

Integration, APIs and Workflow: Extending the Value of Your Salesforce Investment

Mike Frazier, Dell Boomi



Agenda

- Platform Overview
- Event Driven Integration
- Ensuring Data Consistency Task
- Automation & Human Interaction



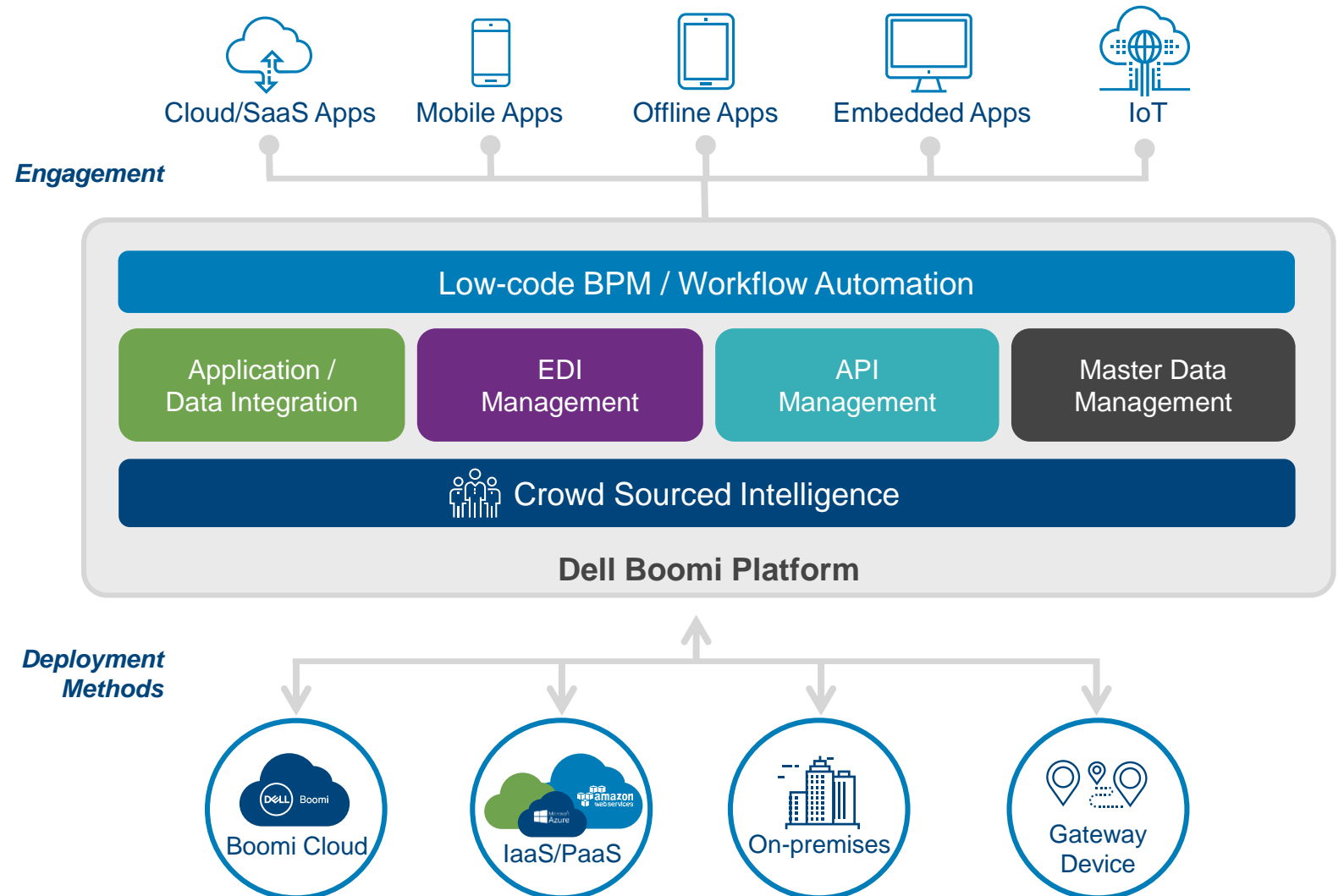
Event Driven Integration with Boomi API Management

Connect Everything, Engage Everywhere

**Build once, run anywhere,
with one-click deployment
and zero-effort upgrades.**

Unified Cloud Platform to:

- Connect all applications
- Synchronize and govern data across the ecosystem
- Manage APIs and B2B trading partners
- Automate business processes and workflows



With A Distributed, Hybrid Infrastructure



You have a large amount of data that lives across legacy apps cloud apps and data sources

You don't want to copy all
the data into your
Salesforce org

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Global search

Record feeds

Salesforce1

External Object

Apex

SOSL

Lookup relationships

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You only need small
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You don't want to copy all
the data into your
Salesforce org

