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

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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

Dell Boomi Platform
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
You don’t want to copy all the data into your Salesforce org

Global search
Record feeds
Salesforce1
External Object
Apex
SOSL
Lookup relationships
You don’t want to copy all the data into your Salesforce org

You only need small amounts of data at a time

Global search
Record feeds
Salesforce1
External Object
Apex
SOSL
Lookup relationships
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
…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…

- Lightning Connection 1
- Lightning Connection 2
- Lightning Connection 3
Simplify With Dell Boomi

Only 1 Lightning Connection required!
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
Product Demo
Ensuring Data Consistency with Boomi MDM
With a Distributed, Hybrid Infrastructure
You are Faced with Many Data Challenges

“IT is overwhelmed with keeping everything connected.”

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

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

“We’ve too many systems to track all the changes.”

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

“Why does it take so much time and effort to bring together the data I need?”
Cloud MDM for a Cloud World

- Salesforce
- Atomsphere Integration Platform
- Dell Boomi
- Master Data Mgmt
- Web Service Call
- LOQATE
- Data Quality Service (DQS)
- External Firewall
- On-premises
- Oracle
- Data
- SAP
- DQS
Boomi MDM Ensures Data Integrity

- Build, manage and monitor integrations
- Define data domain models & rules
- Data stewardship console
- Golden record and quarantine repository
- Synchronize data between applications
- Enforcement of data governance rules for data consistency, accuracy, completeness

Boomi Platform

Encrypted metadata

Boomi MDM Cloud

Salesforce

SAP

ServiceNow
Product Demo
Automation. Human Interaction. With Boomi Flow
Salesforce is the #1 CRM Platform

Integration
Identity
Interface
Reports
Rules
Collaboration
Process
Security
Content
Data
Mobile
We Make Salesforce the #1 BPM Platform

Integration
Identity
Security
Interface
Reports
Rules
Collaboration
Process
Mobile
Content
Data

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Boomi Flow
Build applications with low-code and automated workflows

Drag & Drop Flows
Dynamic Forms
Responsive UI
Multi-User Workflow
Social Collaboration
Data Connectivity
Full API Access

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

Salesforce Workflow
Salesforce only, multiple workflow tools

- Approval Processes
- Lightning Process Builder
- Visual Workflow
- Workflow Rules
- Case Escalation
- Sales Path

Maximum 500 processes
Maximum 30k concurrent users

Boomi Flow
System agnostic, unified workflow

- SharePoint
- box
- twilio
- SQL
- Docusign
- Dell Boomi

- Unlimited processes
- Unlimited concurrent users

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Deploy Everywhere In Salesforce

Sales Cloud
Service Cloud
Communities
Salesforce 1

Boomi Flow

Identity
Collaboration
Reports
Files / Content
Database

Platform Services

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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)

Integration with:
- Salesforce
- PostgreSQL Database
- Twilio
- Exchange
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?