



From Integration to Synchronization

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

Geoff Bockelmann, Dell Boomi

Chuck Zwick, Campus Management

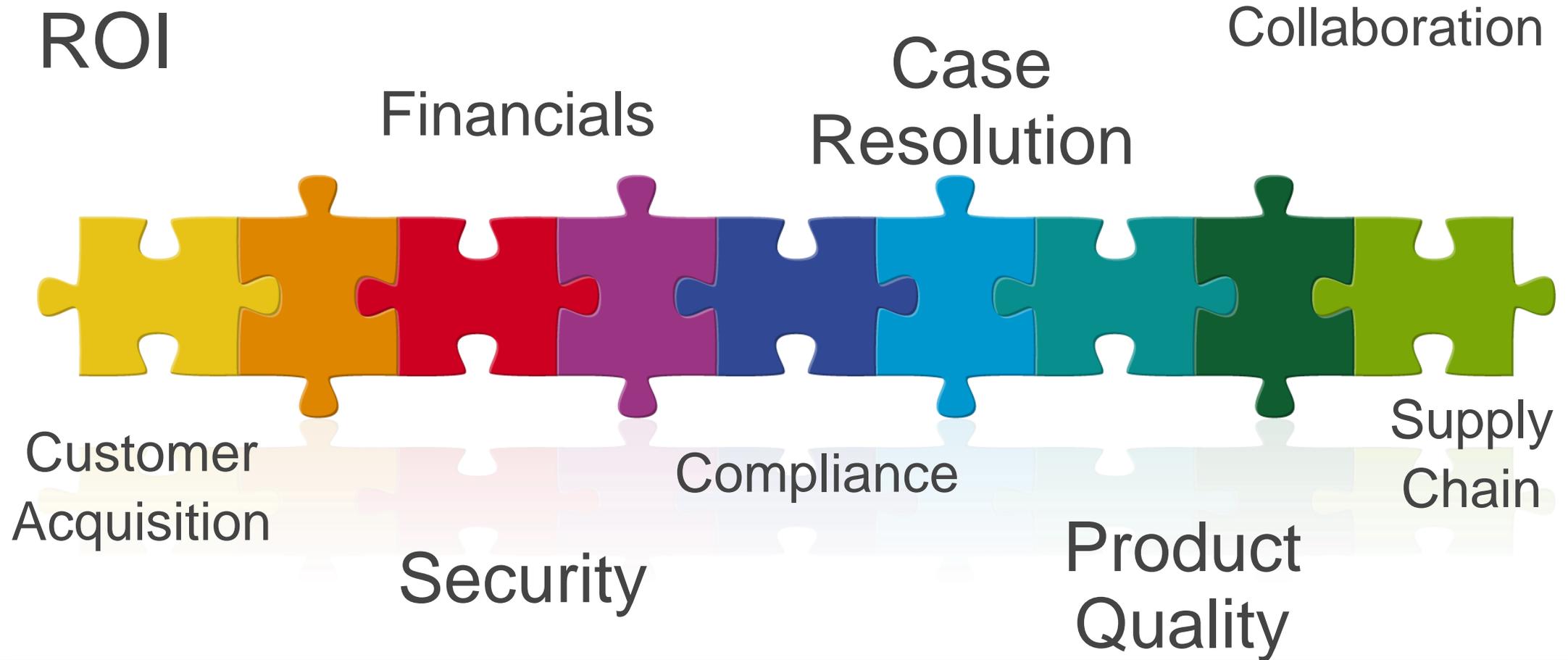
Larry Cone, Kitepipe

A network diagram background consisting of various sized grey circles (nodes) connected by thin grey lines (edges) on a teal gradient background. The nodes are scattered across the top and left portions of the slide.