You only need small
amounts of data at a time

You want real-time access
to the latest data

Global search

Record feeds

Salesforce1

External Object

Apex

SOSL

Lookup relationships

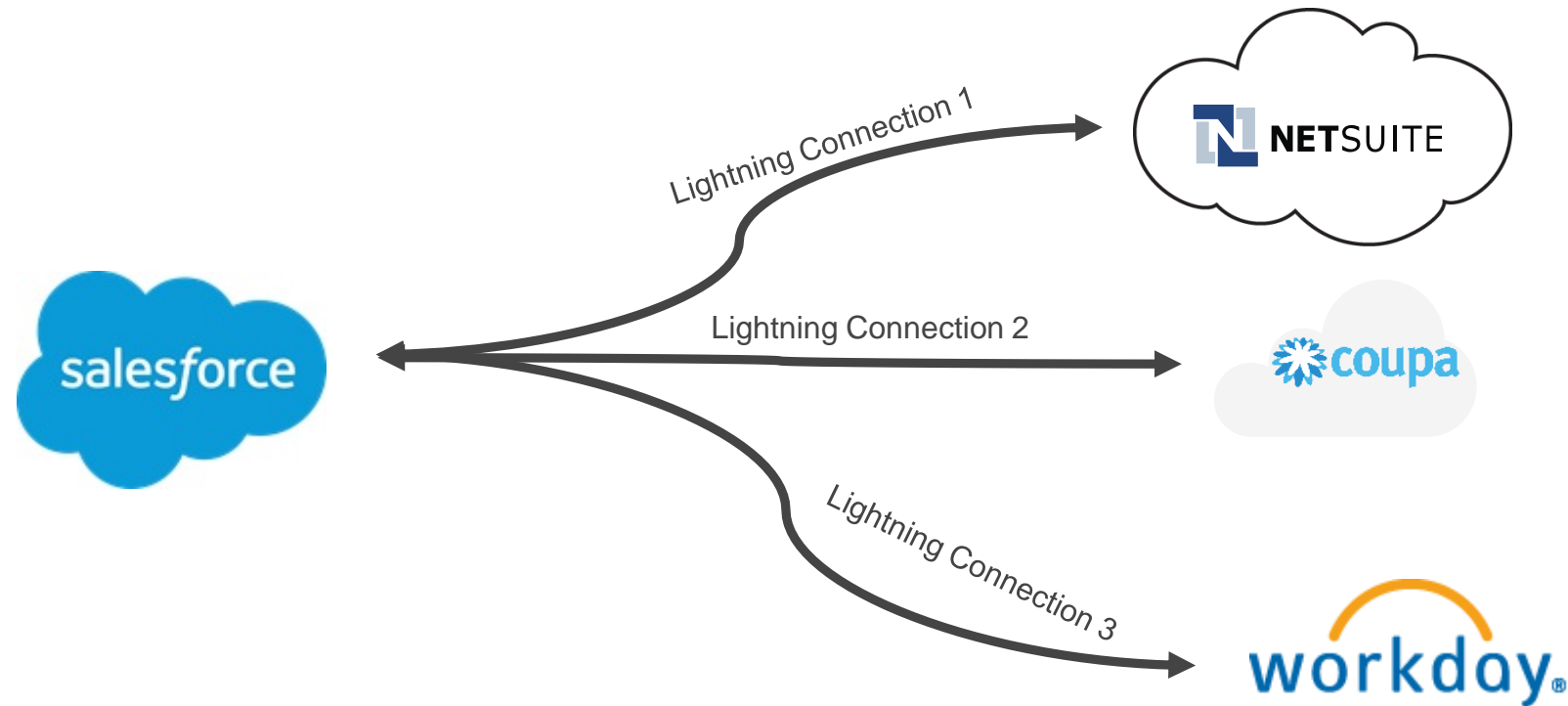


Lightning Connect

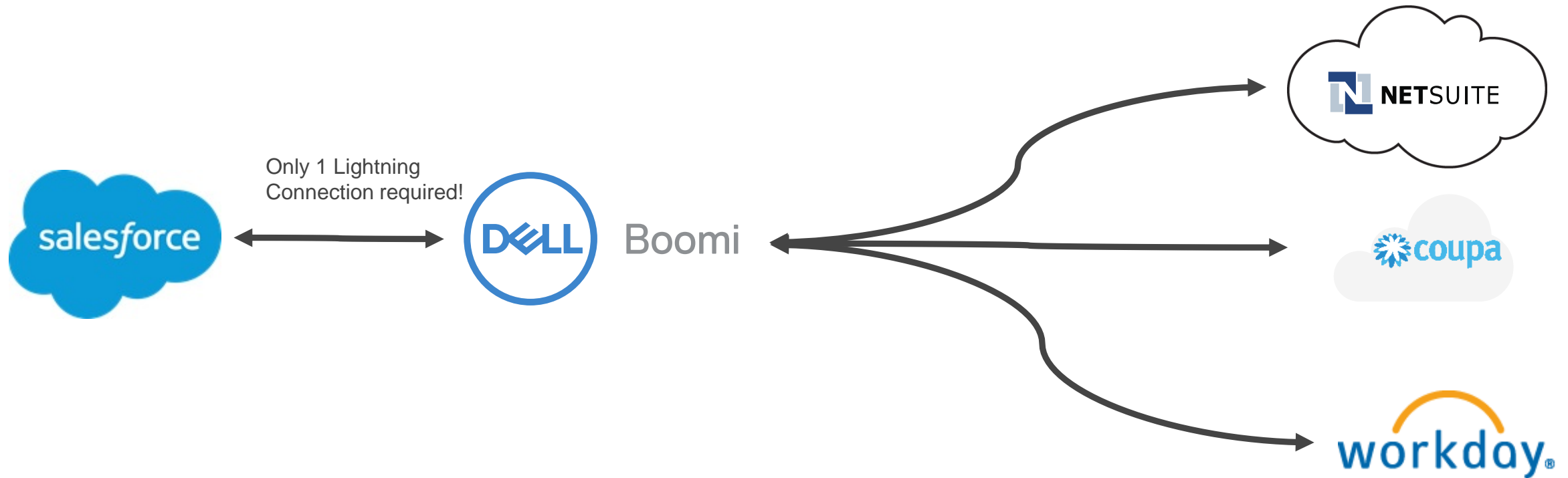
- ✓ ...works with data in any format
 - ✓ ...can pull data from any number and type of applications
 - ✓ ...can transform data into any format
- And serves it up to Salesforce Connect



Simplify With Dell Boomi...



