

# Accelerating Digital Innovation and Connected Experiences

Low-code Application Development with Boomi Workflow

Steve Wood

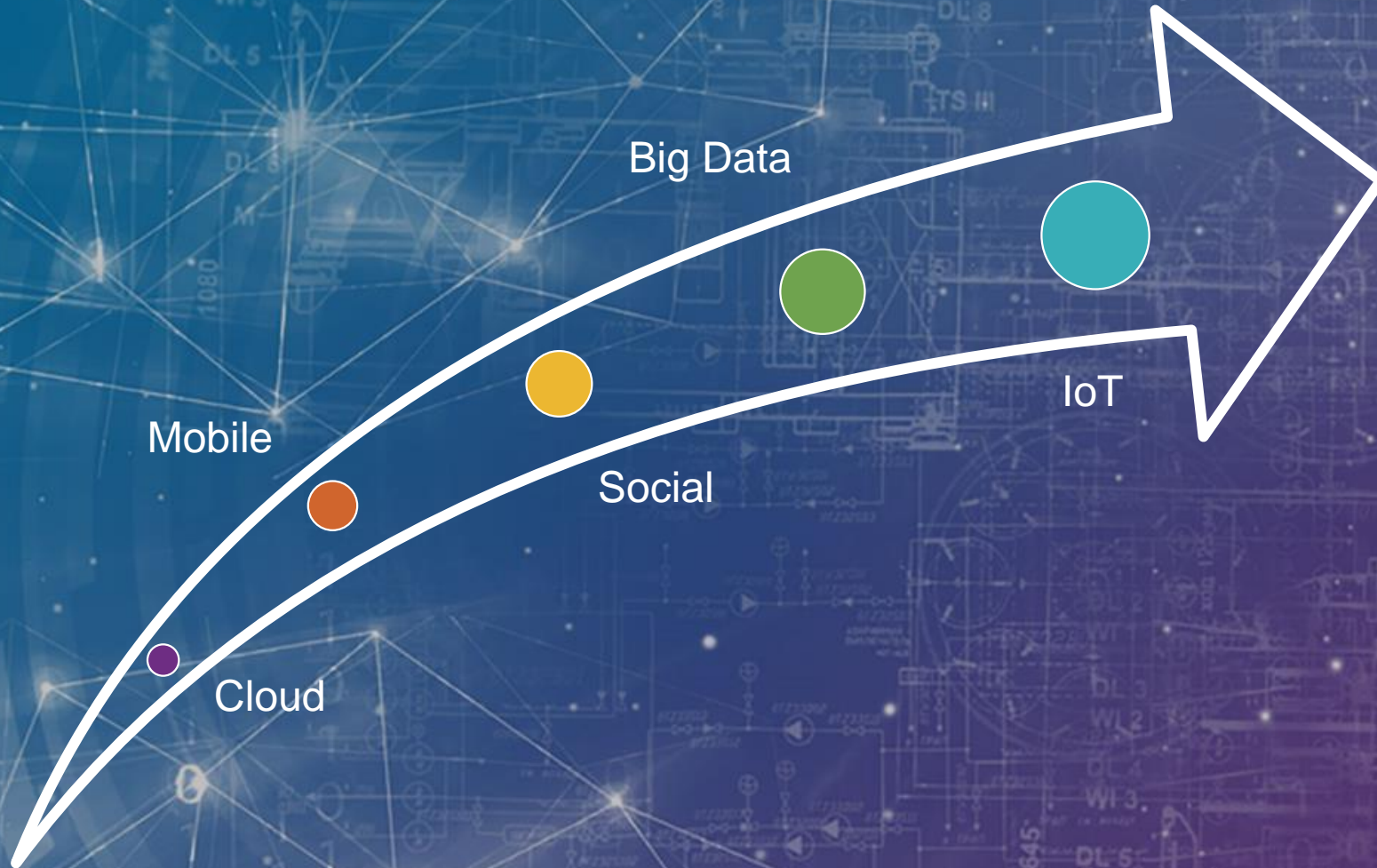
VP & GM (BPM and Low-code Platform), Dell Boomi

May 2017



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# Digital Innovation is Driven by the Connected Customer

