

Connecting Experiences and Applications in a Digital World

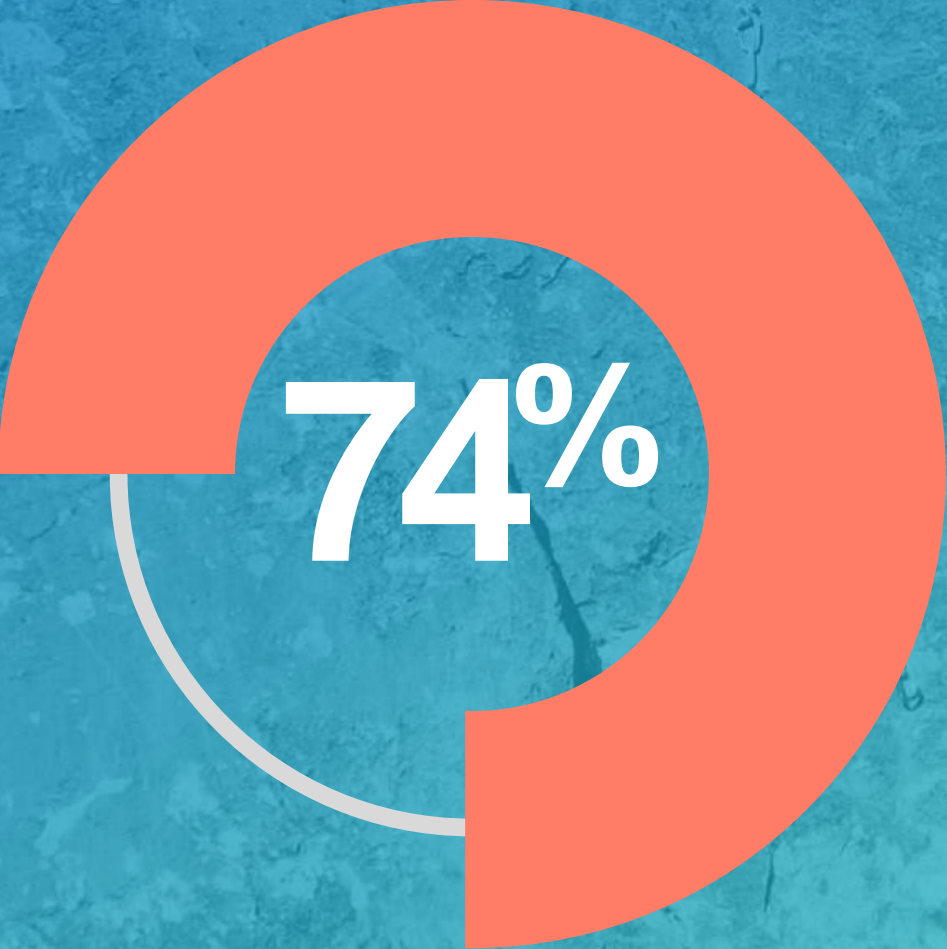
Scale Your Business for Success with APIs

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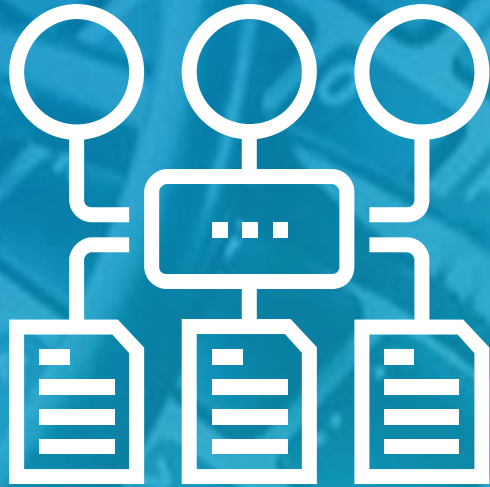
July 2018