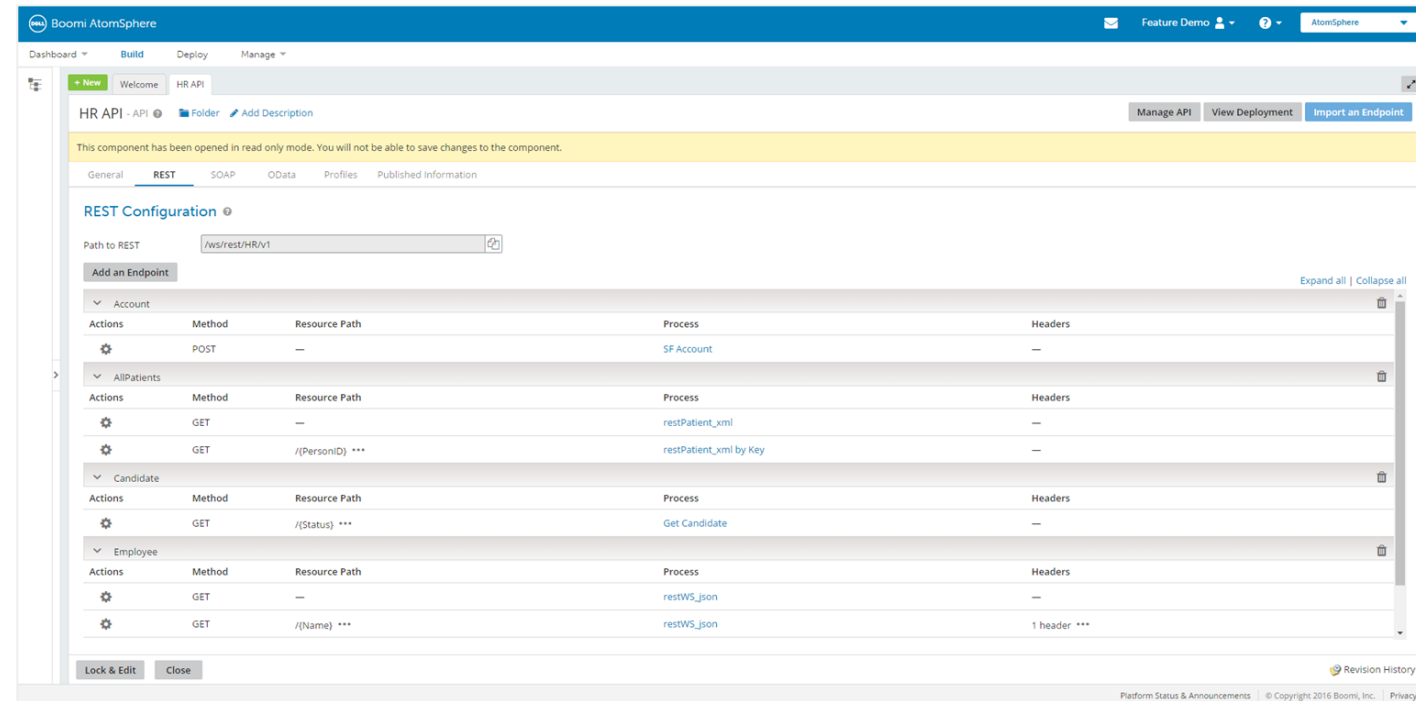
Simplify With Dell Boomi



Leverage Boomi API Management

- Prototype with APIs and adapt to new business requests
- Iterate with existing integrations and version control
- Transform and enrich data with SOAP, REST or OData-based APIs

Configure APIs through a visual experience



The screenshot displays the Boomi AtomSphere REST Configuration interface. The top navigation bar includes 'Dashboard', 'Build', 'Deploy', and 'Manage'. The main content area shows the 'REST Configuration' for an 'HR API' component. A message indicates the component is in read-only mode. The configuration is organized into sections for different resources: Account, AllPatients, Candidate, and Employee. Each section contains a table of API endpoints with columns for Actions, Method, Resource Path, Process, and Headers.