Agenda

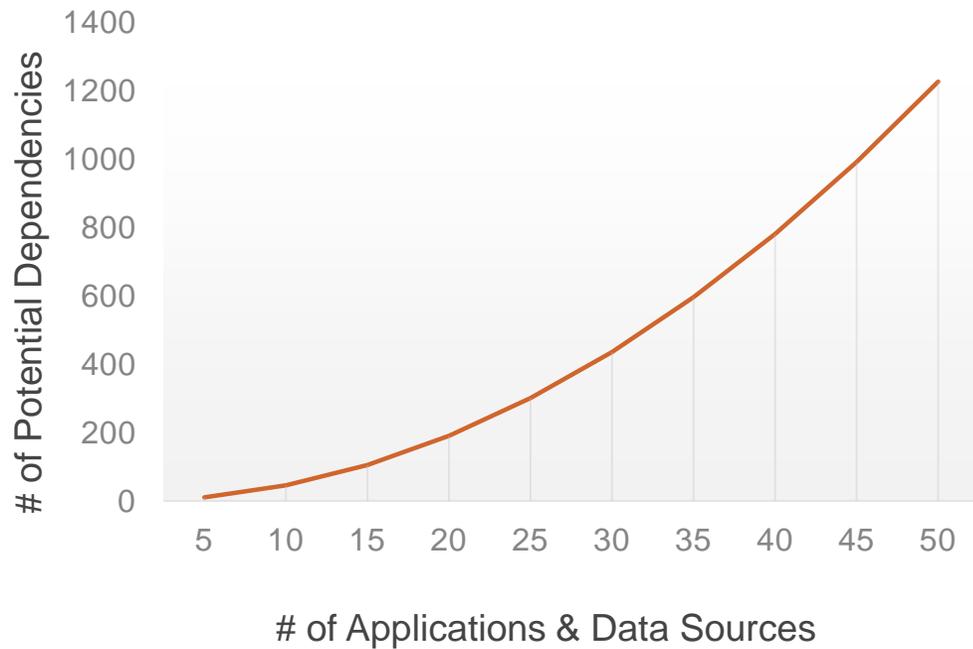
- Data Integrity Challenges
- Customer Perspective:
Use Cases & Hub Architecture
- Audience Q&A

Every Organization Needs Data Integrity

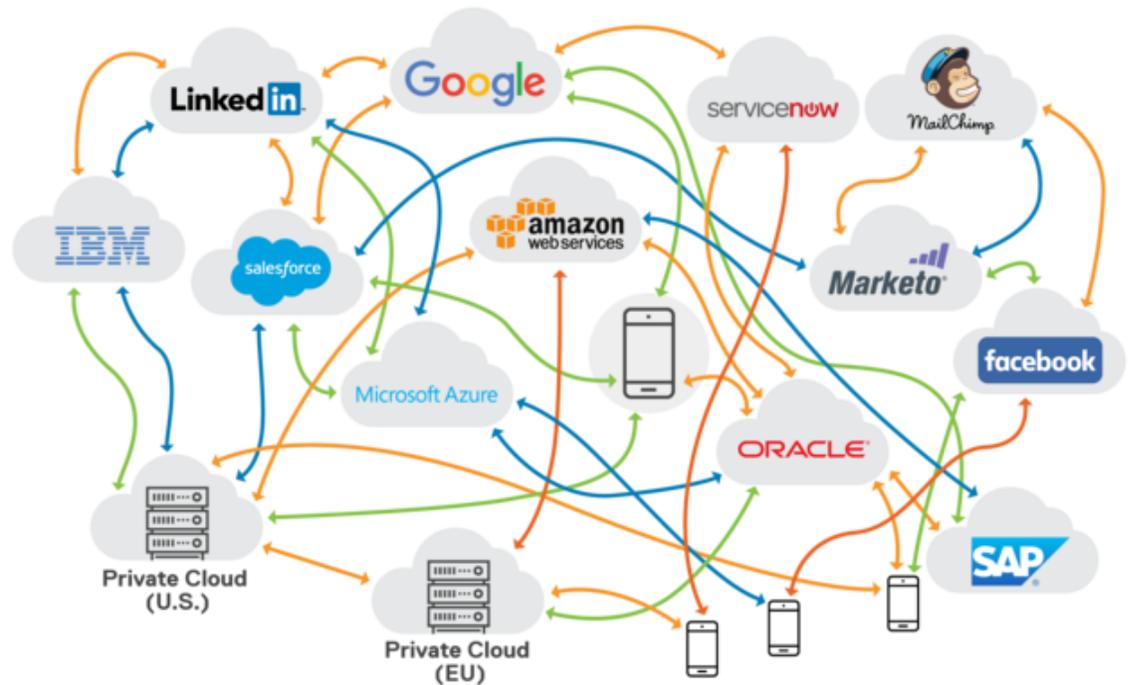


Business Grows, IT Complexity Rises

Adoption of new applications drives business growth



Integration of new applications leads to a complex IT architecture



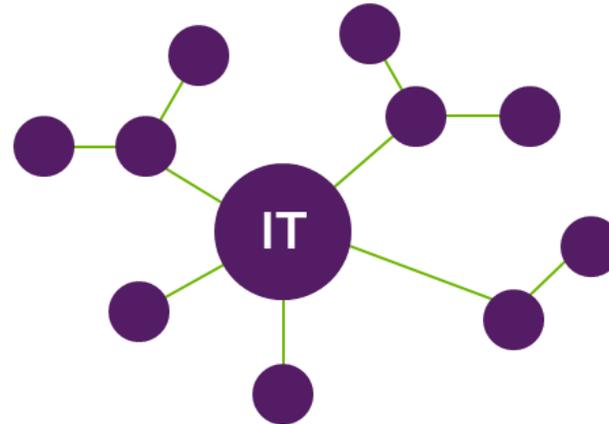
Data Integrity Challenges

“It is hard to keep up with data audits across systems.”

