

# Mastering Your Data

Power *Your* Connected Business With *Your* Master Data

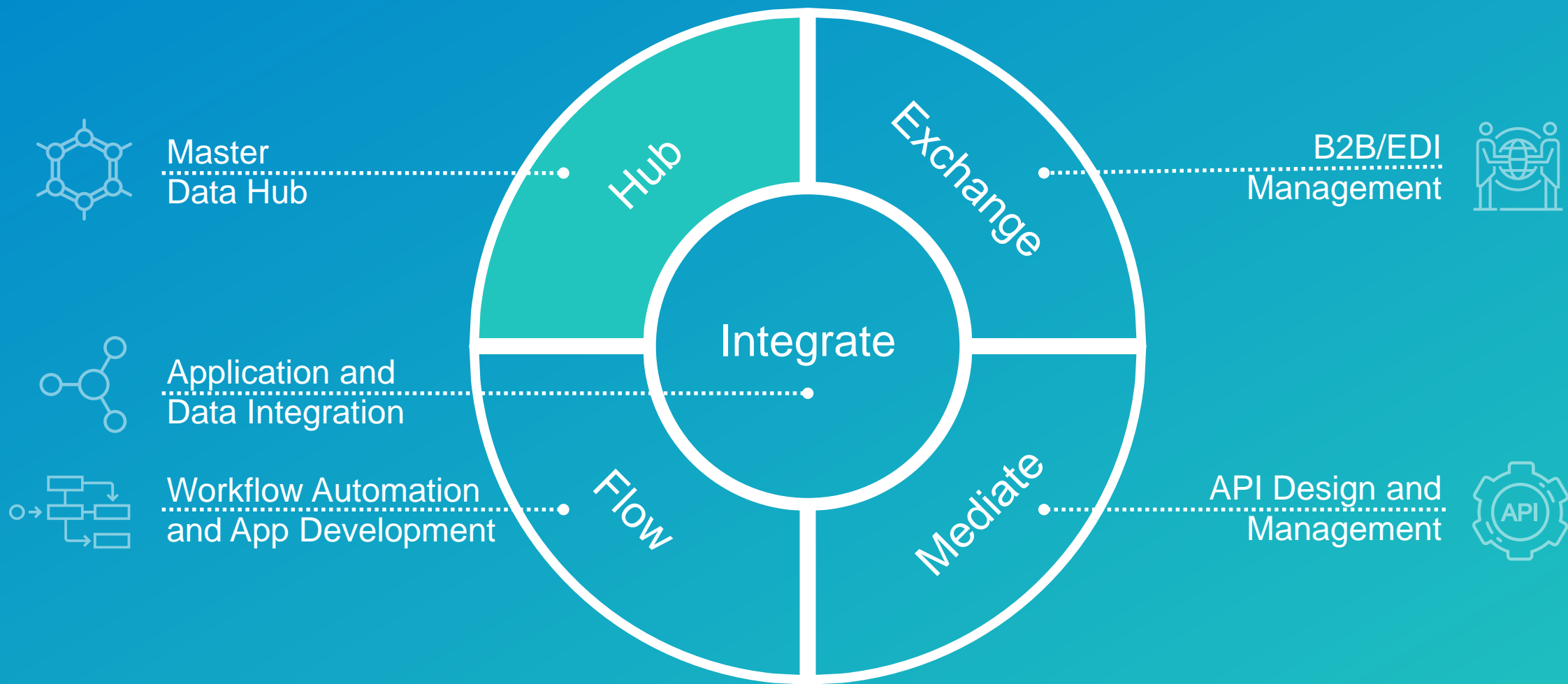
Scott Walz, Sales Engineer

June 27, 2018

# Agenda

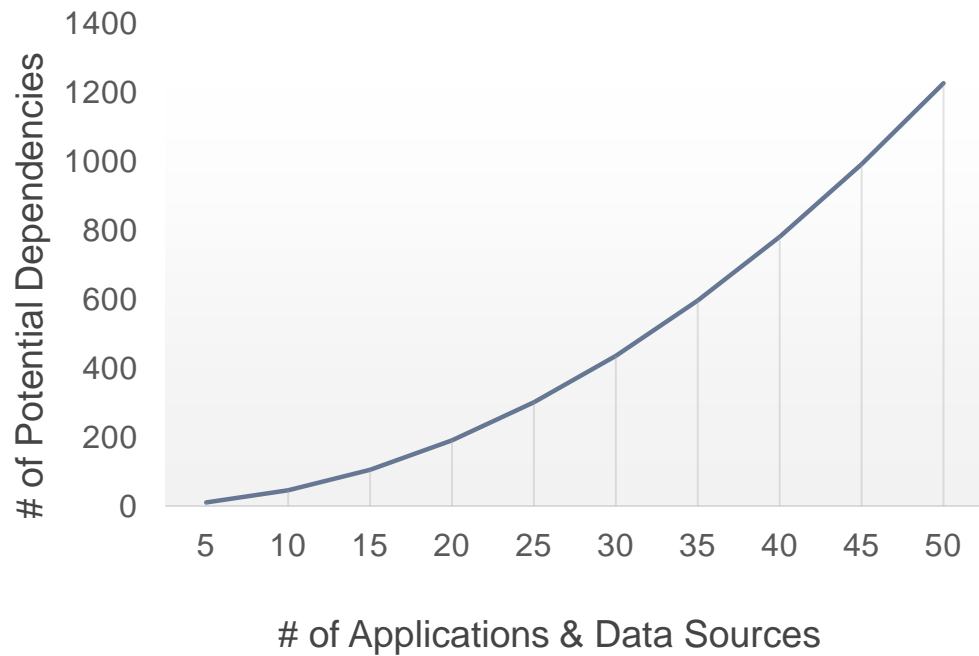
- Boomi MDH Overview
- Product Demo

# Dell Boomi's Unified Platform

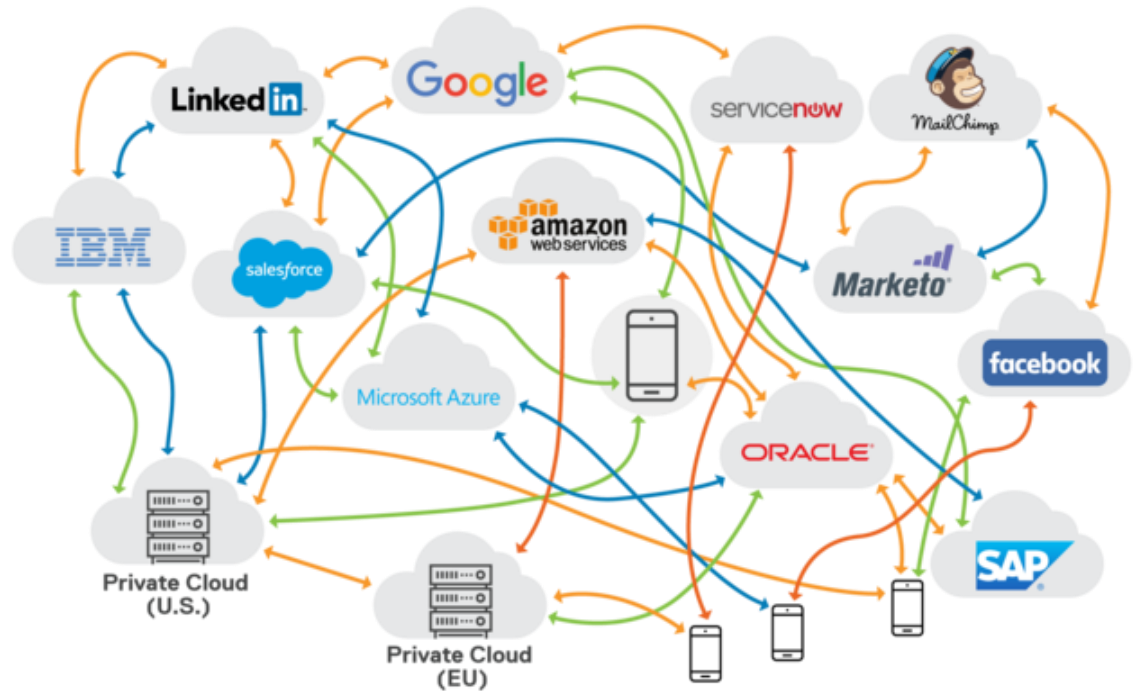