Resource	Method	Resource Path	Process	Headers
Account	POST	—	SF Account	—
AllPatients	GET	—	restPatient_xml	—
	GET	/PersonID ***	restPatient_xml by Key	—
Candidate	GET	/Status) ***	Get Candidate	—
Employee	GET	—	restWS_json	—
	GET	/Name) ***	restWS_json	1 header ***

Product Demo



Ensuring Data Consistency with Boomi MDM

With a Distributed, Hybrid Infrastructure



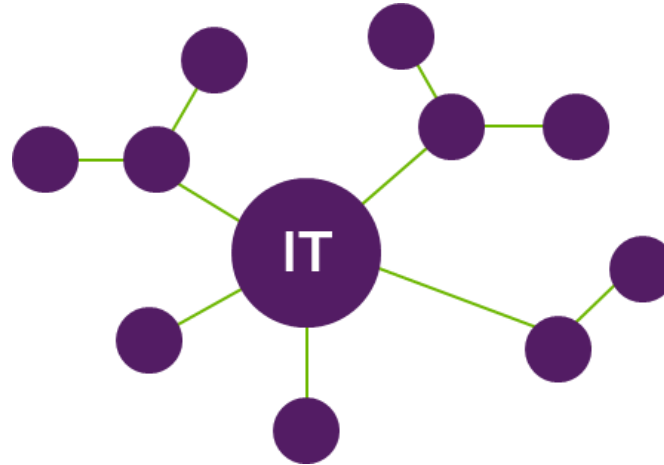
You are Faced with Many Data Challenges

“Why does it take so much time and effort to bring together the data I need?”

“Our data is slowing down the business... it's inaccurate, inconsistent, incomplete.”

“IT is overwhelmed with keeping everything connected.”

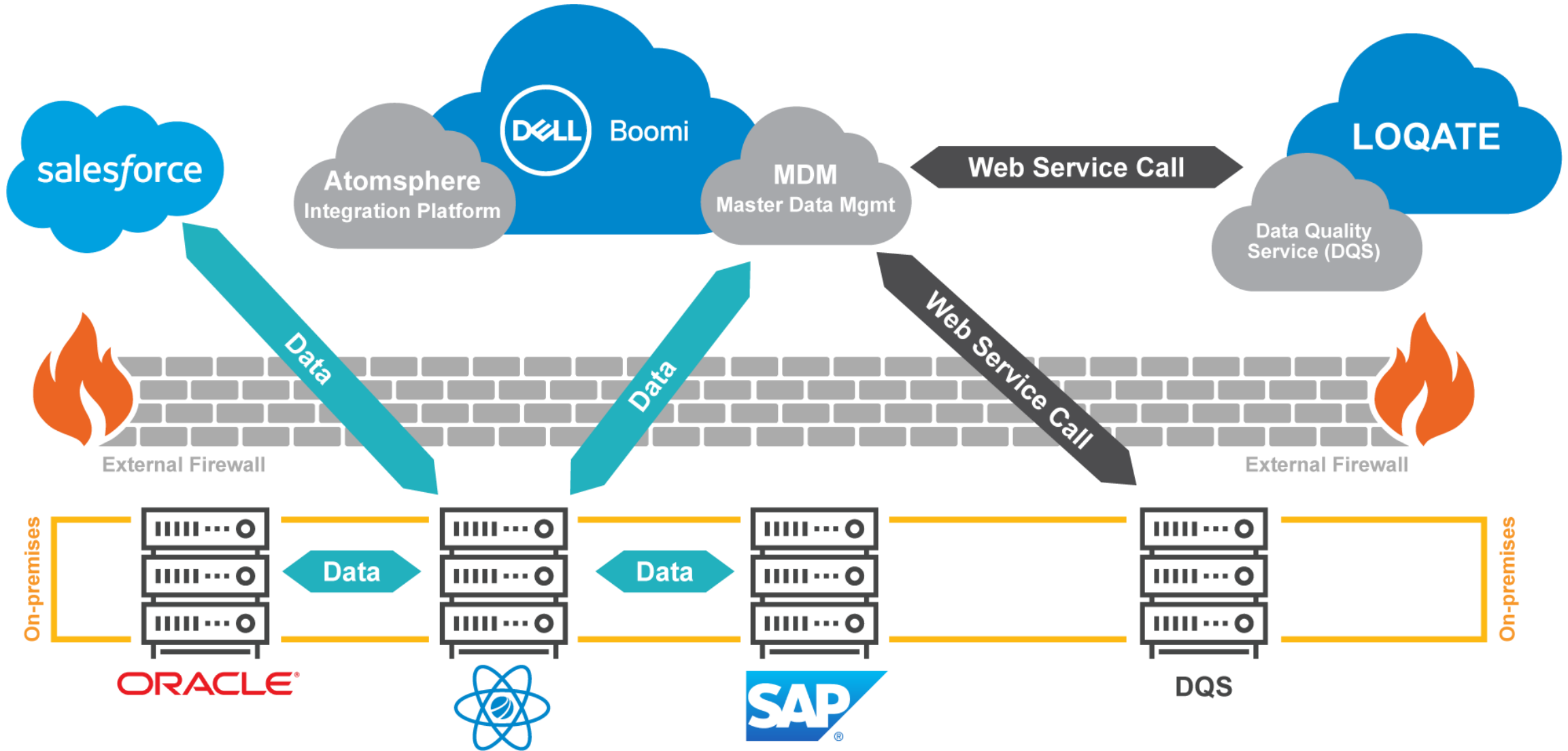
“There are too many systems to track all the changes.”



