Boomi

How Boomi is Uniquely Suited to Help Salesforce Customers Harness Data

Boomi

Agenda

Digital transformation
What it is, and why Salesforce customers should care

Challenges
Digital transformation challenges we commonly hear from Salesforce customers

How Boomi addresses those challenges
Boomi differentiators overview, quick look “ under the hood“, illustrative use cases

Q&A

Boomi

Today’s presenter, Sol Waters

Sol Waters,
Technical Architect

Boomi

Digital Transformation

The application of new technologies to improve and optimize the efficiencies of people, processes, and business outcomes.

Challenges & concerns

High or unpredictable costs, risks

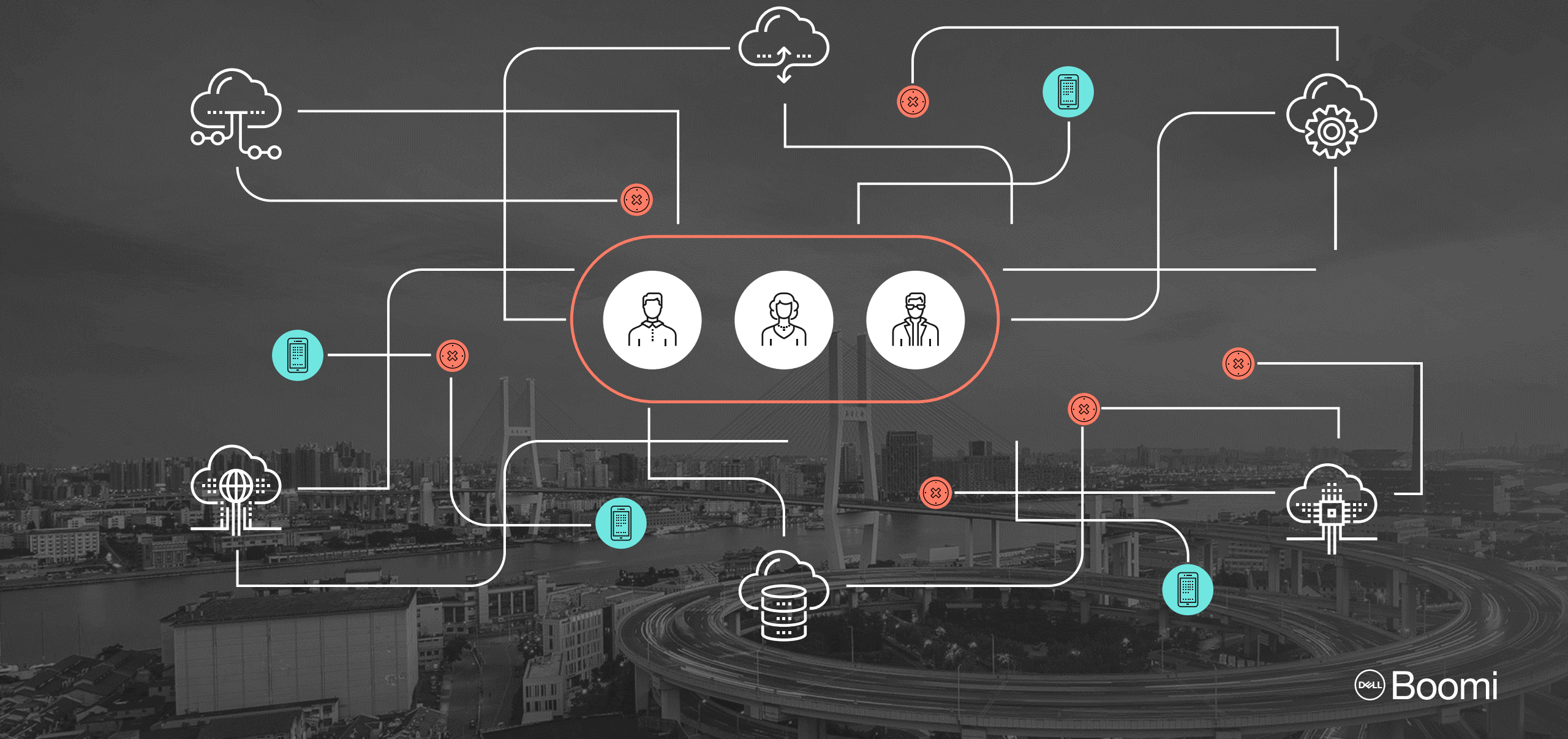
Disruption to the business, productivity