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

“Our data is neither standardized nor rationalized.”

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

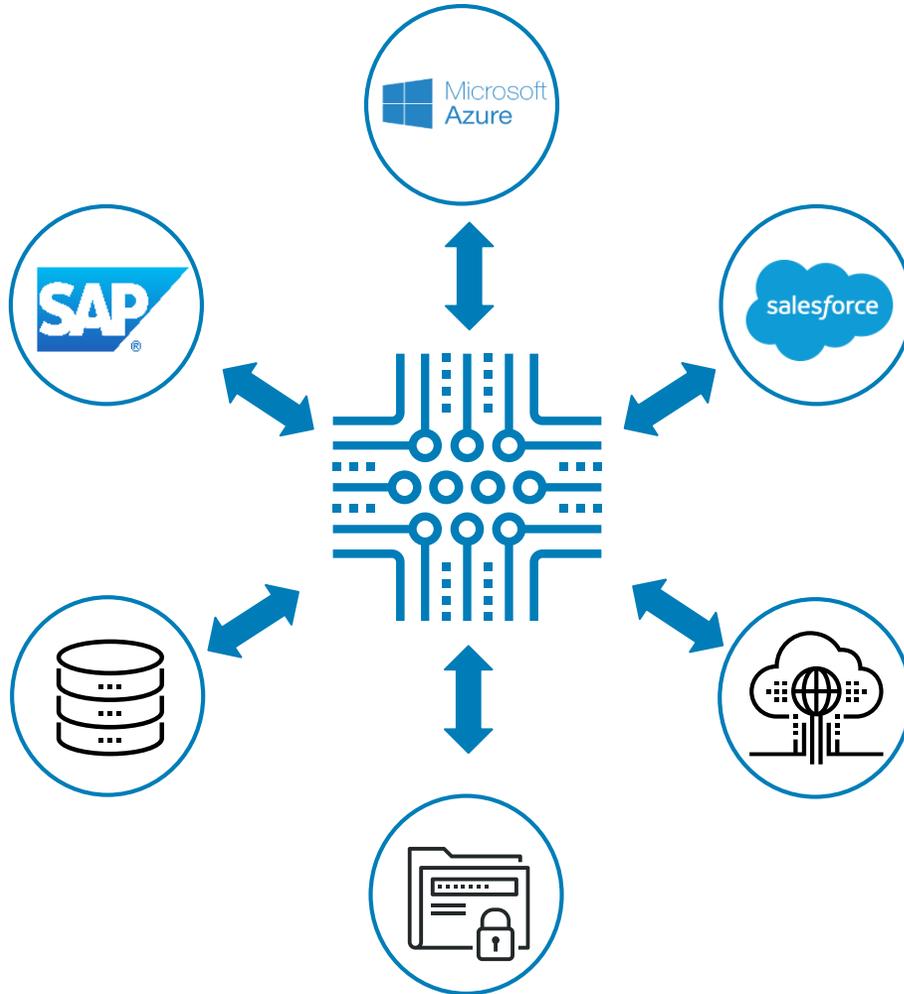


“We don’t have the resources to deal with data governance.”

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

“Our data is distributed across the organization and resides in silos.”

Rethink Your Connectivity Strategy



“The growing complexity of digital business drives an assumption that data should be collected centrally or connected in a distributed fashion. Current data and analytics strategies are falling short of business requirements, thus organizations need to look into alternative approaches such as a data hub.”

Source: Gartner, “Use a Data Hub Strategy to Meet Your Data and Analytics Governance and Sharing Requirements”, A. White & T. Friedman, Feb 2, 2017

Data Synchronization with Boomi MDM

Community
Driven
Modeling

Simplified
Integration

Centralized
Data Quality

The screenshot displays the Boomi Master Data Management interface. On the left, a sidebar shows a 'Quarantine' list with columns for 'Quarantined Date', 'Email', 'Source', and 'Entity ID'. The main area shows a 'Selectively Merge Fields' dialog box with a table comparing 'Quarantined Entity' and 'Golden Record' fields. The 'Email' field is selected for merging. A 'Potential Duplicate' warning is visible on the right side of the interface.