Challenge the Rules



74%

Digital
transformations
will fail

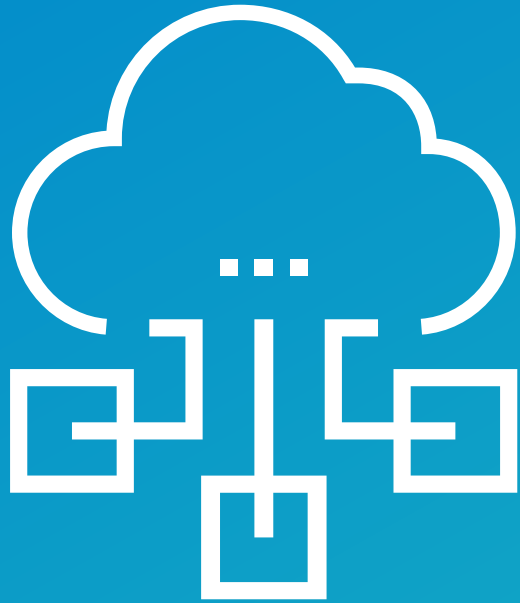


Application Sprawl



Business Silos

Connected Business: Better, Faster, Smarter



Connect
Everything



Engage
Everywhere



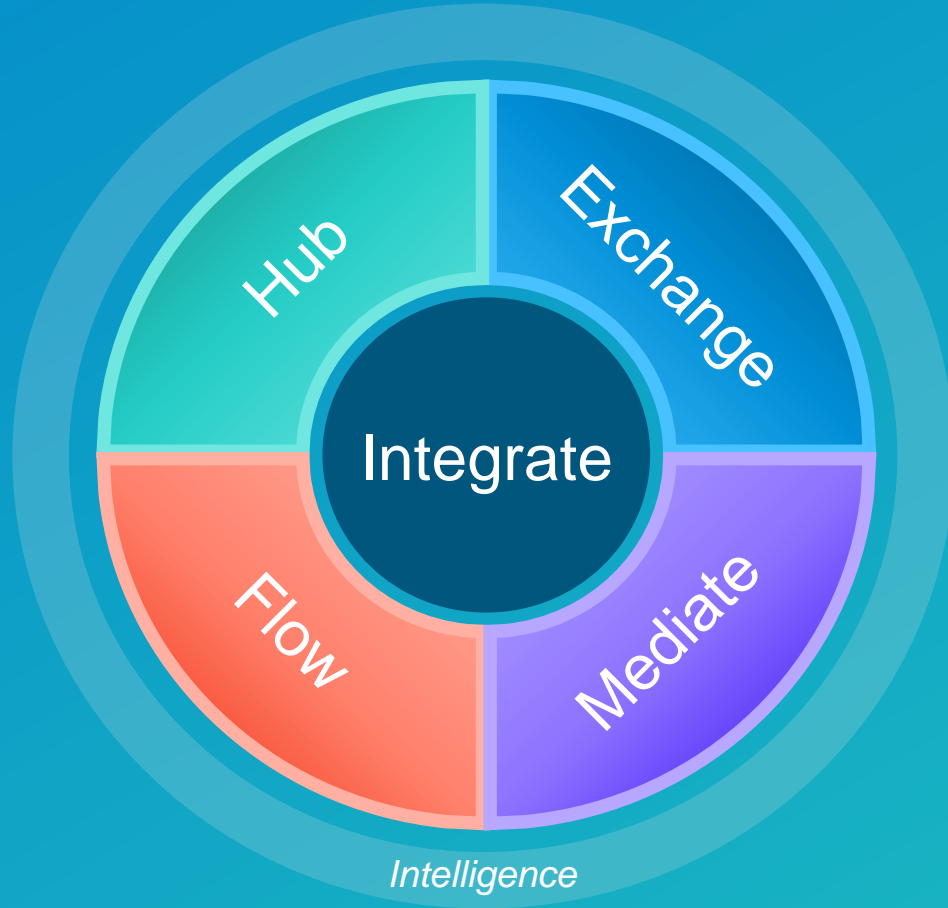
Run
Anywhere



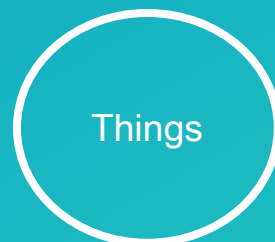
Engagement



