

CLOUD-CON: Integration & APIs

April 26, 2018

- **CLOUD-CON: Integration & APIs** is a multi-vendor online event to feature technologies and Best Practices to design and deliver agile and end-to-end integration for the digital enterprise. Speakers will focus on use cases across on-premises, cloud, iPaaS, PaaS, SaaS and trusted APIs.
- Topics to include:
- **Hybrid Integration Powers the 'Extended Enterprise'**
Agile, seamless and low-code integration for apps and data – wherever they live. Learn the power of APIs, composite apps, SaaS, iPaaS, etc.
- **iPaaS Comes of Age**
See how integration Platform-as a-Service supports the full integration lifecycle - design, deploy and manage. Low cost, fast, low-hassle integration
- **Successful API-Driven Businesses**
Every F1000 firm is expected to create, share or subscribe to APIs and microservices for business-critical apps within 5 years. Learn the top business-driven trends
- **Ensure Trust, Enforce Policy**
Secure access, authentication and governance for data at rest and data in motion between on premise, cloud and mobile apps
- **Intelligent Insights from Diverse Data**
Ensure rapid, reliable and accurate business insights from diverse data. Secrets to using MDM, smart queries, data virtualization and more

Bio – Sean P. Collins

Sean P. Collins

Director Product Management, Dell Boomi

Sean P. Collins is the Director of Product Management at Dell Boomi. Sean manages and drives the company's product roadmap and strategy for API management and the AtomSphere platform. Sean works closely with the engineering, sales, marketing, services and support teams to ensure successful product rollout and messaging.

Sean joined Dell Boomi in 2013 following a 20-year career with SunGard Higher Education. Sean's experience with SunGard Higher Education focused primarily on reporting and data warehousing solutions where he served in many capacities including data modeler, technical lead and software development manager.

Sean holds a Bachelor of Science in Computer Science from Villanova University.

Bio – Div Manickam

Div Manickam

Group Product and Solutions Marketing Manager, Dell Boomi

Div Manickam is leading the product and solutions marketing team at Dell Boomi and also supports product marketing efforts for API Management and Flow.

As a marketing professional with a passion in technology, she holds an MBA in Marketing and two engineering degrees. She has contributed to marketing teams at Fortune 500 companies and startups in San Francisco Bay Area (Panasonic, Applied Materials, UBM and GoodData).

Title:

Connecting Experiences and Applications in a Digital World

Scale Your Business for Success with APIs

Abstract:

Many organizations are on a journey to improve interactions with their customers, partners and lines of business. And APIs are essential for driving digital transformation, allowing for rapid adoption of applications to provide new functionality and a seamless experience across any channel.

Too often, however, APIs are viewed as a means to an end. But organizations need to plan for how APIs fit into an overall strategy that grows their businesses and efficiently scales application development. With Boomi API Management, your enterprise can gain full control of its APIs and manage a unified strategy that aligns your API needs with your integration processes.

Businesses need to think about how to scale as well as secure the business with an enterprise wide API strategy. This session will discuss how to centrally manage and enrich API interactions through their lifecycle in a unified platform.

5 Sample Questions

- Is there a predominant API use case that you are seeing from your current customers
- Is there a limitation to where you can deploy APIs
- How does Boomi support to design and deliver business agility and end-to-end integration for the digital enterprise.
- What if I have existing web services or APIs? How can Boomi help today
- What direction do you see Boomi for APIs and Integration based on customer needs today

