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

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• Data Integrity Challenges
• Customer Perspective: Use Cases & Hub Architecture
• Audience Q&A
Every Organization Needs Data Integrity

- ROI
- Financials
- Case Resolution
- Collaboration
- Customer Acquisition
- Compliance
- Product Quality
- Security
- Supply Chain

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Business Grows, IT Complexity Rises

Adoption of new applications drives business growth

Integration of new applications leads to a complex IT architecture

# of Applications & Data Sources

# of Potential Dependencies

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Data Integrity Challenges

“Data is neither standardized nor rationalized.”

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

“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.”

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

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

- Self-service 2-way Bulk Integrations
- Data Transformations
- Scheduling Capabilities
- Monitoring Capabilities
- SFTP & Amazon S3

Solution:
- Dell Boomi Integration Packs
- Complete API integration

Results:
- Pre-packaged Integrations
- Completely Self-service within Radius
- Extensible Properties, Maps, Data Transformation
- Automated Account Provisioning

2010 AtomSphere

2014 Integration Packs

2017 MDM Phase I

2018 MDM Phase II

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: stagingitachuckyz4qahera-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-84900000068001-1444224365627
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.
Business Challenge

- Duplicate Contact Identification
- Fuzzy Matching
- Bulk Identification

Solution

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

Results

- Standard Implementations
- Custom Implementations
  - Radius UI
    - Merge Screens

12M Contacts ~ 400K Duplicates Identified
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
Modern 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
User Provisioning

Admin updates a user’s roles/rights

Boomi MDM Cloud

Human Curators

Windows Active Directory

Satellite Systems
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

Validate

Aggregate

Complete

Unique

Trusted

Consistent

Enrich

Synchronize
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

WEBINAR 5
7 Habits of the Successful Boomi Developer
Practical Development Strategies and Configuration Tips
Tuesday, February 20th

PART II
Questions?