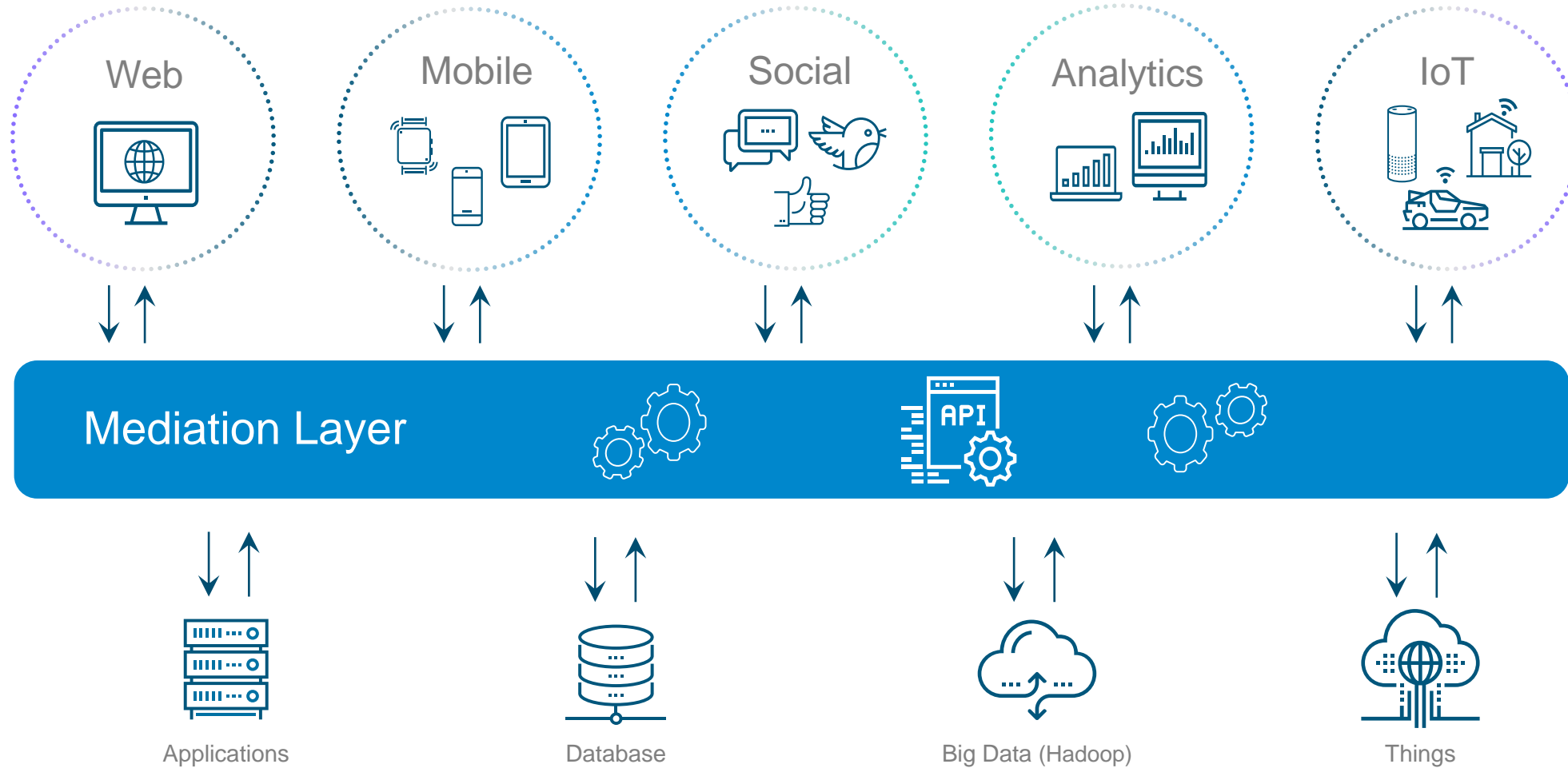
Distribution



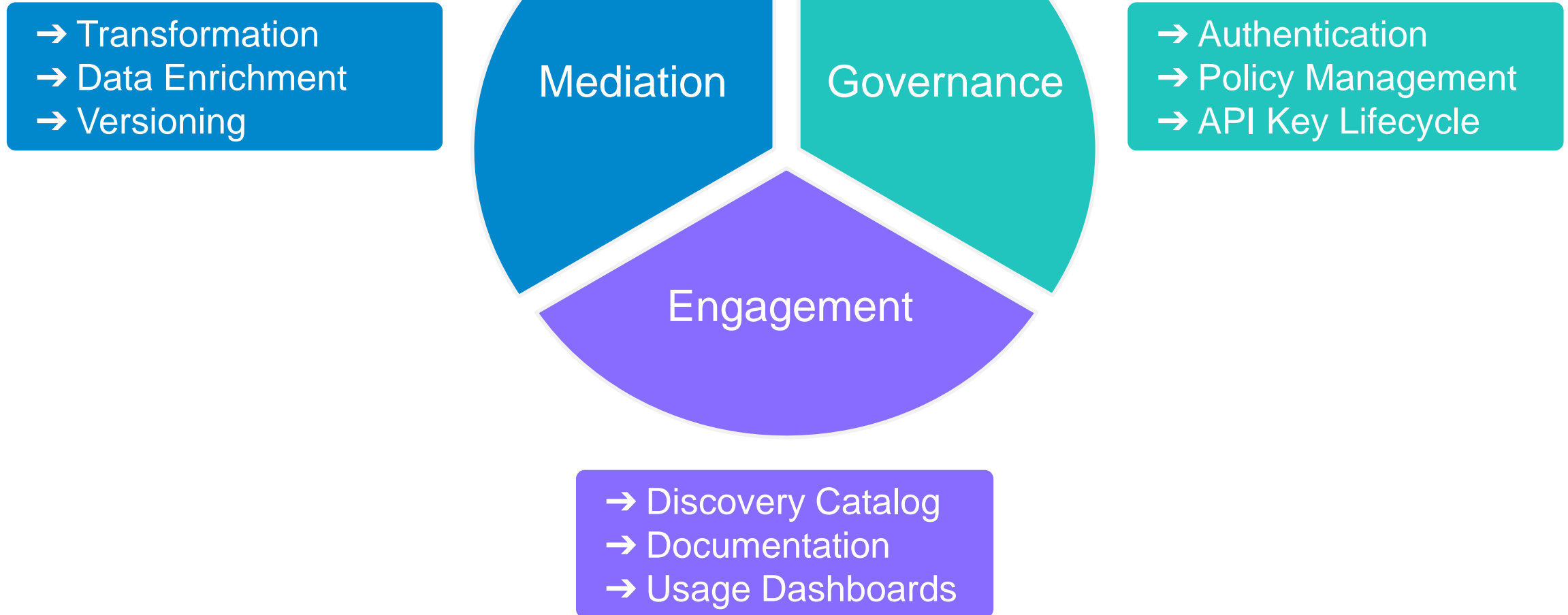
The Unified
Boomi Platform



Digital Business is Driven by APIs



APIs Accelerate Application Development



Customer Use Cases

of API Calls



Major American Airport



Web Services



Mobile Fitness Subscription



Scottish Utility Company



of APIs



