

Ten Things To Know About Boomi



1

SaaS Apps Require SaaS Integration

We've been spending time working with SaaS companies since our inception as a strategy research firm and one thing we continue to hear about from both information technology professionals and SaaS vendors is how to better integrate data from both internal applications and SaaS applications including Salesforce, NetSuite, PivotLink, Host Analytics and others. With this in mind, we have discovered that many are now seeking an On Demand Integration company and solution as an alternative to on premise integration vendors that keeps the cost of integrating applications lower and that also offers an easy to use, robust and reliable solution. Our finding is that Boomi may provide just what they are looking for.

2

Growing Leadership

Integration has always been considered a barrier to the successful adoption of SaaS based applications. It can also be a significant sales objection for SaaS vendors. With this in mind, we believe that companies can now turn to Boomi to fulfill their on demand integration requirements. With over 400 clients in 11 countries, Boomi is finally getting strong traction as a leader in the on demand integration market. In fact, we have heard Boomi mentioned many times as we talk to SaaS firms about how they handle their integration requirements. Some of these SaaS vendors have yet to OEM Boomi, but it seems that Boomi is on the short list of many SaaS vendors we have spoken to recently.

3

Lots of Connectors and an Open Connector API

Any integration solution whether on-demand or on-premise requires a large number of connectors to be successful. Boomi is no exception with a very large inventory of connectors that range from file systems to enterprise applications like SAP. Furthermore, we like the fact that Boomi has an Open Connector API that enables any third party, individual or ISV to create their own connectors. Boomi goes even further by providing a means for which third parties can share their newly built connectors.

4

Integration Widgets Make The Standard Integration Job Easy

Making integration easy is hard and so far, Boomi is doing a good job providing the right set of solutions to make the job easier than it was in the past with complex on-premise solutions. But sometimes, one doesn't need all the power of a complete integration solution. With this in mind, we are particularly encouraged by the introduction of the new Boomi Widget. Normally when we think of a software widget, we think of calendars, sliders and animations embedded in website. A Boomi widget on the other hand is a widget that encapsulates and delivers an integration process for a set of targeted applications. Boomi uses the example of integrating your Salesforce.com application and your QuickBooks application for demonstrating the power of the Boomi Widget. In addition, Boomi is creating a catalog of these Widgets for its customers. Finally, if you feel that you need additional capabilities above and beyond the Widget, a customer can upgrade to the full Boomi solution. We like this approach as a complete integration solution could be overkill for some businesses.

5

.Boomi Is The Company, Atomsphere Is The Service, Atom is the runtime, and something called Molecules

Boomi is the company name, Atomsphere is the name of the on-demand integration service, yet, every time we hear anything about this company, people call it Boomi. In fact, Boomi called their new widget the Boomi Widget and not the Atomsphere Widget. That confused us. We know that companies like to separate the company name from the product or service offering name, however we believe it will take more time for the Atomsphere product to be recognized as the on-demand integration service from Boomi. Boomi just seems to be sticking when we talk to people about on-demand integration offerings.

6

Bring On The Molecule For Scalability

Boomi recently introduced both a Professional and Enterprise Edition of AtomSphere that supports something called Molecules which are expanded capabilities of .Atoms, the runtime engine of AtomSphere. These new Molecules provide for expanded scalability, high-availability, load balancing support and fault-tolerance, something that enterprises will appreciate it when it comes to ensuring the successful and reliable execution of their integration processes. These capabilities help provide Atomsphere with self-healing capabilities. Many of the on-premise data integration companies in the market have yet achieve these enterprise class capabilities in their product offerings. We are therefore encouraged by what Boomi has to offer when it comes to enterprise class capabilities in their platform.

7

Change Management Helps On Larger Scale Projects

With the introduction of Enterprise Edition of Atomsphere, Boomi has added support for lifecycle management and for creating test and production versions of integrations and promotion between them. Atomsphere also supports revision histories, audit trails and rollbacks along with rich support for monitoring and centralized management.

8

Retoold Integration Solution

We are of the impression that Boomi is focused squarely on being an on-demand integration player. Since moving away from being an on premise solution starting in 2005, Boomi's has successfully rebuilt its integration solution to be a single platform, multitenant environment with robust enterprise class features. This successful transition has led them to be a technical leader in this on-demand integration market. You can't just simply put an existing on-premise integration solution or appliance solution in a hosted environment overnight or even in a few months and call it an on-demand solution. There are several complex pieces of architectural work that have to be developed in order to achieve a stable solution that can meet the requirements of having an on-demand integration solution, we believe that Boomi is on the right track.

9

Systems Integrator (SI) Friendly

Boomi is finding itself in comfortable territory when it comes to helping the SI community. We believe that any SI faced with an integration requirement for a SaaS solution would benefit from working with Boomi as Boomi is spending more time focused on innovating on their platform than trying to build a significant professional services practice. This should encourage SI's to spend time learning and getting up to speed on Boomi Atomsphere.

10

Running Lean And With Focus

In recent conversations with CEO Bob Moul we learned that Boomi has been executing on a conservative spend plan and therefore, has positioned the company to be able to continue to grow and prosper without taking on any additional capital for the foreseeable future. With partners like Intuit, Salesforce.com and a very strong Q1 2009, we expect Boomi to be able to survive the downturn in the economy and ride out the low valuations seen by other companies who are finding their B rounds pretty painful. We look forward to watching the progress of Boomi over the next 6-12 months.