Connecting Experiences and Applications in a Digital World

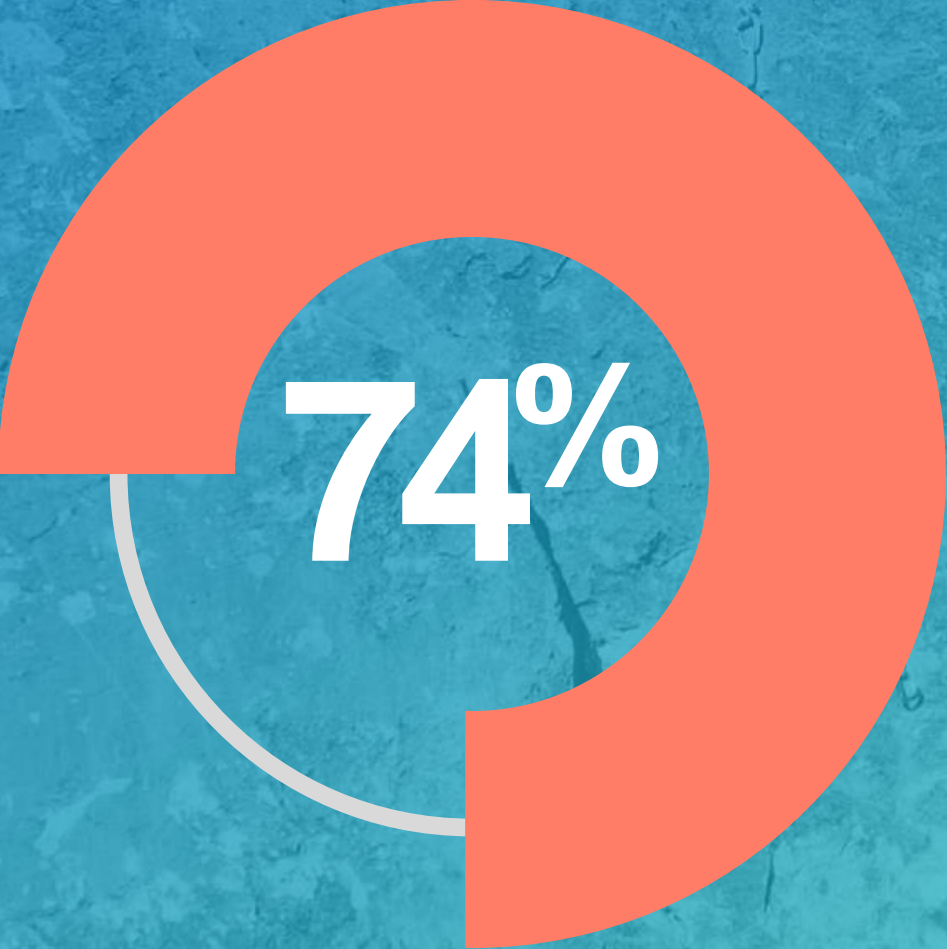
Scale Your Business for Success with APIs