Field	Quarantined Entity	Golden Record
ID	003j000000zRTrUAAW	003j000000zRQ4H4AAO
First Name	Tom	Tom
Last Name	Cruise	Cruise
Email	tcruise@delboom.com	tcruise@delboom.com
Account	GenePoint	GenePoint
Phone	(555) 312-1342	(444) 513-1435
Fax Number		
Mailing Address		
Mailing Street 1	345 Shoreline Park	345 Shoreline Park

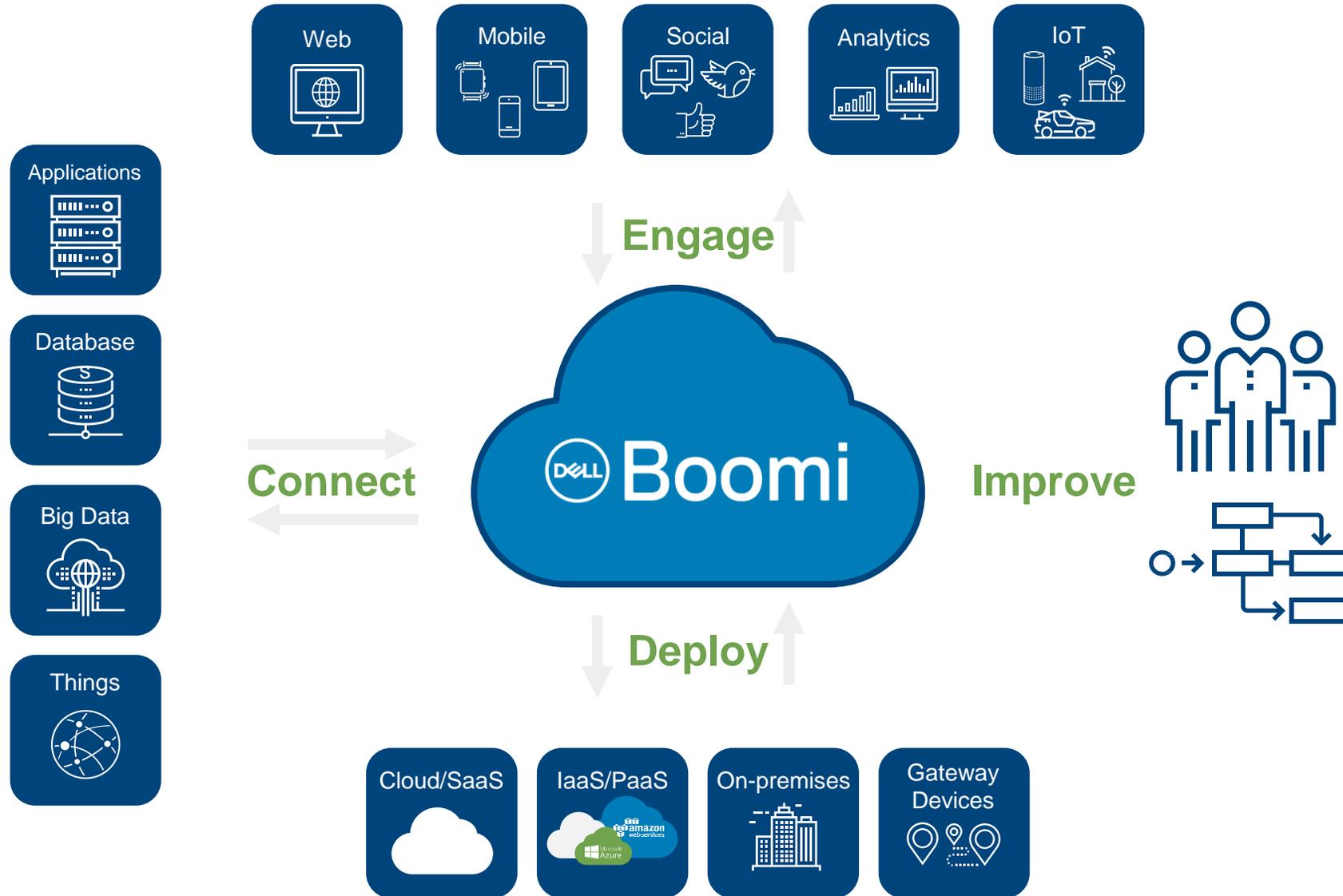
Data
Stewardship

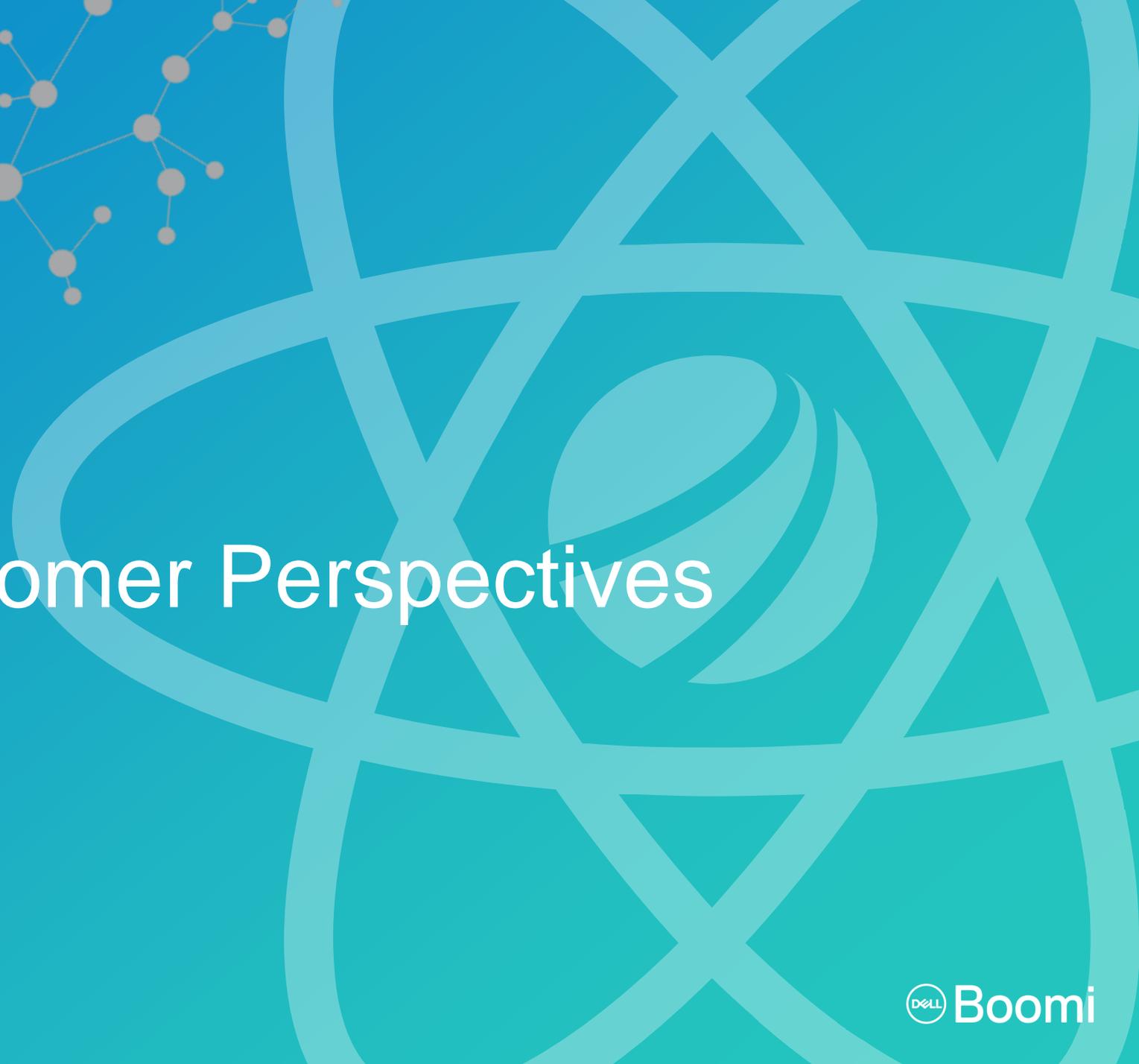
Real-time,
Bi-Directional
Data Flow

Data Quality
Analytics

Data
Governance

Boomi – Delivering The Connected Business