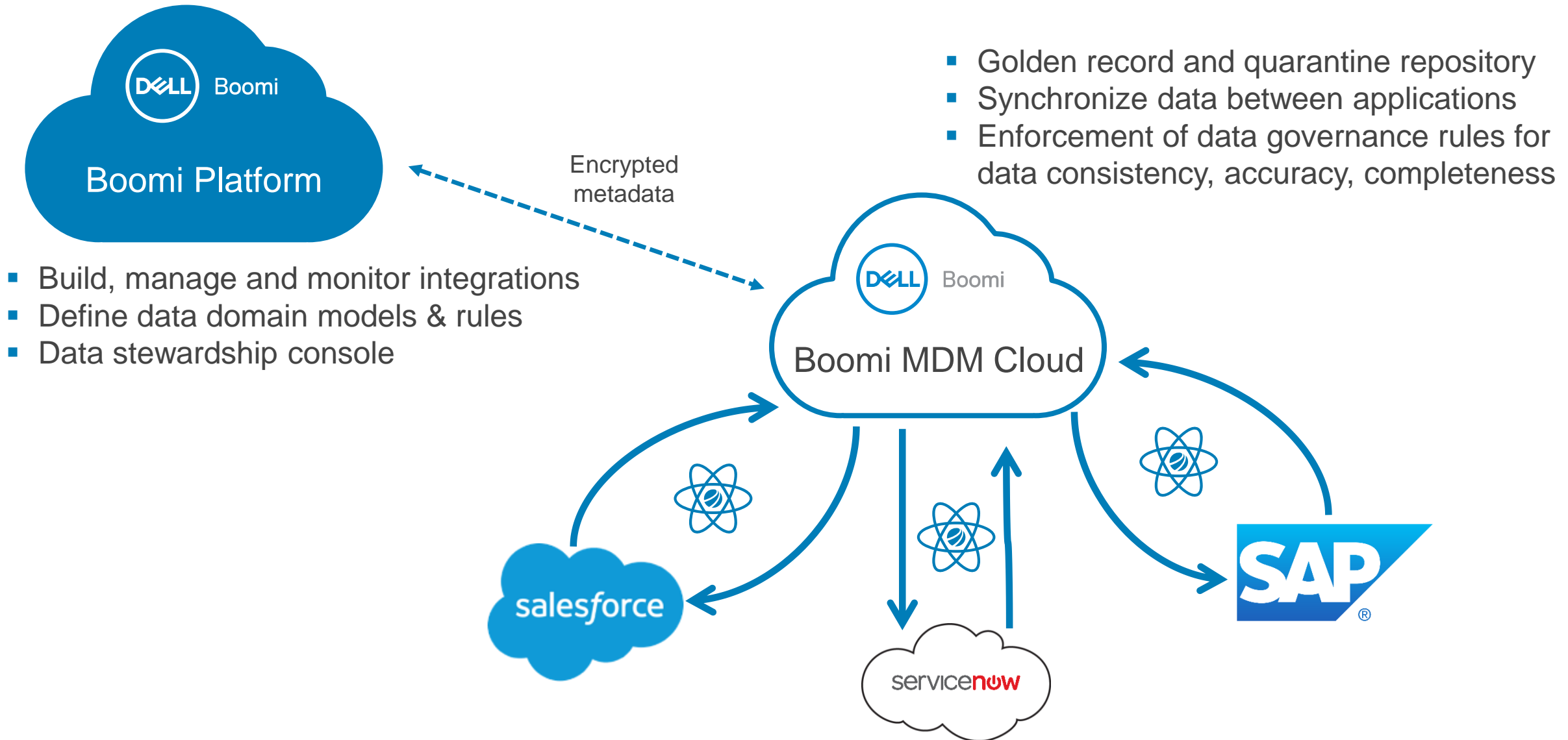
“It's too difficult to find the right information with all these duplicate records.”

“We don't have the resources to deal with data governance.”

Cloud MDM for a Cloud World



Boomi MDM Ensures Data Integrity



Product Demo

The background features a teal-to-yellow gradient. On the left, there is a network of grey nodes connected by thin lines. On the right, there are yellow circuit-like lines with dots at various points.