Sean Collins | Director, Product Management

Div Manickam | Group Product and Solutions Marketing Manager

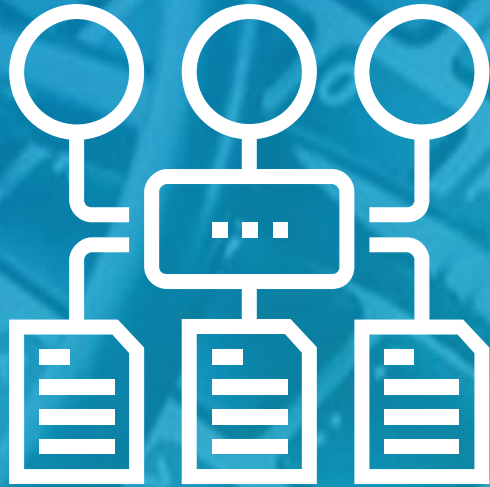
April 2018

Challenge the Rules



74%

Digital
transformations
will fail

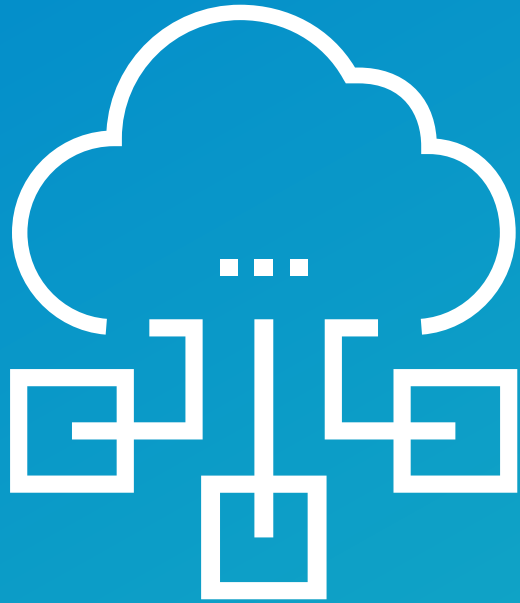


Application Sprawl



Business Silos

Connected Business: Better, Faster, Smarter



Connect
Everything



Engage
Everywhere



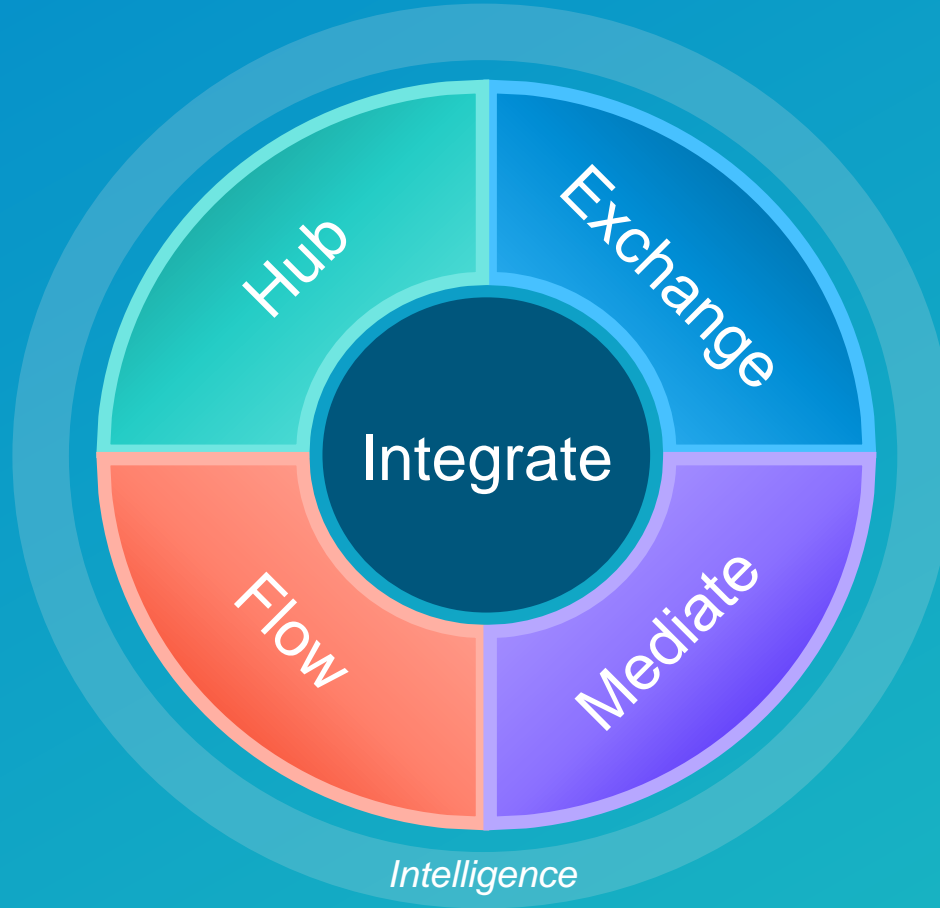
Run