Partner and Customer Perspectives



Admissions and Enrollment Management

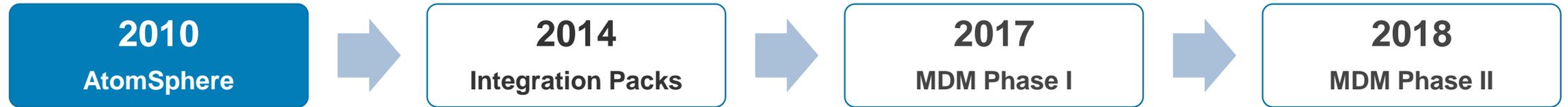
Actionable Student Views

Seamless Application Management

Multi-Channel Communications

Extensibility and Integration

Radius and Dell Boomi Evolution



Business Challenge

- 2-way Bulk Integrations
- Cloud-based iPaaS
- Multi-region Support

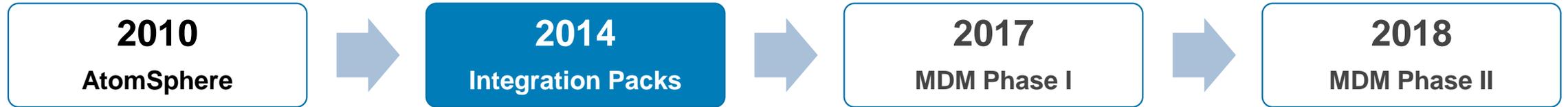
Solution

- Dell Boomi AtomSphere
- Custom Radius Connector
- Dell Boomi Atom Cloud & Local Atoms