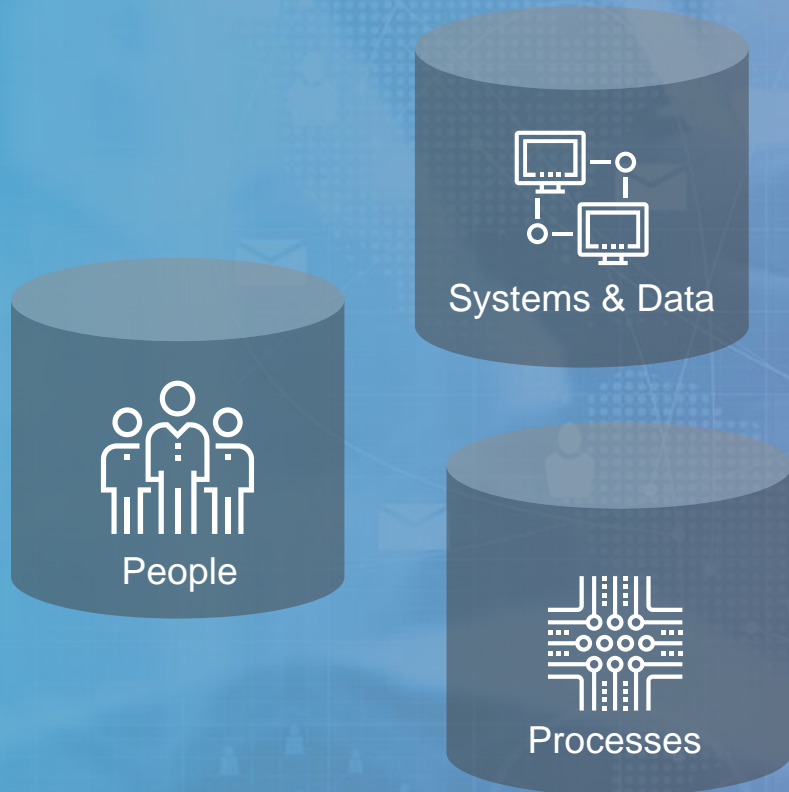


Be where the customer is.  
At any time.  
In any place.

