, high-availability version of Boomi's Atom runtime engine, providing fault tolerance and self-healing capabilities, along with intelligent load balancing of integration processes. Other features in Boomi AtomSphere Enterprise include dedicated environments for test and production, reporting of deployments, revision histories and rollbacks, and centralized management and monitoring.

The service includes a Connector SDK to build integrations between SaaS, on-premises and cloud applications, as well as extensions for multi-site integration. The enterprise edition is priced at \$1,995 per month, which includes up to five connections and one Molecule. Additional connections and Molecules are \$495 per month. Boomi is closing in on the 150-customer mark for AtomSphere, which includes such enterprise customers as **BNP Paribas**, **BB&T** and **Siemens**. That is up from 100 last fall. The company has around 500 customers altogether and 35 employees.

Competitive landscape

Boomi is following the curve of SaaS adoption from the small-to-medium sized businesses to large enterprises. Its chief competition for SaaS integration in the enterprise space should come from **Pervasive Software** and **Cast Iron Systems**. Enterprise data-integration players like **Informatica** and **iWay Software** are also making inroads into this space. At least among the largest customers, Boomi will, for now, be playing catch-up, but this version of AtomSphere gives it the most credible alternative it has had yet for the enterprise space. We expect Boomi's competitors to continue to pigeonhole it as a low-end SMB offering. Open source data-integration challengers like **Talend**, **Jitterbit**, **XAware** and **SnapLogic** are also seeing some take-up of their software for SaaS integration.

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