Results

- Complete 2-way Integration Offering
- Custom Integrations per Client
- Radius Data Services Team

Radius and Dell Boomi Evolution



Dell Boomi Settings | Create Dell Boomi Account | Create Dell Boomi Trial Account | Run Master Record Cleanse | Save

Integration Templates are made available to clients using the Account Groups feature in the Dell Boomi AtomSphere. Contact the appropriate Hobsons staff to manage which Boomi Account Groups this tenant should be a member of.

Use Dell Boomi:

Account: stagingitachuckyz4qaheera-16K1VP

Hobsons provides an Amazon S3 Location for clients using Integration Templates. The credentials for this client's Amazon S3 Location are below.

Display Hidden Credentials:

Username: staging-849000000068001-1444224365627

Access Key ID: *****

Secret Access Key: *****

Duplicate Management Initial Setup is configured in Dell Boomi MDM. The Initial Setup in Dell Boomi MDM must be completed prior to checking the below button and saving. Once saved, the Duplicate Management features become available to Radius back-end users. Contact the Radius Product Management team for details.

Initial Setup Complete:

The Master Record Cleanse option can only be run when the Contacts Duplicate Management - Processing Mode is set to Off. This requires manual clearing of the Model data in the Dell Boomi MDM system. Do not attempt a Master Record Cleanse unless you have been trained on the feature.

Radius and Dell Boomi Evolution



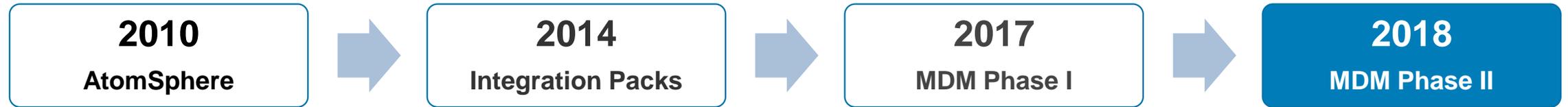
CONTACTS DUPLICATE MANAGEMENT View: All Duplicates << Duplicate Set 7 of 13 >>

The first contact in the list is set as the Master Record by default. The values selected from the other records will be merged with the Master Record. All related records including Attachments, Notes, Registrations, etc., will be associated with the Master Record. By marking a record "Do Not Merge", this will place the record back into a "Pending" status so that it will be reconsidered in the next duplicate check. Selecting "Mark as Master Record" will make the record a new distinct "Master" record.

MANAGE DUPLICATES Merge and Close Merge and Next

Record ID: 165000007412321	165000007412341	165000007412347	165000007412361	165000007412369
Duplicate Status: Master	Duplicate Identified ⓘ	Duplicate Identified ⓘ	Duplicate Identified ⓘ	Duplicate Identified ⓘ
Master Record: <input checked="" type="radio"/> Silly Simmons	<input type="radio"/> William Simmons Select All	<input type="radio"/> Billy Simmons Select All	<input type="radio"/> Bill Simmons Select All	<input type="radio"/> Gilly Simmons Select All
Merge Option: ⓘ	Merge into Master ▾	Merge into Master ▾	Merge into Master ▾	Merge into Master ▾
Record Name: Silly Simmons	William Simmons	Billy Simmons	Bill Simmons	Gilly Simmons
Created By: Chuck Zwick	Chuck Zwick	Chuck Zwick	Chuck Zwick	Chuck Zwick
Created Time: 07/12/2017 07:58 AM	07/12/2017 07:58 AM	07/12/2017 07:58 AM	07/12/2017 07:58 AM	07/12/2017 07:58 AM
Modified By: Chuck Zwick	Chuck Zwick	Chuck Zwick	Chuck Zwick	Chuck Zwick
Modified Time: 07/12/2017 07:58 AM	07/12/2017 07:58 AM	07/12/2017 07:58 AM	07/12/2017 07:58 AM	07/12/2017 07:58 AM
First Name: <input checked="" type="radio"/> Silly	<input type="radio"/> William	<input type="radio"/> Billy	<input type="radio"/> Bill	<input type="radio"/> Gilly
Last Name: Simmons	Simmons	Simmons	Simmons	Simmons
Email: <input checked="" type="radio"/> william@gmail.com	<input type="radio"/> william@gmail.com	<input type="radio"/> william@gmail.com	<input type="radio"/> william.simmons@work.com	<input type="radio"/> william@gmail.com
Contact Owner: Chuck Zwick	Chuck Zwick	Chuck Zwick	Chuck Zwick	Chuck Zwick
Date of Birth: <input type="radio"/>	<input checked="" type="radio"/> 07/02/1989	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self Service Center Account Verified: false	false	false	false	false
Contact Street: <input checked="" type="radio"/> 783 Eller	<input type="radio"/> 783 Eller	<input type="radio"/> 783 Eller	<input type="radio"/>	<input type="radio"/> 783 Eller
Contact Postal Code: 54345	54345	54345	54345	54345
ActiveMatch Plus Contact: false	false	false	false	false