Anywhere



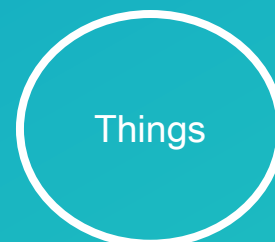
Engagement



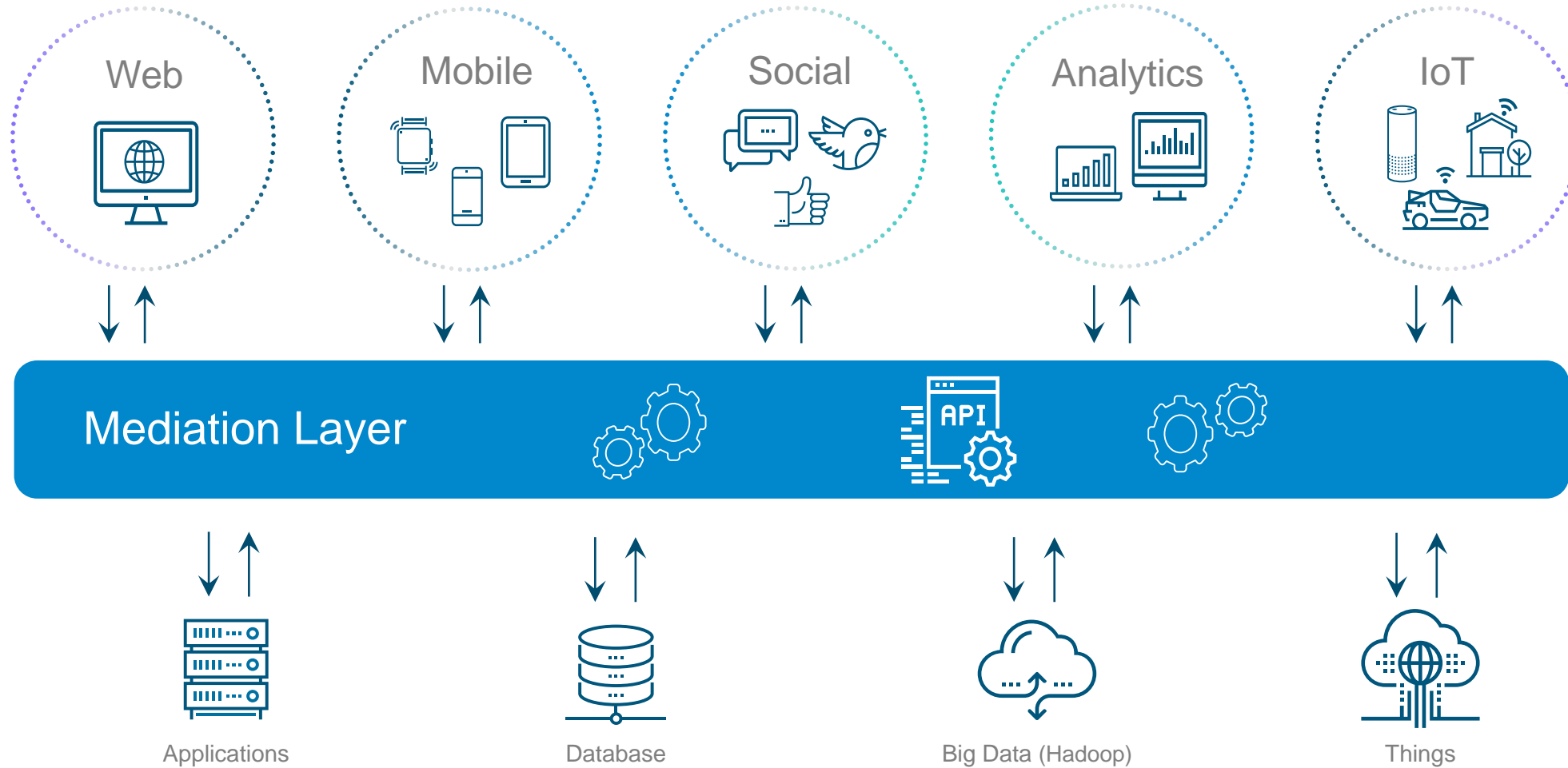
Distribution



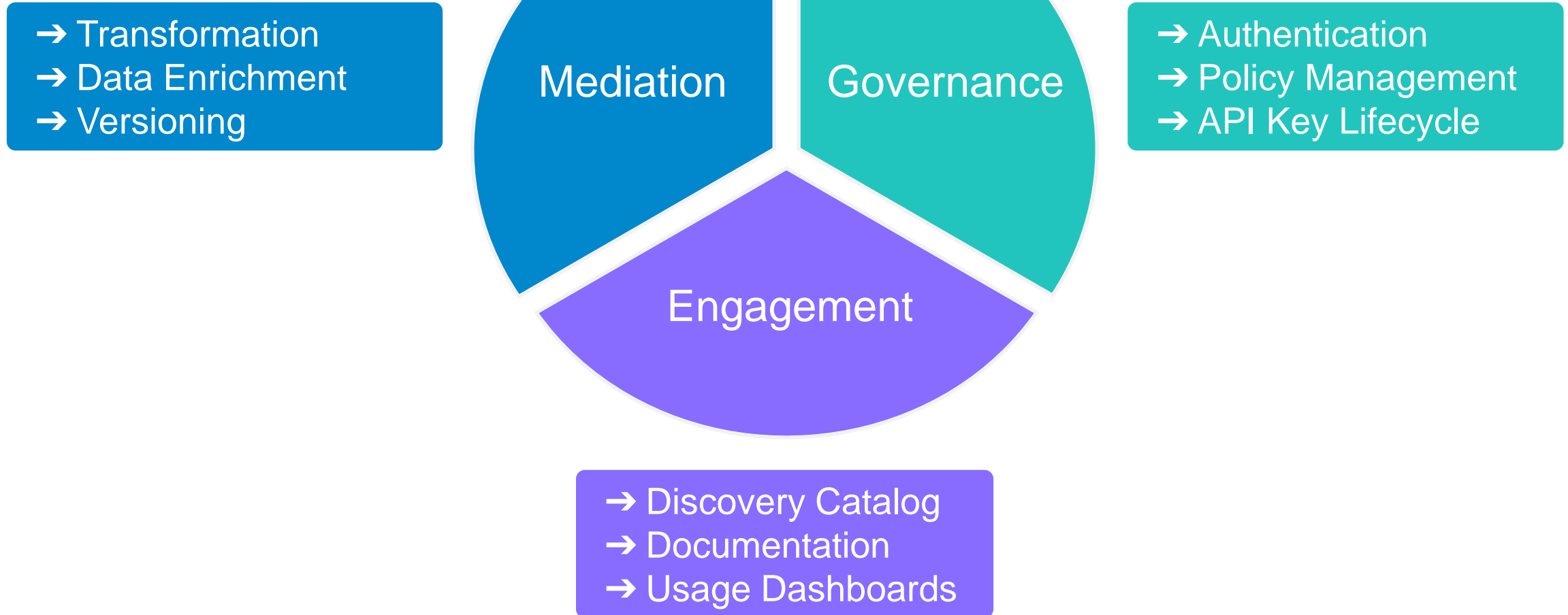
The Unified Boomi Platform



Digital Business is Driven by APIs



APIs Accelerate Application Development



Customer Use Cases

of API Calls



Major American Airport



Web Services



Mobile Fitness Subscription



Scottish Utility Company



of APIs