Automation. Human Interaction. With Boomi Flow

Salesforce is the #1 CRM Platform

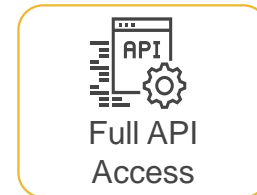
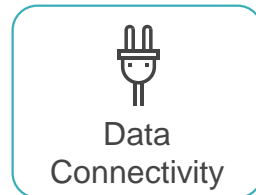
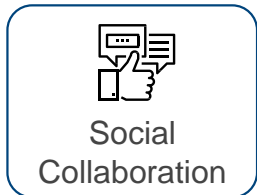
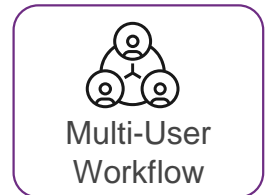
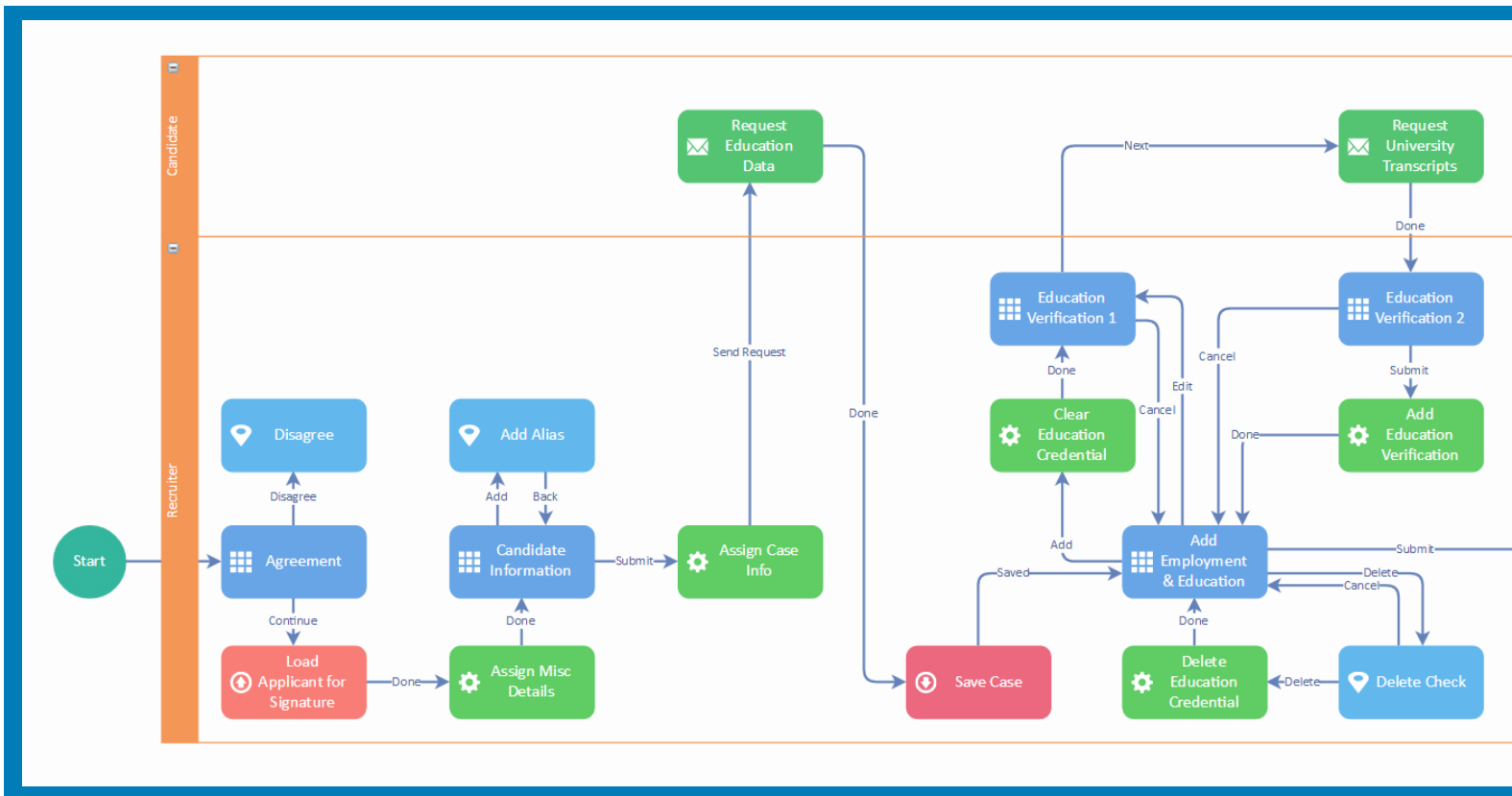
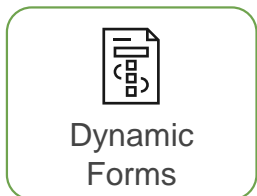
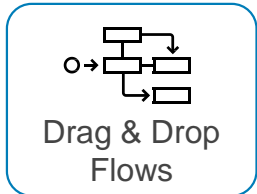