Radius and Dell Boomi Evolution



Business Challenge

- Data Quality Framework
- Address Verification

Solution

- Dell Boomi MDM
- API Integration
- Uses Integration Pack Architecture

Results

- Data Quality/Normalization
- Validated Address Information
- Hub for Other On-campus Systems

Moderna Therapeutics

Allow biotech to keep pace with its rapid growth

Business Challenge

- Easily and cost-effectively manage user provisioning and permissions across cloud and on-premise applications
- Simplify transition from NetSuite to SAP

Solution

- Boomi as Moderna's unified application integration and data management platform

Benefits

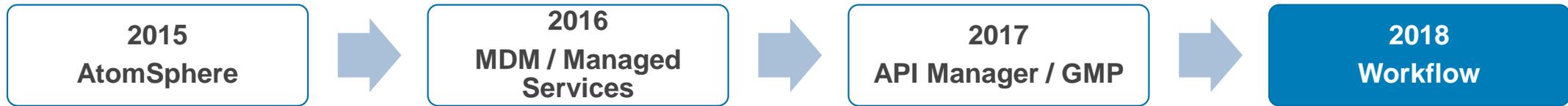
- Boomi provides business process automation for employee on-boarding and account provisioning
- Integration of manufacturing and finance systems for budgeting and vendor payment
- Data validation and governance to support synchronization of user and budget data



Applications

- SAP
- Netsuite
- Workday
- Active Directory
- Concur
- Host Analytics
- Veeva
- Solium
- In-house applications

Moderna and Kitepipe



Moderna

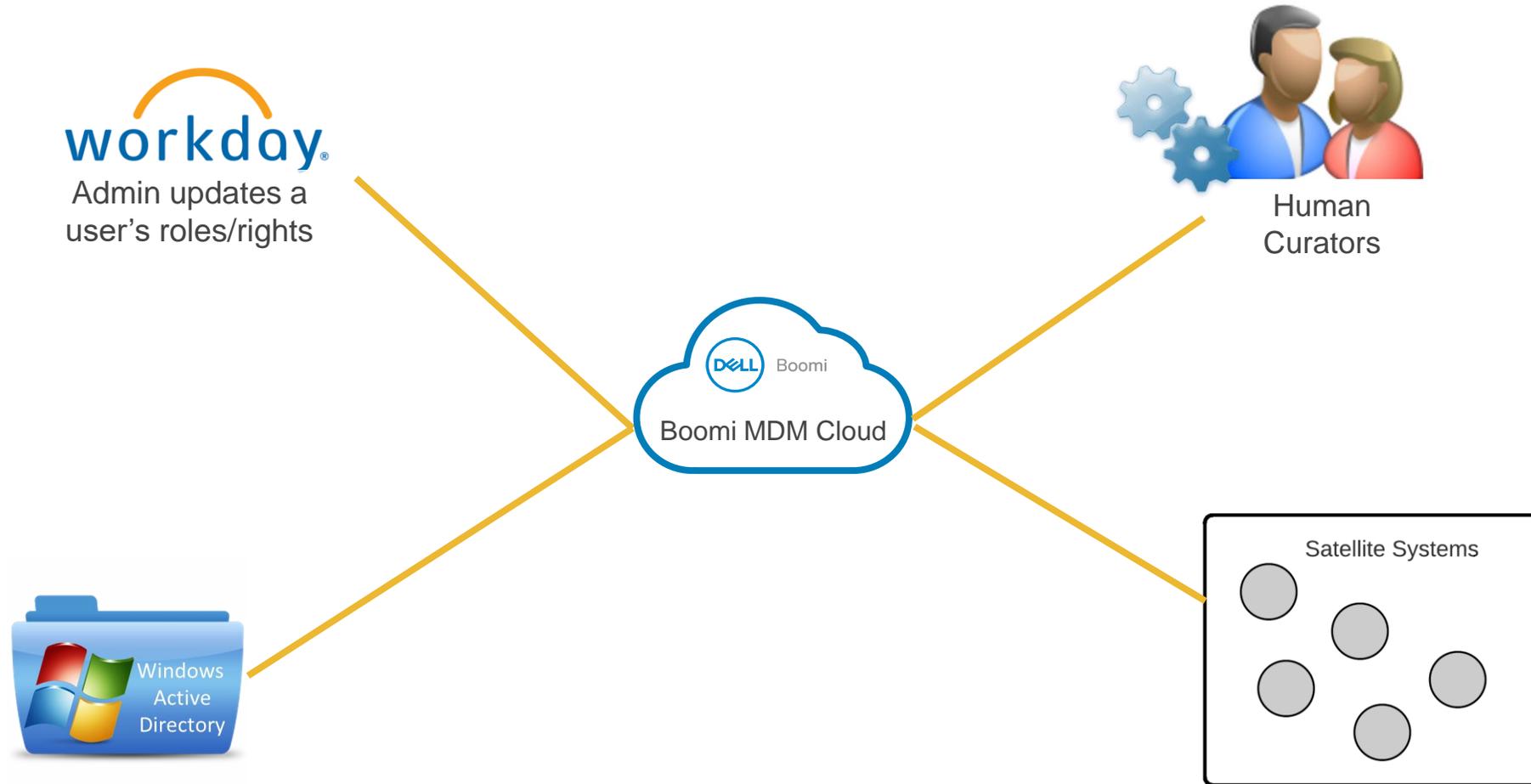
- Best of Breed Cloud application model
- "Outsourced IT" – very lean internal staff