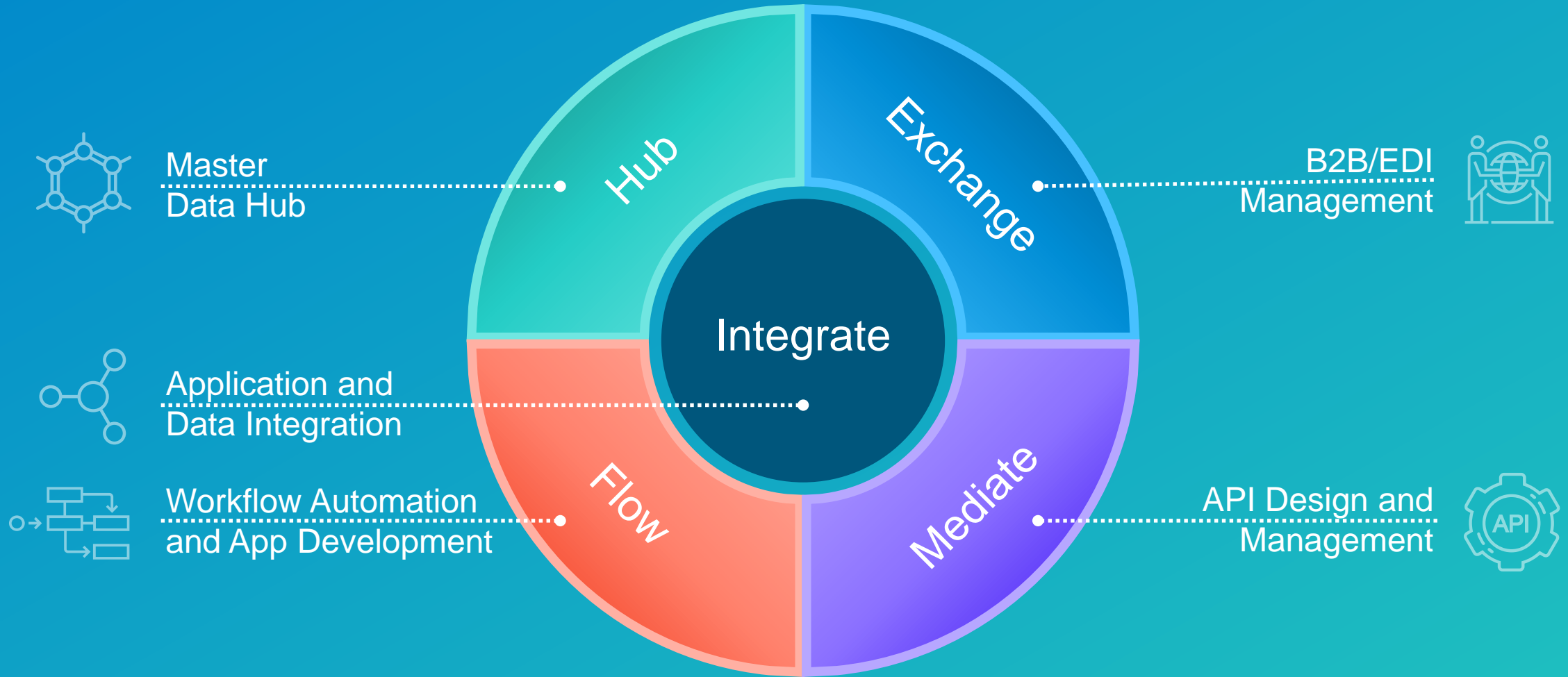
Australian University



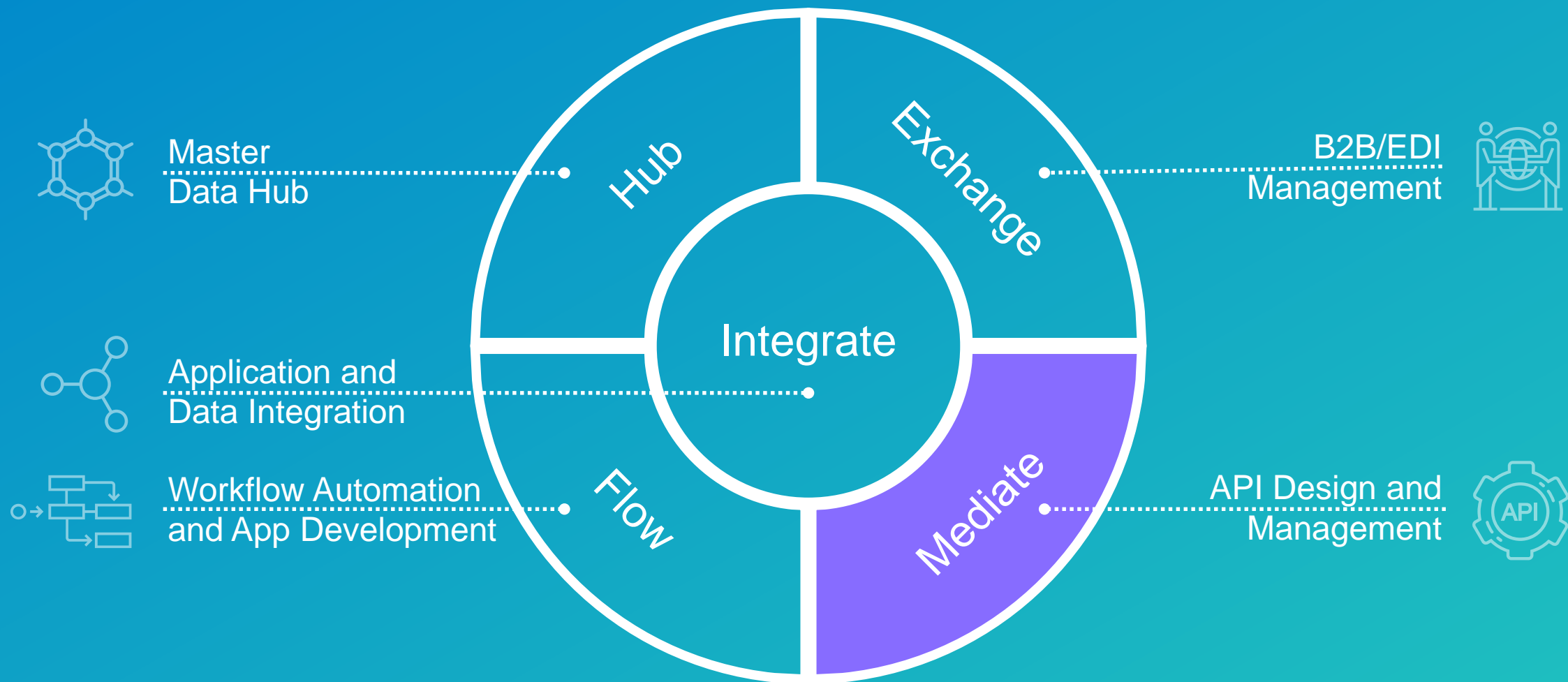
API Catalog



The Unified Boomi Platform



Elements of the Boomi Platform



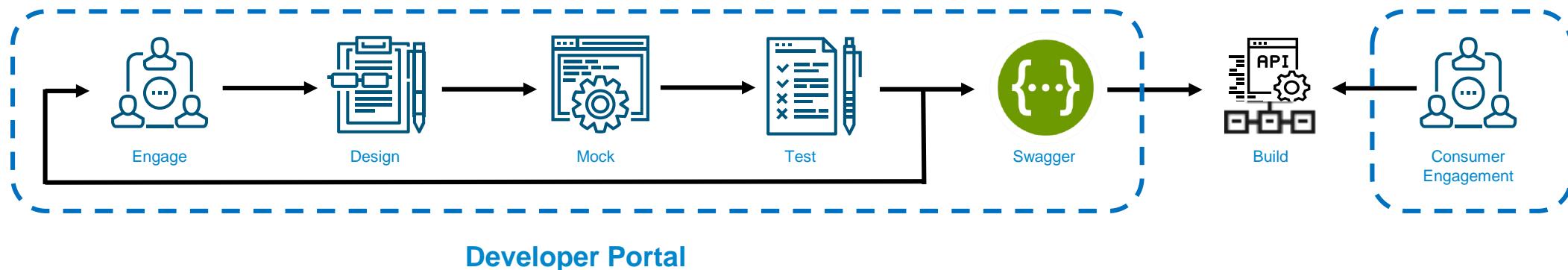
Alternative Approach to APIs

“Code First” - Boomi

- Develop the API’s code from the business requirements, and generate the API’s contract from the code.

“Design First”

- Design the API’s contract using Swagger, RAML, etc. before writing any code.



API Engagement: Personas



API Provider

Systems Administrator
Integration Architect
API Developer

Expose real-time integrations

Enforce contracts & policies

Control and govern access



API Consumer

App Developer
Integration Developer
Systems Analyst

Build composite applications

Accelerate development

Bridge legacy data

API Engagement: Personas



API Provider

Systems Administrator
Integration Architect
API Developer

Expose real-time integrations

Enforce contracts & policies

Control and govern access



API Consumer

App Developer
Integration Developer
Systems Analyst

Build composite applications

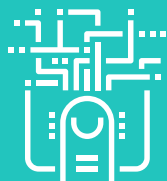
Accelerate development

Bridge legacy data

API Design and Management



**API Developer
Productivity**



Authentication



**Configuration
Management**



**Consumer
Engagement**



Boomi