Integration isn’t the only need

74%

of digital transformations will fail

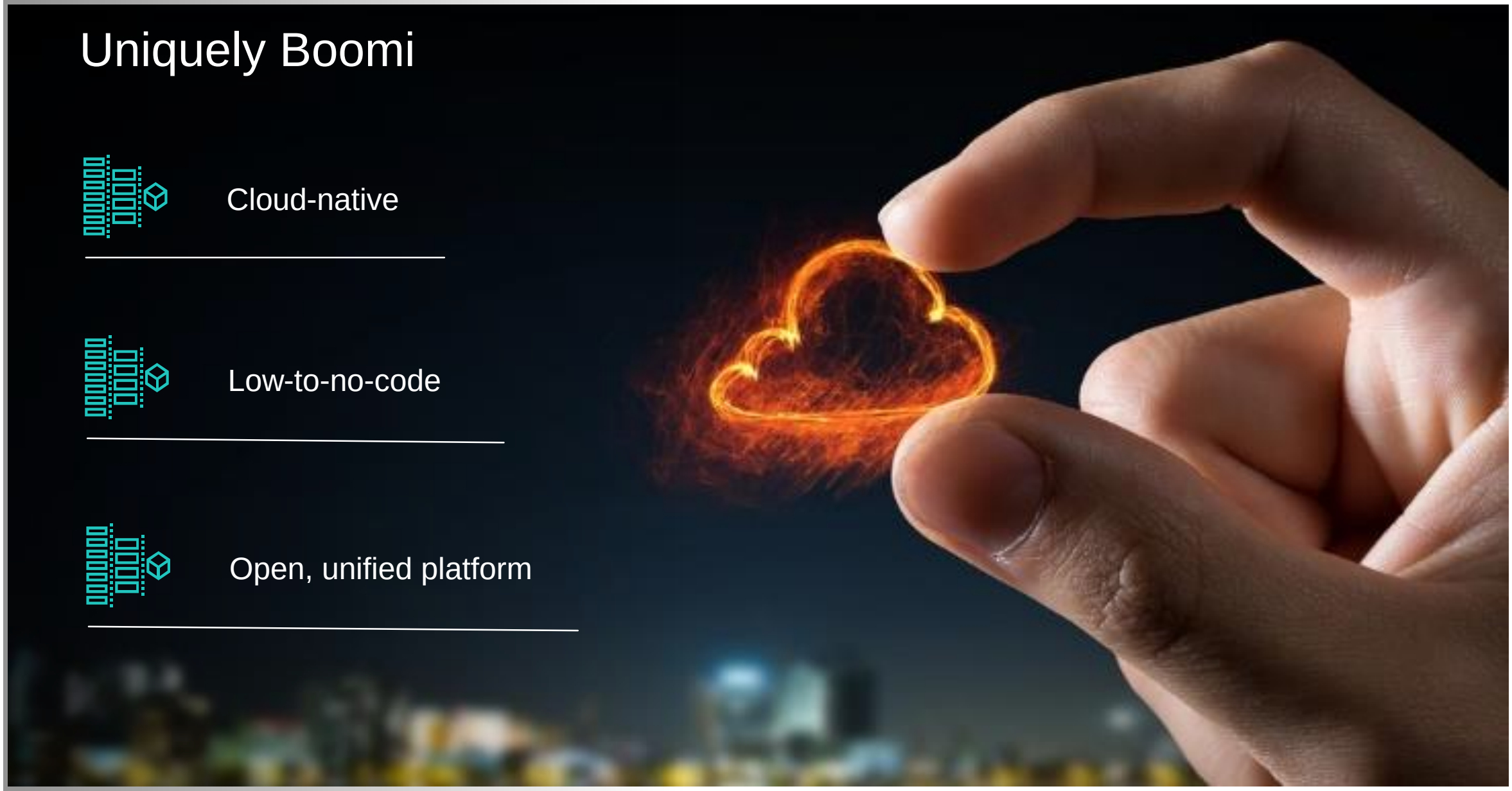
Before Digital Transformation



Boomi

After Digital Transformation

Uniquely Boomi



- Cloud-native
- Low-to-no-code
- Open, unified platform

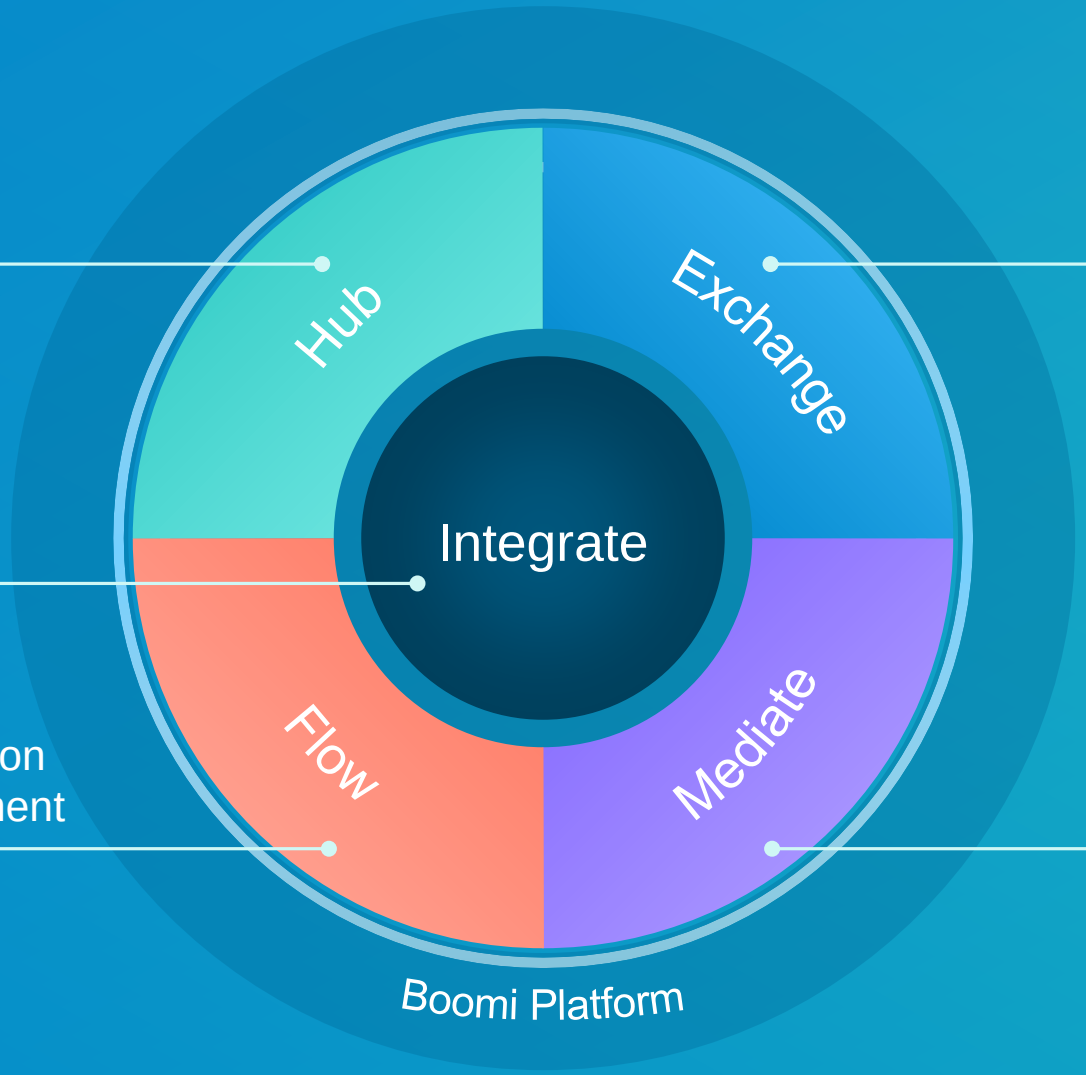
Boomi

Meet Our Unified Platform

Master Data Hub

Application and Data Integration

Workflow Automation and App Development



B2B Management

API Design and Management

Boomi

Use Case in Action + a Look Under the Hood

Sol Waters,
Technical Architect

Boomi

Big Business Impact

Faster Time to Value

Higher Efficiency

Lower Total Cost of Ownership

Boomi

Q&A

Harnessing the potential of data is what Dell Boomi has been doing since 2008.

Find out why 1,500+ Salesforce® customers globally rely on Boomi, and why you can too.

www.boomi.com

Boomi