# Digital Transformation is a Business Imperative

But the Challenges are Real

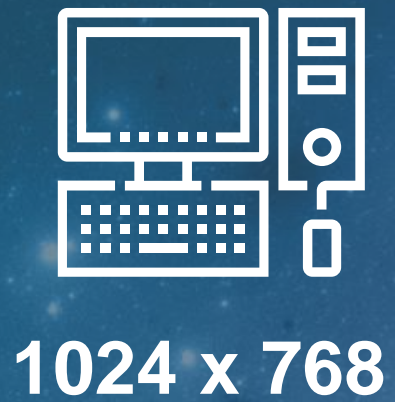
## Siloed Experiences



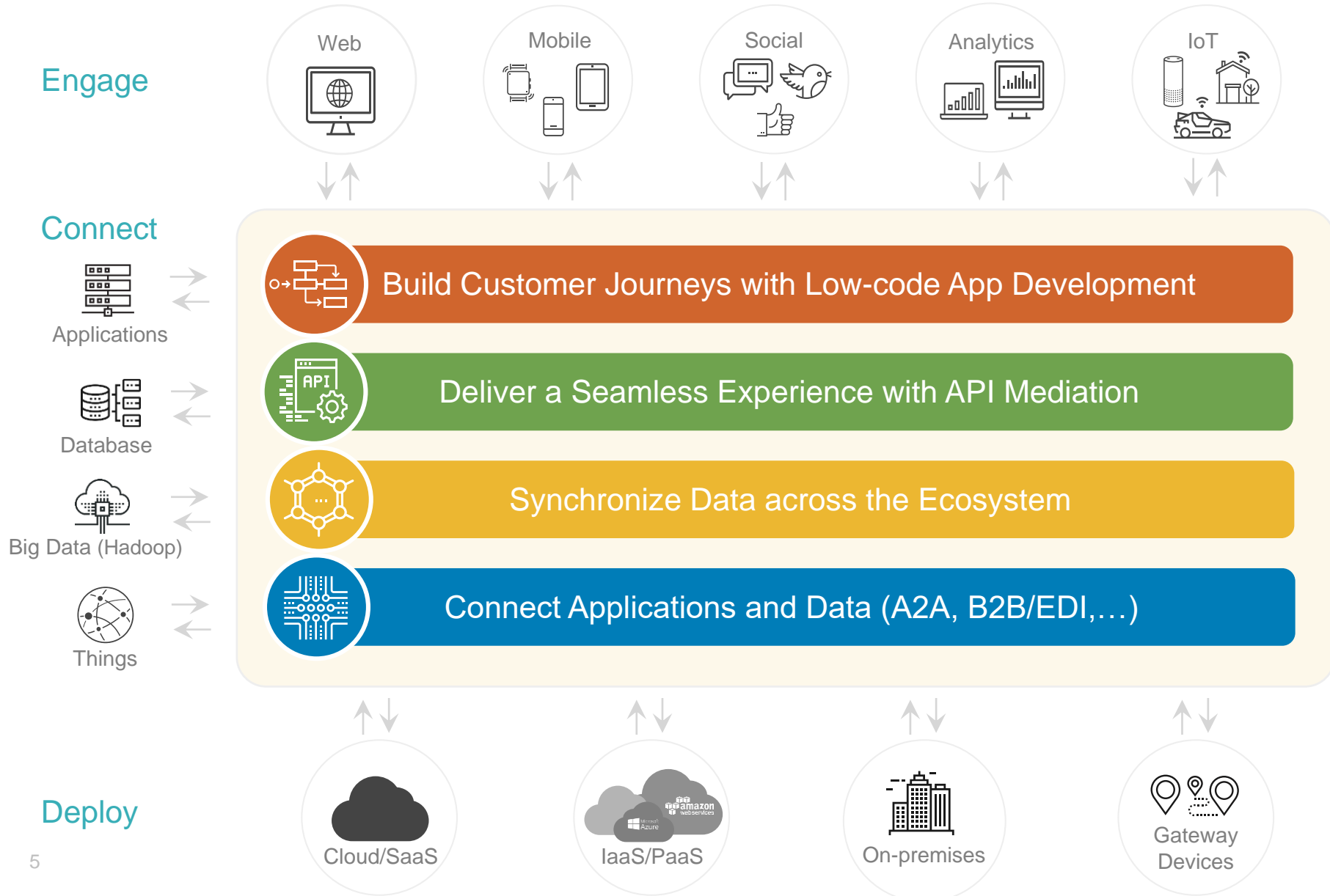
## Connected Experiences



# Device Revolution adds Cross Platform + Cross Device



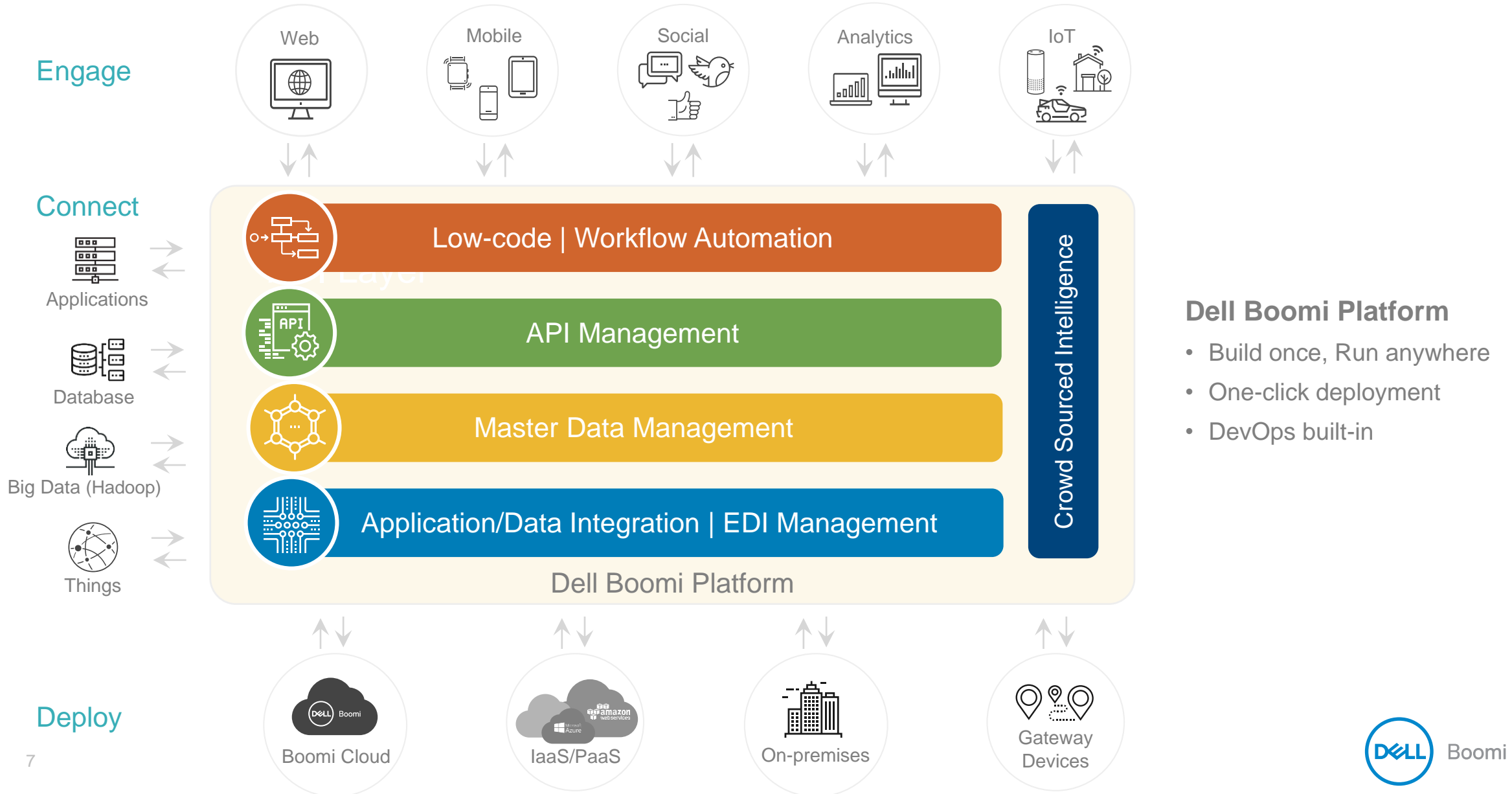
# Connected Experiences Need a Unified Platform