We Make Salesforce the #1 BPM Platform



Boomi Flow

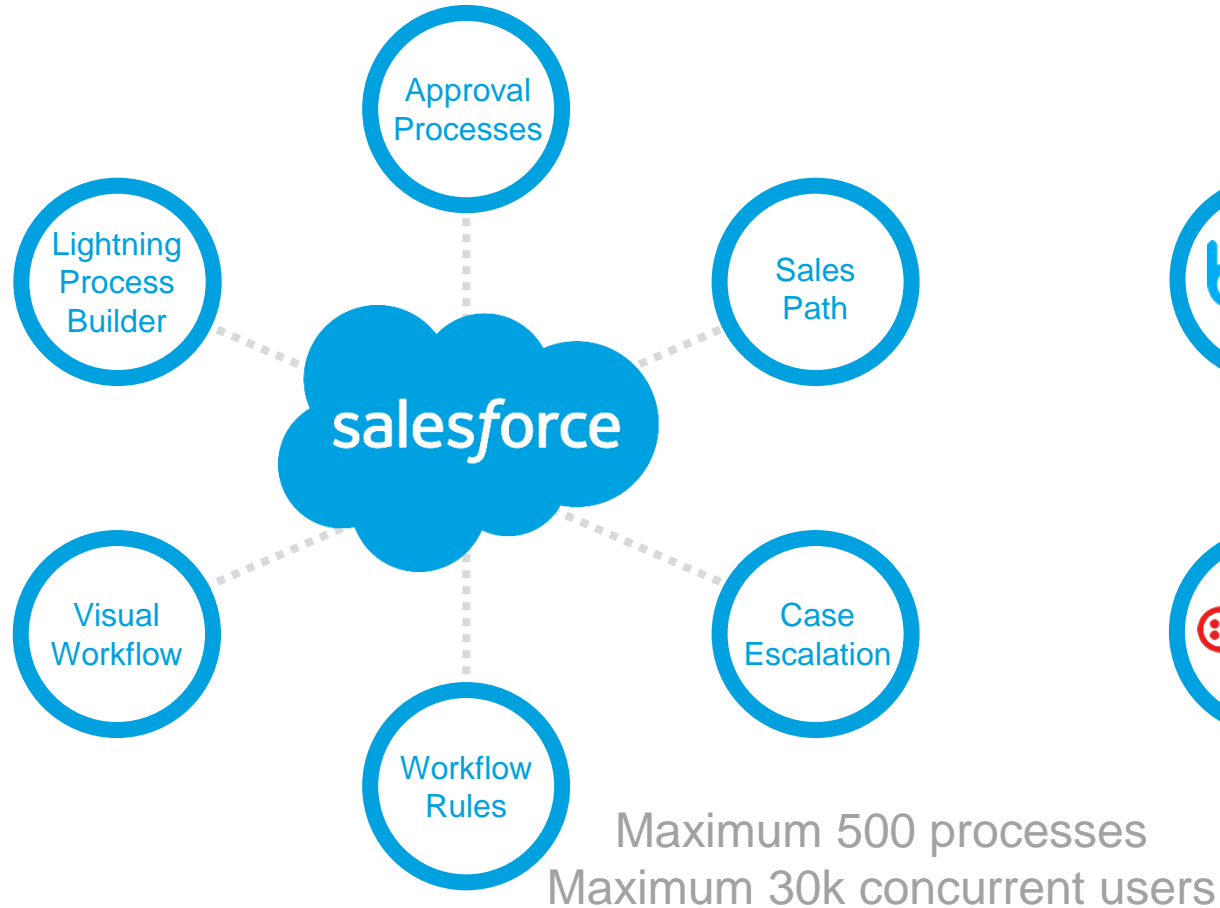
Build applications with low-code and automated workflows