Kitepipe

- Leader in MDM implementations
- Full-service Boomi services partner
- Long term services relationship with Moderna

Results

- Significant business value from rich integrations
- HR / Procurement / Discovery / Manufacturing
- Boomi is a key part of Digital Discovery Strategy



Summary – User Provisioning with MDM

MDM Features – Rich Models:

- Complex models – Reporting hierarchy / multiple application IDs / Departments
- Complex logic – email assignment / Transition Contractor to Employee
- Governance – Used MDM alerts plus custom email alerts for exceptions

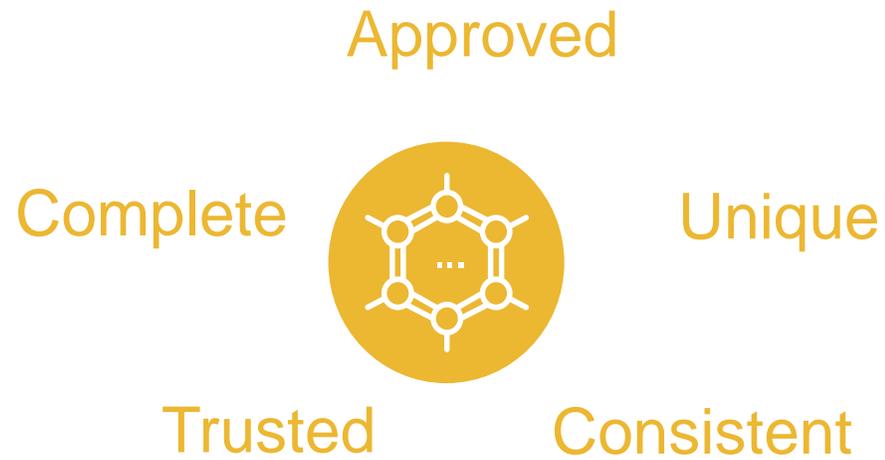
Learnings – Keep it Simple:

- Start with a simple model then increment – not an Enterprise Data Model
- Only “shared” attributes, or “logic driver” attributes
- Data Maintenance at the application level

User Provisioning/MDM is Right For:

- Fast growth organizations – +20 on-boardings a month / expensive Talent
- Regulated organizations – HIPAA / SOX / GMP, etc.
- Medium size organizations – 500 to 5000 employees

Boomi MDM and Golden Record



Connected Business with Boomi Webinar Series

10AM PT | 1PM ET

PART II

WEBINAR 3

From Integration to Synchronization:

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

**Tuesday,
December 12th**

WEBINAR 4

Integration, APIs and Workflow:

Extending the Value of
Your Salesforce
Investment

**Wednesday,
January 31st**

REGISTER

WEBINAR 5

7 Habits of the Successful Boomi Developer

Practical Development
Strategies and
Configuration Tips

**Tuesday,
February 20th**

REGISTER

Questions?



Boomi