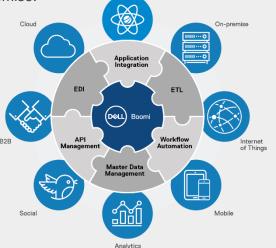# Boomi – Delivering a Digitally Connected Business

Deal Registration
https://marketing.boomi.com/dellemc-referral.html

The Message

The Boomi Integration Cloud is a comprehensive solution for moving, managing, governing and orchestrating information across your applications and data repositories, whether cloud-based or on-premise.

(Diagram: Dell Boomi — Cloud, On-premise, ETL, Internet of Things, Mobile, Analytics, Social, B2B; central capabilities: Application Integration, API Management, Master Data Management, Workflow Automation, EDI)

Target Customer Profile

- **Healthcare and Life Sciences, Manufacturing, Retail, Wholesale Dist., Transportation and Logistics, Financial Services and Insurance,**
- **Enterprise or Commercial**

PAIN

- Data isolation and silos
- Data inaccuracy, lack of consistency
- Manual integrations have high maintenance cost; difficult to monitor
- IT backlog dealing with integration reqs.
- Best-of-breed, cloud application adoption creates increasing number of inter-connections
- Too many dependencies/points of failure between applications
- Inconsistent or manual workflow between processes and apps
- High CapEx cost licensing-maintaining on-prem ESB and legacy integration technologies

Why Customers Care

Faster Time-to-Value and Ease-of-use
- Integration Platform as a Service (iPaaS) provides unified environment to configure application integrations, APIs and data quality controls
- Visual UI – configure vs. code
- Proven integration to 200+ applications and 1000+ unique endpoints
- Extensive library of pre-built application and cloud services connectors
- "Economies of Skill": multiple "integration" capabilities with a common UI
- Straight-forward connector-based pricing; grow as needed

Proven Market Leader
- First native-cloud iPaaS solution, launched in 2008
- 5,300+ customers
- 130+ of the Fortune 500
- Leader in the Gartner MQ 4yrs
- Leader in 2 Forrester Waves

Key Differentiators

High speed of innovation
- No hardware or software to maintain/manage
- Automatic updates (11 releases scheduled per year)
- 23 patents (granted & pending)

Enterprise-grade solution
- Single, unified platform supports multiple integration patterns
- Real-time and batch processing
- Multilayered security model, including encrypted data communication
- Deployment options for Hybrid IT environments and high-availability reqs
- Global service availability SLA 99.99%

Patented, crowd-sourced intelligence
- Boomi Suggest facilitates data mapping
- Boomi Resolve simplifies troubleshooting
- Boomi Assure provides managed regression testing

Target Persona

- CxOs: CIO, CTO looking to accelerate business agility through digital transformation initiatives
- IT Directors & Managers
- Enterprise/System Architects
- System Integrators
- Business application owners and developers (examples: Salesforce.com, Workday, SAP)

Competition

MuleSoft, Informatica
- ESB (Enterprise Service Bus) vs Boomi IPaaS (aka old vs new)
- Multiple, disconnected products, tools
- Increases training time, TTV, complexity, cost, etc.
- Not cloud-native; legacy platform for on-prem so architecture doesn't match what modern IT organizations need for agility
- Takes a lot of coding to build integrations, increasing costs and reducing TTV and agility
- Expensive to license, deploy, and manage

Build it ourselves or do nothing
- Time consuming to develop integrations yourself
- Lack of agility to scale, deploy and upgrade
- Difficulties integrating between cloud and on-prem
- If you chose to do nothing – the inefficiencies and poor workflow will cost your business and allow competitors to pass you by.

Products

- Boomi Atomsphere Integration Platform
- Master Data Management
- API Management
- Elelctronic Data Interchange (EDI)
- Workflow Automation

Have questions?
- Technology Alliances | Dell Technologies
  Ben.Schreiner@dell.com

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Boomi – Delivering a Digitally Connected Business

Questions To Ask	What To Listen For
Digital Transformation Discussion • What does Digital Transformation mean to your organization?	• Shift to cloud • Connected products and devices • Improved engagement, responsiveness with customers and business partners
Hybrid & Multi Cloud Discussion • What is your multi cloud/hybrid cloud strategy? How many apps are in the cloud now and in 3yrs? Where are you on the journey to Digital Transformation?	• Need to rapidly, efficiently connect new cloud apps to each other or to legacy on-prem apps or data sources • Need faster app development to adapt to the changing business requirements • Support for diverse integration patterns • Support business users with their ongoing data requests
Mergers & Acquisition Discussion Do you have systems from acquired companies you wish integrated with yours? • Dell is a GREAT example of using Boomi to get multiple SFDC instances to share information	• Need to get the two companies talking to each other –multiple instances of SFDC, ERP, Accounting, BackOffice, Inventory • Common use case challenges: quote-to-cash/ lead-to-cash, employee onboarding / offboarding, travel and expense mgmt.
Healthcare: **Digital Transformation is changing healthcare empowering organizations to improve internal and external collaboration.** What does you organization have planned to modernize patient engagement or make data-driven insights?	• Personalized patient access to medical records, billing and other data. • Transition to value-based care: deliver data-driven insights with security and governance. Migrating applications to the cloud • Streamline finance reconciliation across all types of healthcare organizations. • Transform and standardize data spread across applications, countries, and regions

Register Your Deals

• Register A Deal
• Engage the Boomi Specialist

Deal Registration
https://marketing.boomi.com/dellemc-referral.html

Software Trial – https://marketing.boomi.com/trial

5 min Demo – https://marketing.boomi.com/demo

Boomi Overview PDF – https://marketing.boomi.com/rs/777-AVU-348/images/Boomi-Integration-Cloud.pdf

Does your customer use any of these apps?

salesforce   NETSUITE   workday.   successfactors An SAP Company   SAP   ORACLE E-BUSINESS SUITE

coupa   zuora   intuit QuickBooks   Microsoft Dynamics 365   amazon web services S3

Boomi has proven connectivity to these and many more…
https://boomi.com/integration/popular-applications-supported/

Questions? Who's my Boomi Specialist?
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