Focus On End-to-End Processes, Not On Specific Use Cases

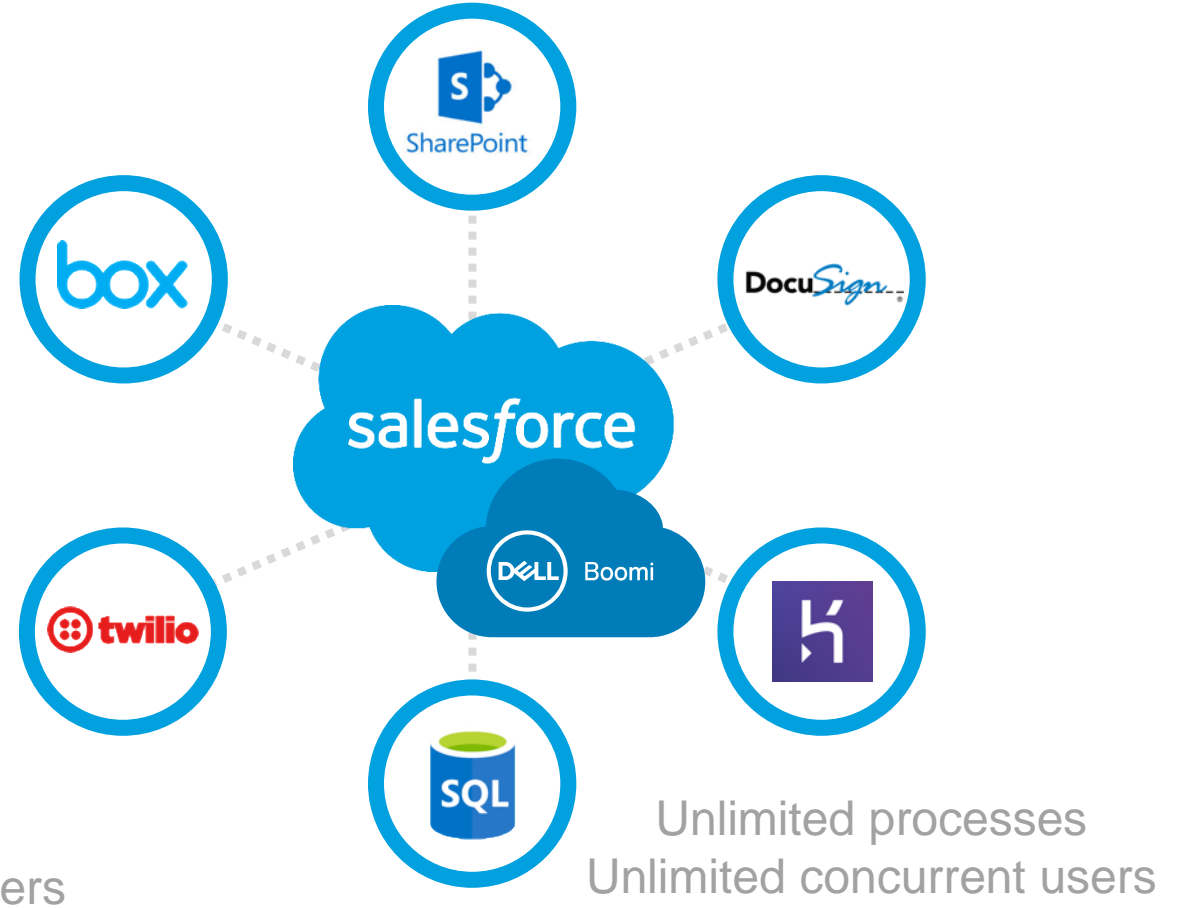
Salesforce Workflow

Salesforce only, multiple workflow tools



Boomi Flow

System agnostic, unified workflow



Deploy Everywhere In Salesforce



Sales Cloud



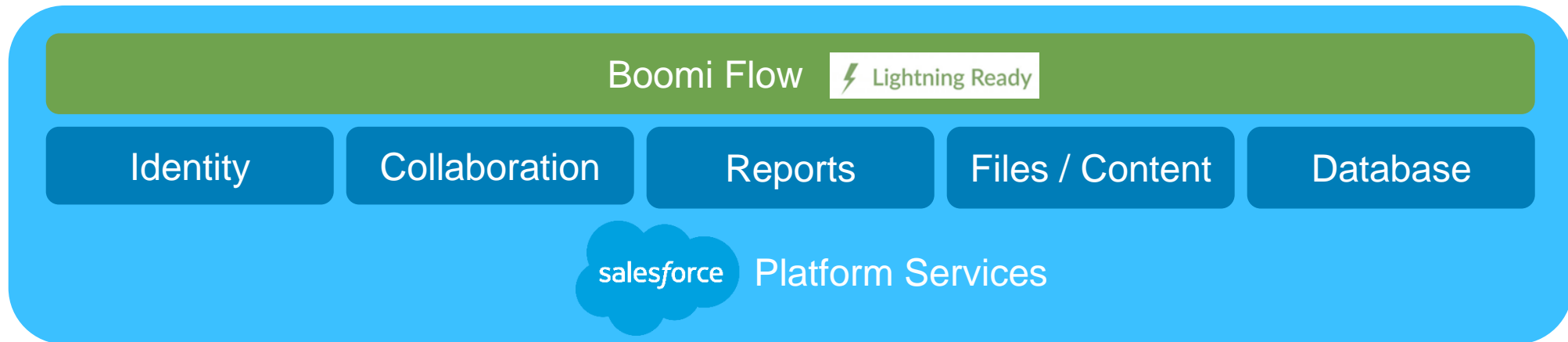
Service Cloud



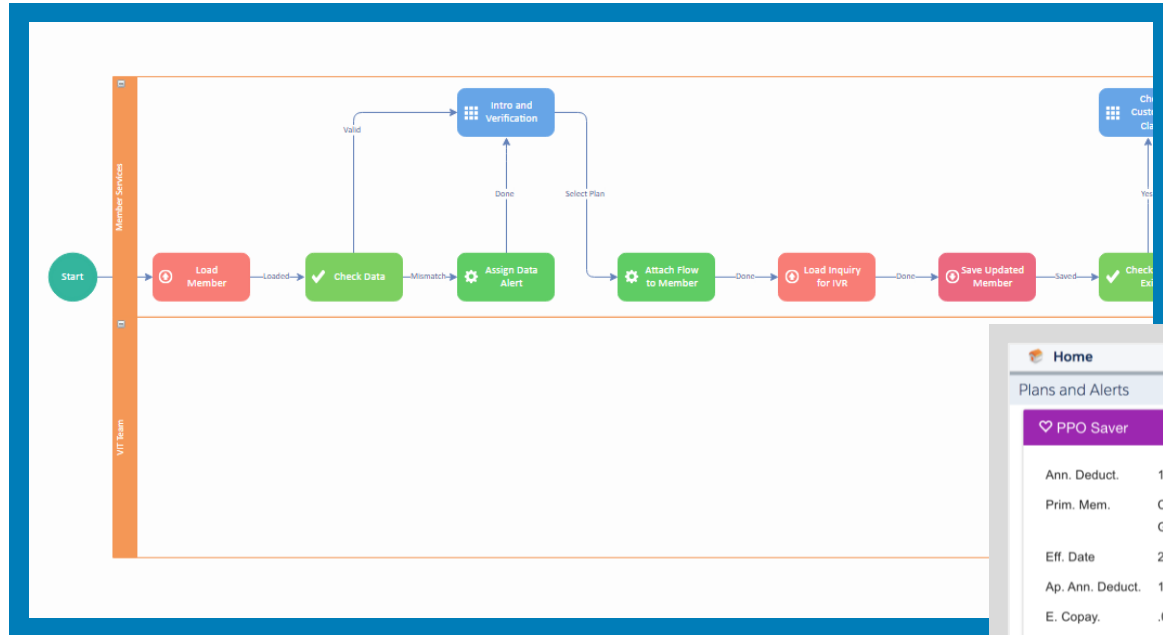
Communities



Salesforce 1



Flow Use Case: Customer Service (Healthcare Portal)



- Boomi Flow 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



Connected Business with Boomi Webinar Series

10AM PT | 1PM ET

WEBINAR 3

From Integration to Synchronization:

Using a Hub-based
Approach to Ensure Data
Integrity across Your
Business

**Tuesday,
December 12th**

[Watch On-Demand](#)

WEBINAR 4

Integration, APIs and Workflow:

Extending the Value of
Your Salesforce
Investment

**Wednesday,
January 31st**

WEBINAR 5

7 Habits of the Successful Boomi Developer

Practical Development
Strategies and
Configuration Tips

**Wednesday,
February 28th**

[Register Now](#)

Questions?