iPaas and API Management:  
Accelerating Business Agility with Boomi

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AGENDA

- The Need for iPaaS
- Dell Boomi iPaaS
- Dell Boomi AtomSphere
- Dell Boomi API Management
- Q&A
The Digital Imperative Driving All Businesses

78% of companies say that Digital Transformation is critical to their success.* Why?

Understand customer needs to deliver more value

Deliver new products-services to grow revenue and profit

Improve collaboration to accelerate innovation

Increase operational efficiency to move/act/respond faster

Agility to adapt to changing markets and competition

IT Impact

- Current solutions not built for growth of end points in the digital business
- Traditional architectures aren’t built for rapid change and evolution
- Traditional integration technologies require expensive, specialized resources
- Coding-based methods require significant time and resources to maintain

Business Impact

- New initiatives cannot be made available at the pace the business requires
- Business users continually waiting for rollout of new features and capabilities
- Unscalable cost model as the number of endpoints grows to meet business needs
- Personnel and budget are overly focused on maintenance instead of innovation
Put iPaaS at the Center of Your Digital Strategy

“Integration and integration technologies are foundational elements to the connection element of digital business success, and they can be a source of business value and competitive advantage.”

The Boomi Advantage for Business Agility
Boomi – Delivering a Digitally Connected Business

- Single platform to **move, manage and govern data** across the enterprise.
- Simplifies complex environments by offering a **100% PaaS solution**.
- **Monitor & manage your hybrid integration landscape** globally from a single pane.
- **Ease of use** dramatically accelerates time-to-value.
- Business agility achieved through a **modern integration approach** to digital transformation challenges.
Boomi Accelerates Business Agility

**Unified Platform:** multiple “integration” capabilities with a common UI, centralized management and monitoring.

**Team-based:** collaborative environment with configuration vs code approach to increase productivity and visibility.

**Crowd-source Intelligence:** automated implementation assistance based on the best practices of the Boomi community.

**Boomi Atom:** patented runtime engine that can be deployed in cloud or on-premises environments.

**True PaaS:** single-instance, multi-tenant architecture ensures every customer has access to the latest updates and innovations.
And Supports the Broadest Range of Integration Needs

Supported Deployments

- Atom Cloud (Boomi Hosted)
- Microsoft Azure
- On Premises
- Gateway Device

Supported End Points

- On Prem Systems
- SaaS
- IaaS/PaaS
- Mobile Apps (JSON)
- Things (MQTT)
- Big Data (Hadoop)

Supported Patterns

- App Integration
- Data Integration
- Data Hub
- B2B (EDI)
- APIs

Integration Specialists (via Boomi Build UI)

Ad Hoc Integrators (via Boomi Process Library)

Supported Constituents

- Integration Specialists (via Boomi Build UI)
- Citizen Integrators (via Boomi Integration Packs)
A Leader in The Forrester Wave™…

**Forrester Wave™: iPaaS For Dynamic Integration, Q3 ’16**

**Forrester Wave™: Hybrid Integration For Enterprises, Q4 ’16**


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Figure 1. Magic Quadrant for Enterprise Integration Platform as a Service

Gartner Magic Quadrant for Enterprise Integration Platform as a Service, Worldwide, Analyst(s): Keith Guttridge, Massimo Pezzini, Elizabeth Golluscio, Eric Thoo, Kimihiko Iijima, Mary Wilcox, 30 March 2017

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Source: Gartner (March 2017)
Boomi Highlights

23 Patents Awarded/Pending

Billions of integration processes transacted annually

5,800+ Customers

130+ Fortune 500 Companies

230+ Partners

94% Renewal Rate
Boomi AtomSphere and API Management
Boomi – Connect Everything and Engage Everywhere

Engage
- Web
- Mobile
- Social
- Analytics
- IoT

Connect
- Build Customer Journeys with Low-code App Development
- Deliver Secure and Scalable Real-Time Experiences
- Synchronize Data across the Ecosystem
- Connect Applications and Data (A2A, B2B/EDI, …)

Dell Boomi Platform

Deploy
- Cloud/SaaS
- IaaS/PaaS
- On-premises
- Gateway Devices

Move, manage, govern and orchestrate data to accelerate business agility in a hybrid IT world.

Connect Applications and Data (A2A, B2B/EDI, …)

Web

Mobile

Social

Analytics

IoT

Deploy

Cloud/SaaS

IaaS/PaaS

On-premises

Gateway Devices

Build Customer Journeys with Low-code App Development

Synchronize Data across the Ecosystem

Deliver Secure and Scalable Real-Time Experiences

Connect Applications and Data (A2A, B2B/EDI, …)
Boomi AtomSphere

Power All Your Integrations Across Your Hybrid IT Landscape

- **Configuration-based, visual interface** for rapidly implementing integrations.
- **Visual, drag-and-drop data mapping with crowd-sourced suggestions**, based on patterns from millions of previous customer implementations.
- **Pre-built connectors** to facilitate connectivity with the most popular applications and cloud services.
- **Easy deployment between multiple environments** to support your software development lifecycle.
- **Centralized management** to monitor the health and activity of all deployed integrations.
How AtomSphere Works

Build
Using the AtomSphere library of connectors and maps, visually design your integration processes and load them into a lightweight, dynamic runtime engine called an “Atom” for execution.

Deploy
Deploy Atoms to the Boomi-hosted Atom Cloud, to your choice of public or private cloud, or behind your firewall for on-premises applications.

Manage
Monitor and maintain the status of all your deployed Atoms, integration processes and trading partners, regardless of location, using a feature-rich web-based dashboard.
AtomSphere Demo
Boomi API Management

Create and Manage APIs through Their Entire Lifecycle

- Rapidly create and publish any endpoint as an API.
- Publish APIs for use on-premises or in the cloud.
- Define usage policies and authentication methods to control access to deployed APIs.
- Use the Boomi API Gateway to mediate between externally available APIs, inner APIs and integration processes.
- Manage APIs and associated application integrations in a unified platform.
How Boomi API Management Works

Create

1. Configure APIs through a web-based, visual experience

Publish

2. Deploy APIs with comprehensive security and authentication

Manage

3. Monitor your APIs through traffic control and usage dashboards
API Management Demo
Boomi Accelerates Business Agility

Move, manage and govern data across all your applications

Implement faster with a configuration-based UI

Deploy and monitor integrations in the cloud and on-premises

Continual innovation available through a true PaaS solution

Boomi – the #1 Integration Cloud
Product Webinar Series

Upcoming Webinars:

**iPaaS and API Management:**
Accelerating Business Agility with Boomi

June 7th, 2017
11 AM ET | 8 AM PT
2 PM ET | 11 AM PT

**EDI:**
Learn How to Build Your Trading Partner Network and Automate Business Processes

July 12th, 2017
11 AM ET | 8 AM PT
2 PM ET | 11 AM PT

**Master Data Management:**
Manage Your Master Data Like a Pro

July 26th, 2017
11 AM ET | 8 AM PT
2 PM ET | 11 AM PT
Questions?