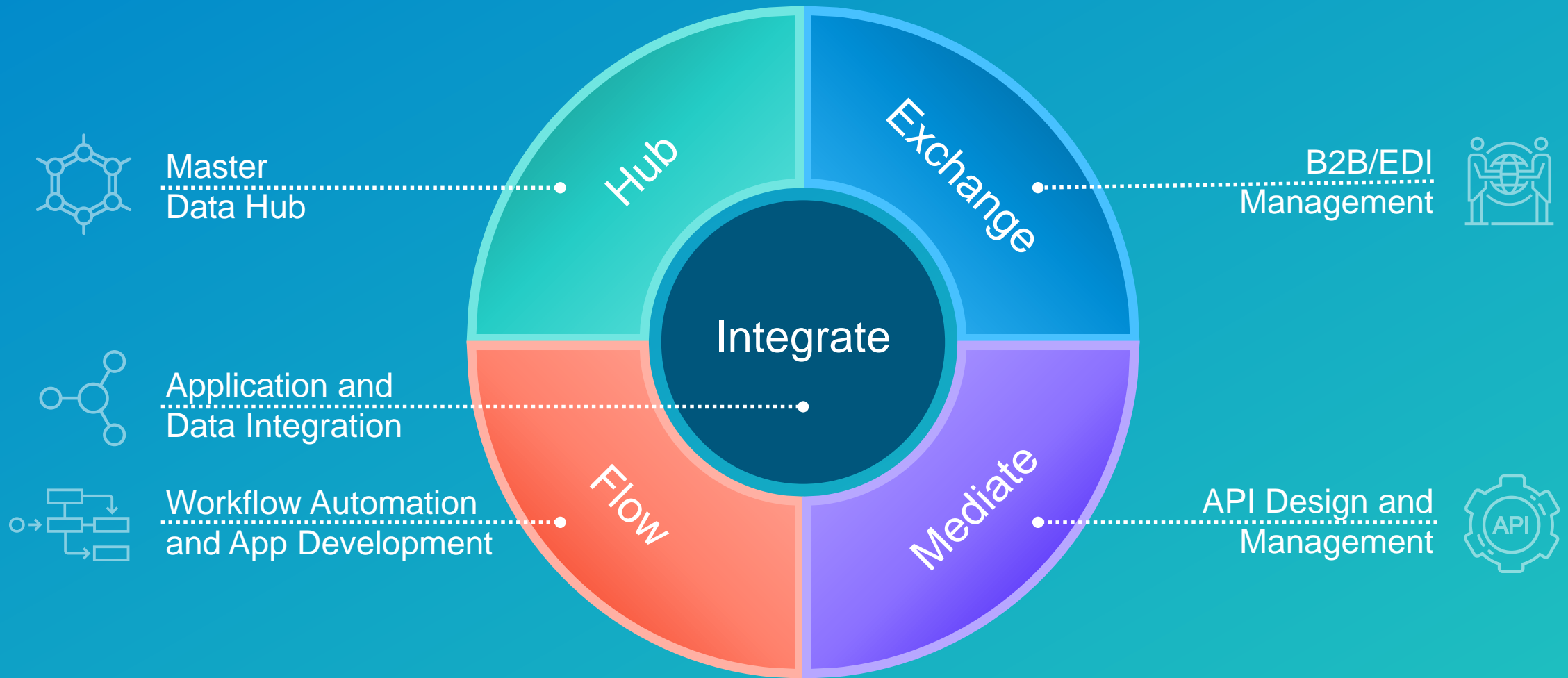
Australian University



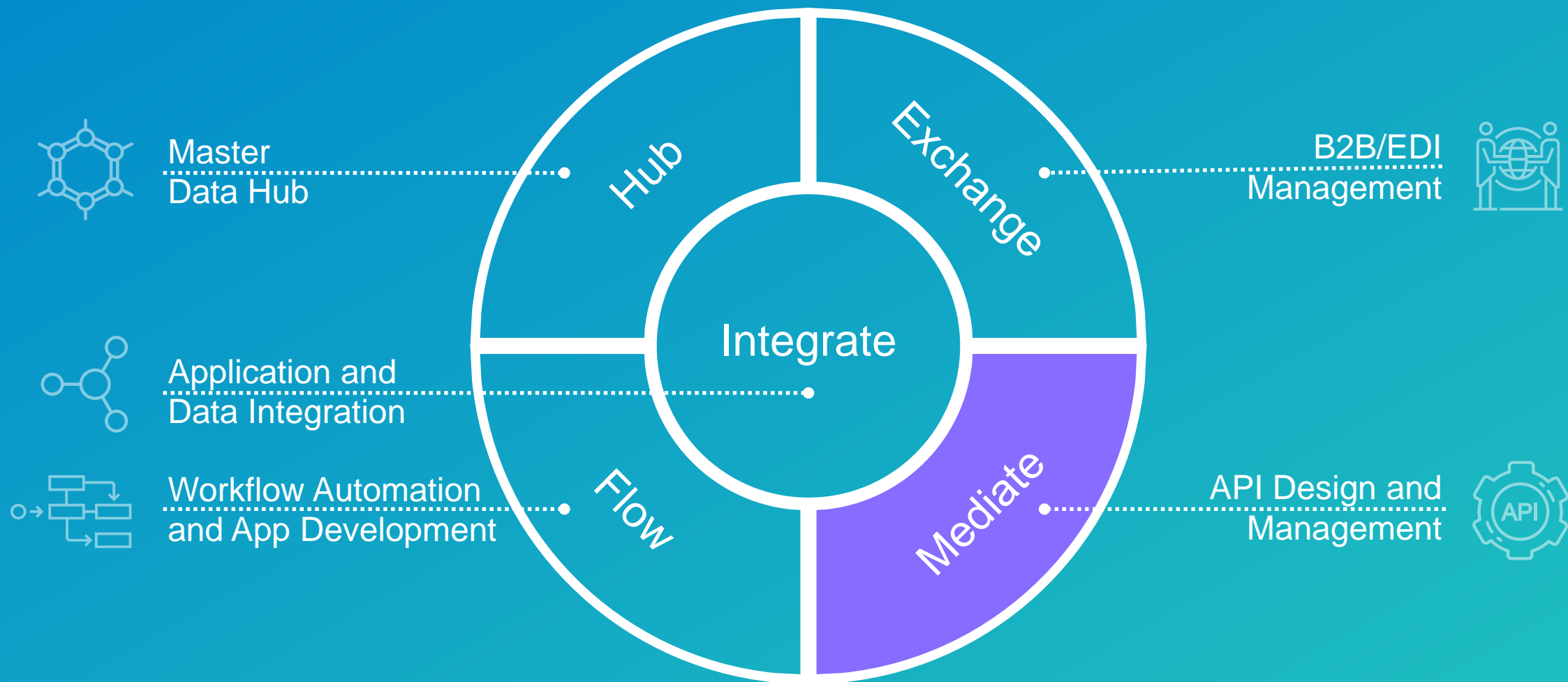
API Catalog



The Unified Boomi Platform



Elements of the Boomi Platform



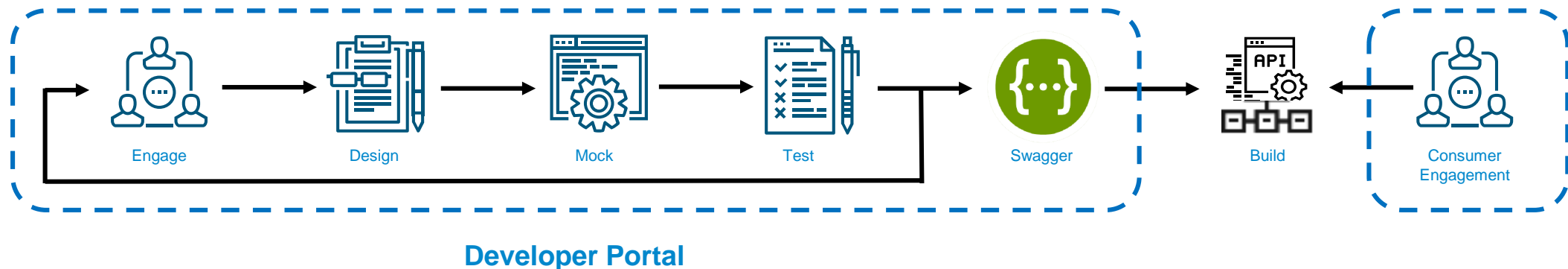
Alternative Approach to APIs

“Code First” - Boomi

- Develop the API’s code from the business requirements, and generate the API’s contract from the code.

“Design First”

- Design the API’s contract using Swagger, RAML, etc. before writing any code.



API Engagement: Personas



API Provider

Systems Administrator
Integration Architect
API Developer

Expose real-time integrations

Enforce contracts & policies

Control and govern access



API Consumer

App Developer
Integration Developer
Systems Analyst

Build composite applications

Accelerate development

Bridge legacy data

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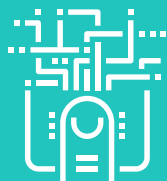
Accelerate development

Bridge legacy data

API Design and Management



**API Developer
Productivity**



Authentication



**Configuration
Management**



**Consumer
Engagement**



Boomi