# Simplify App Development with Automated Workflows

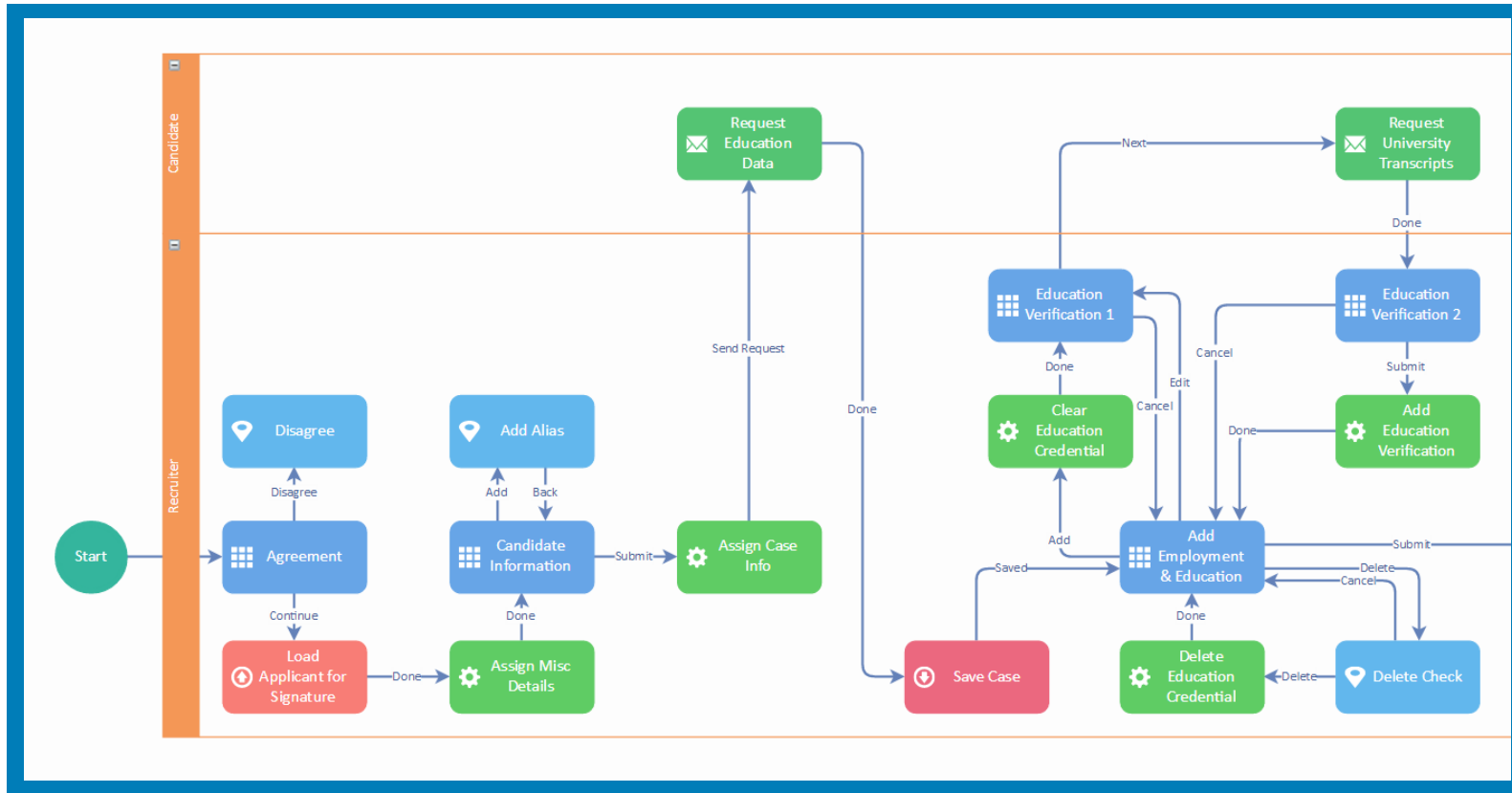
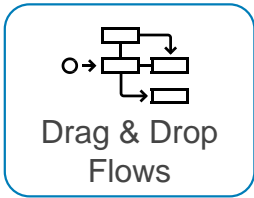


# Fastest Way to Connect Everything and Engage Everywhere



# Boomi Workflow Automation

Build applications with low-code and automated workflows



**Field Service**

- Site survey
- Equipment leasing



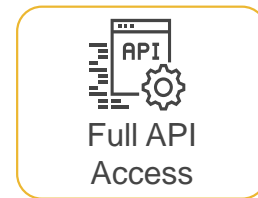
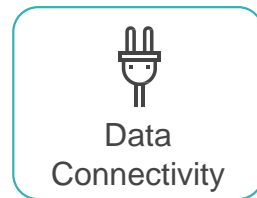
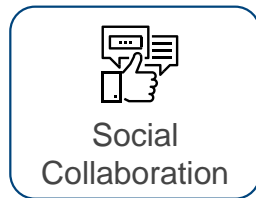
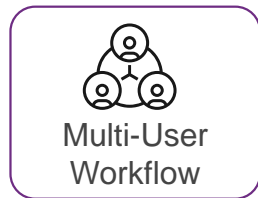
**Customer Service**

- Claims approval
- Technical support



**Sales**

- Order provisioning
- On-boarding





# Time to Value: Comparing Low-Code Results with Coding Results

FORRESTER®

Enterprise	Result	Code	Low-code
US government (Affordable Care Act)	Document compliance module	100 person-months	5 person-months
British insurance provider	Agent portal	Unknown*	10 days to minimum viable product (MVP)
Call center operator	Customer-specific app	4 months	3 weeks
Spanish insurance provider	Web channel and administration system	2.7 years (estimated)	13 weeks

Source: Forrester Research, Inc. (January 15, 2016)  
Vendor Landscape: The Fractured, Fertile Terrain of Low-Code Application Platforms

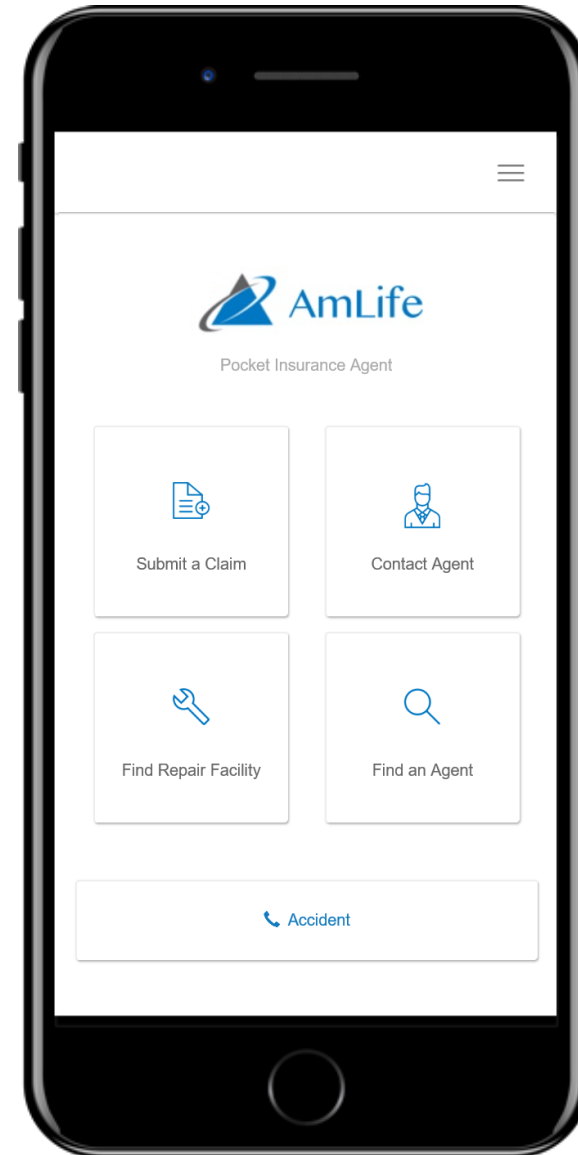
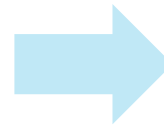
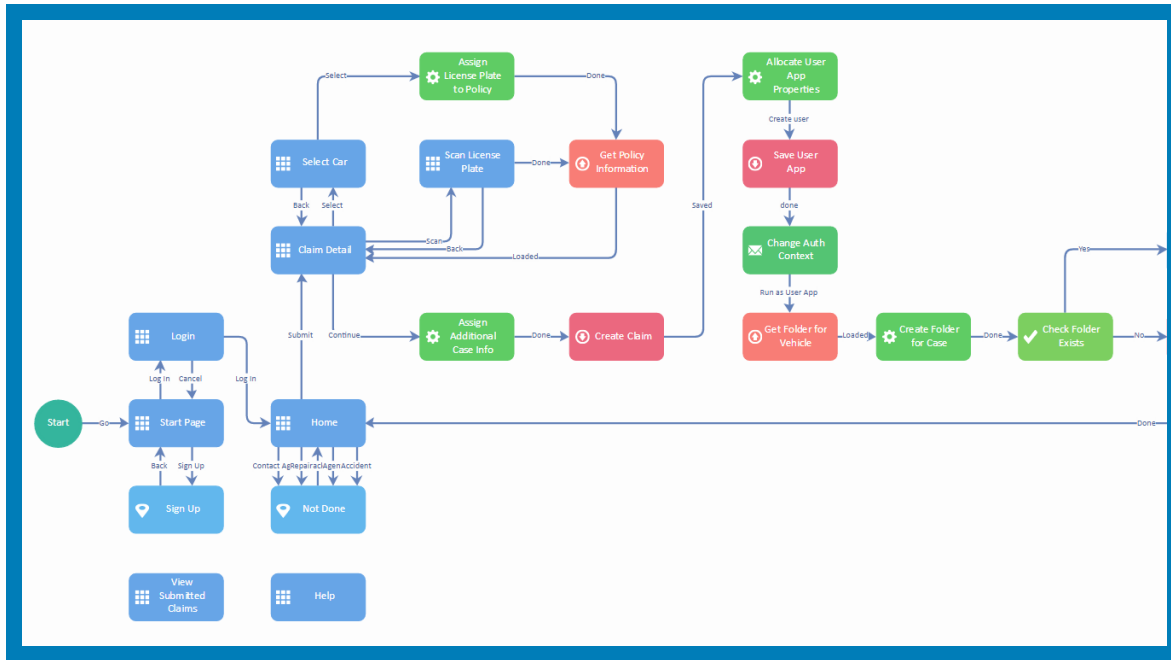
# Workflow Automation

Broad use cases, low to zero code



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# Workflow Use Case: Claims Approval (App)

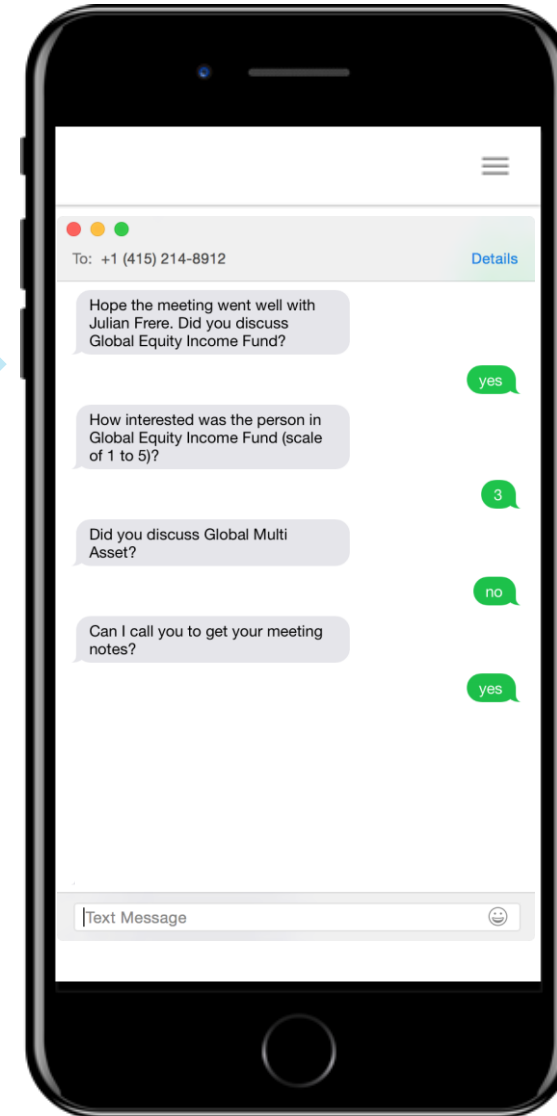
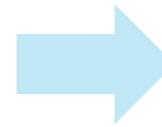
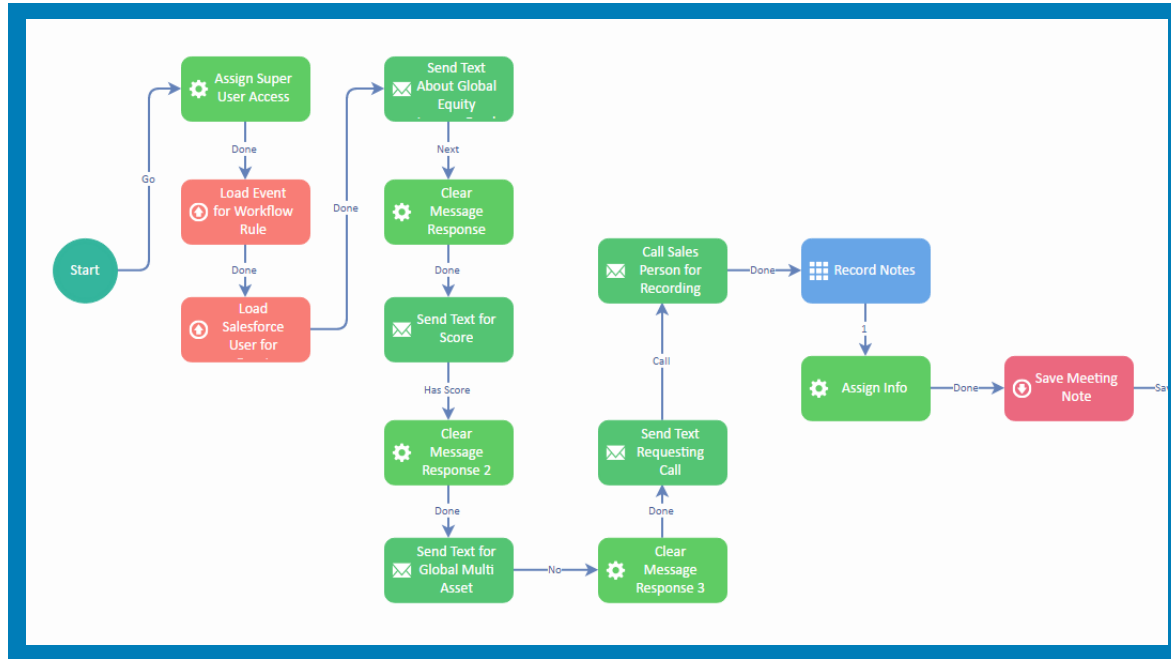


Integration with:

- Box
- Salesforce
- SQL Database
- Twilio

- Boomi Workflow delivers the entire mobile app
- Offline build/container using command line configuration
- Near-zero code (<50 lines of CSS)

# Workflow Use Case: Customer Relationship Management (Bot)

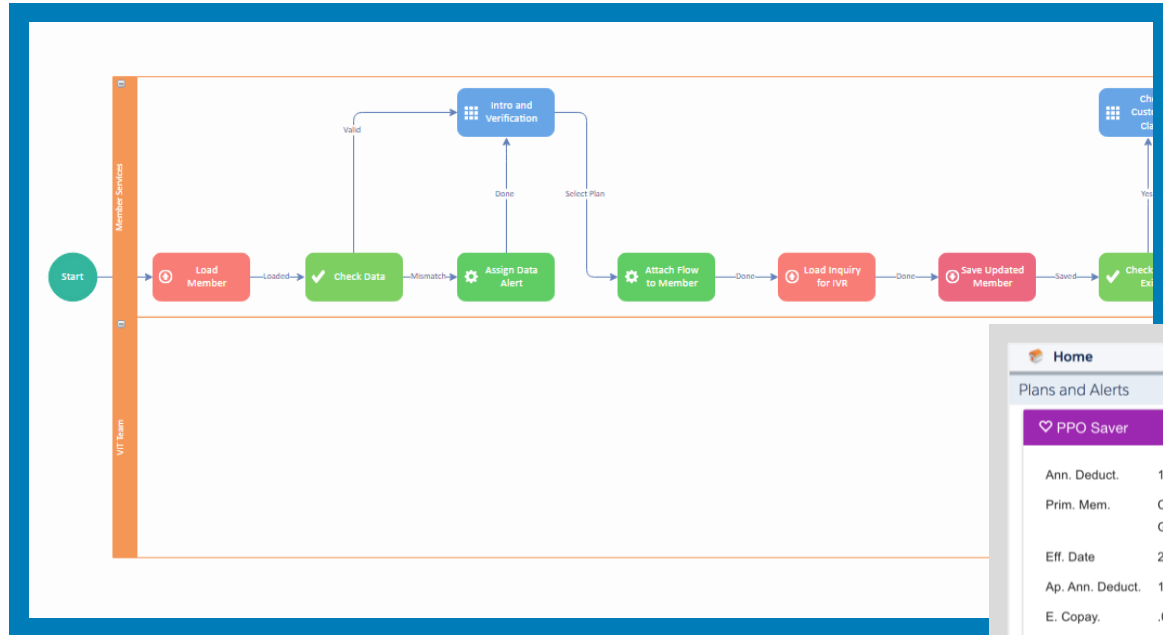


Integration with:

- Salesforce
- Twilio

- Boomi Workflow delivers the entire bot app
- SMS and Text-to-Speech using Twilio
- Zero code

# Workflow Use Case: Customer Service (Healthcare Portal)

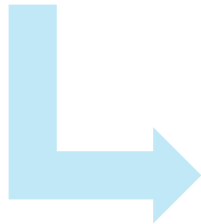


- Boomi Workflow driving Salesforce Service Cloud
- All console components delivered as workflows
- Near zero code (custom UI components only)

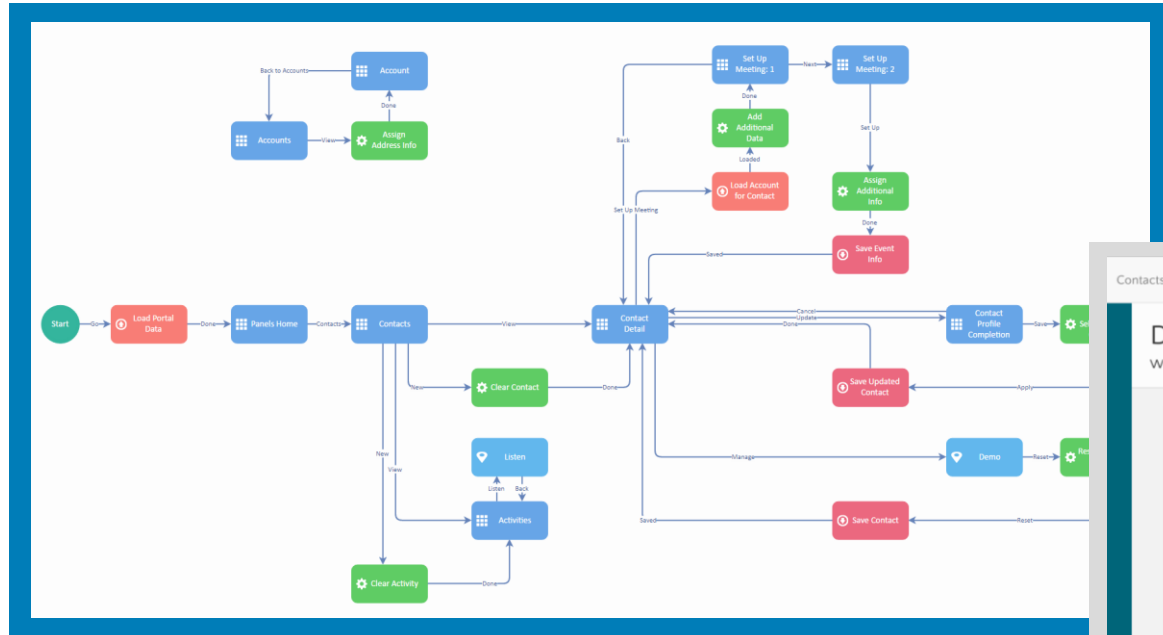
	Individual	Family
Deductible allowed in Policy/year	\$5000.00	\$10000.00
BA Deductible year to date	\$550.00	\$600.00
Total Deductible year to date	\$480	\$530

Integration with:

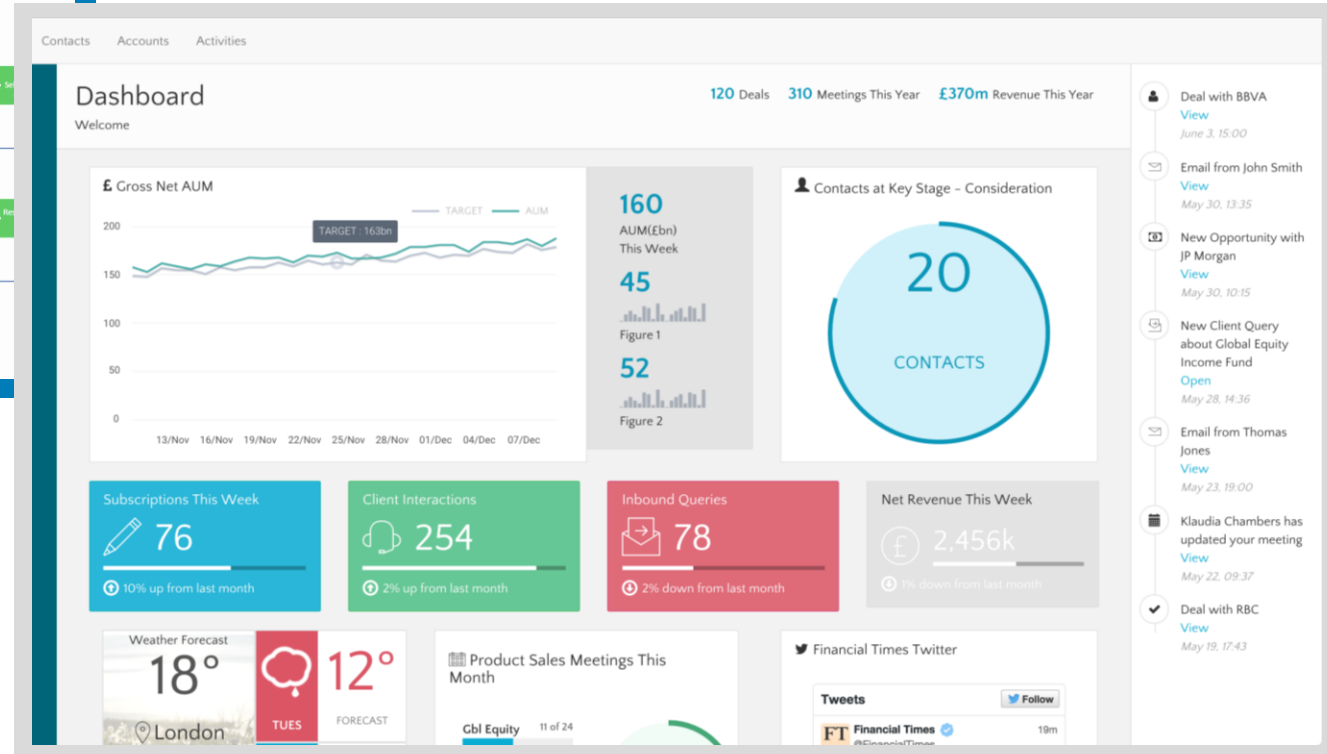
- Salesforce
- PostgreSQL Database
- Twilio
- Exchange



# Workflow Use Case: Current Quarter Pipeline (Sales Portal)



- Boomi Workflow delivers the portal and user journey
- Drag-and-drop custom UI components and logic
- Low code (custom UI components)



Integration with:

- SQL Database
- Salesforce
- Google Maps



# Turning Customers into Heroes



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# Investment Management Firm

Transforming financial services with workflow automation

## Business Challenge

- Rapid growth and raised \$13B in less than a year.
- Needed automation to handle client-facing and internal processes.

## Solution

- Boomi Integration with Salesforce for customer and client data along with best of breed cloud apps.
- Boomi Workflow drives the process orchestration backbone for their entire business, from client onboarding to new hire IT provisioning.

## Benefits

- Ability to manage and maintain all workflow applications using a drag & drop configuration, with minimal coding.
- Workflow applications can be delivered on desktop and mobile devices, while ensuring strict security requirements.

## Applications Integrated

- Salesforce
- Box
- Office 365 (SharePoint)
- Twilio
- Slack
- JIRA

## Partner

- Alpha FMC  
(Financial Markets Consulting)





# Commercial Bank

Collaborative workflow to streamline loan approval

## Business Challenge

- Complex process for new loan approvals involving six separate teams.
- Needed to streamline this process, while also enabling multi-team collaboration.

## Solution

- Salesforce stores all data, files, collaboration and provides the identity and permissions control.
- Boomi Workflow drives the end-to-end loan process including approvals, inline editable spreadsheets and real-time co-editing.

## Benefits

- Solution up and running in under two months with minimal coding to ensure easy on-going maintenance.
- Multi-team collaboration and communication, with full audit and compliance reporting.
- Available on mobile devices with security policies and identity management.

## Applications Integrated

- Salesforce

## Partner

- Deloitte Digital



# Patient-Focused Care Provider

Offline app to streamline nursing and help patients in Africa

## Business Challenge

- Provider terminated the contract with their legacy supplier leaving a short time to deliver an app capable of running both online and offline on Android tablets.

## Solution

- SAP and Salesforce used to store data and files with identity and permissions controlled by Salesforce.
- Boomi Workflow drives end-to-end patient visit process.

## Benefits

- *Offline:* Many of the patients do not have Wi-Fi or 3G. Boomi Workflow allows to build apps, both online and offline without any coding was a key to project success.
- *Secure data & content:* Created a safe place for data and files with rock-solid security and identity management available to mobile.
- *Rapid delivery:* Solution was up and running in under two months with minimal coding to ensure easy on-going maintenance.



## Applications Integrated

- Salesforce
- SAP

## Partner

- Deloitte Digital





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