# Business Grows, IT Complexity Rises

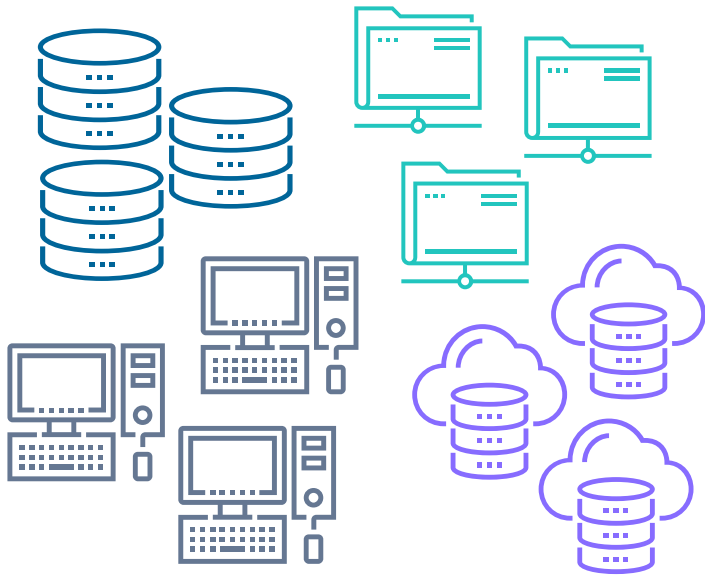
Adoption of new applications drives business growth



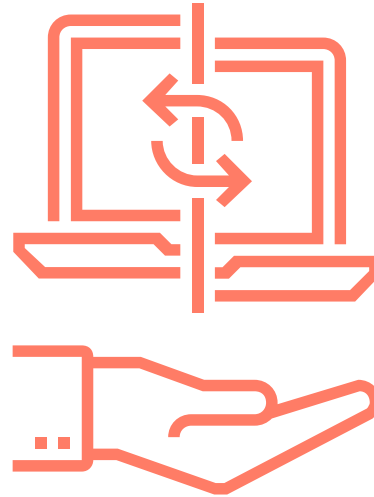
Integration of new applications leads to a complex IT architecture



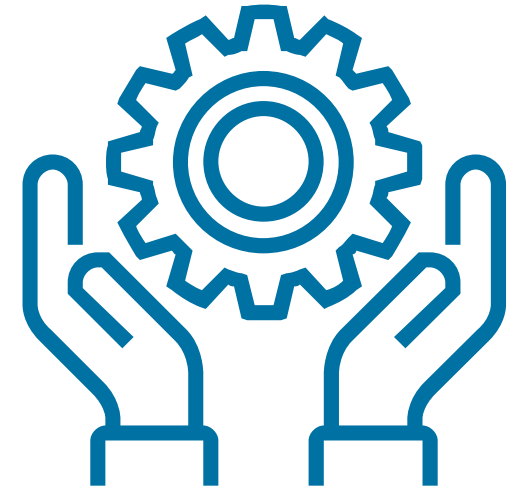
# Continuing Challenges With MDM



Data Scattered in  
Different Applications



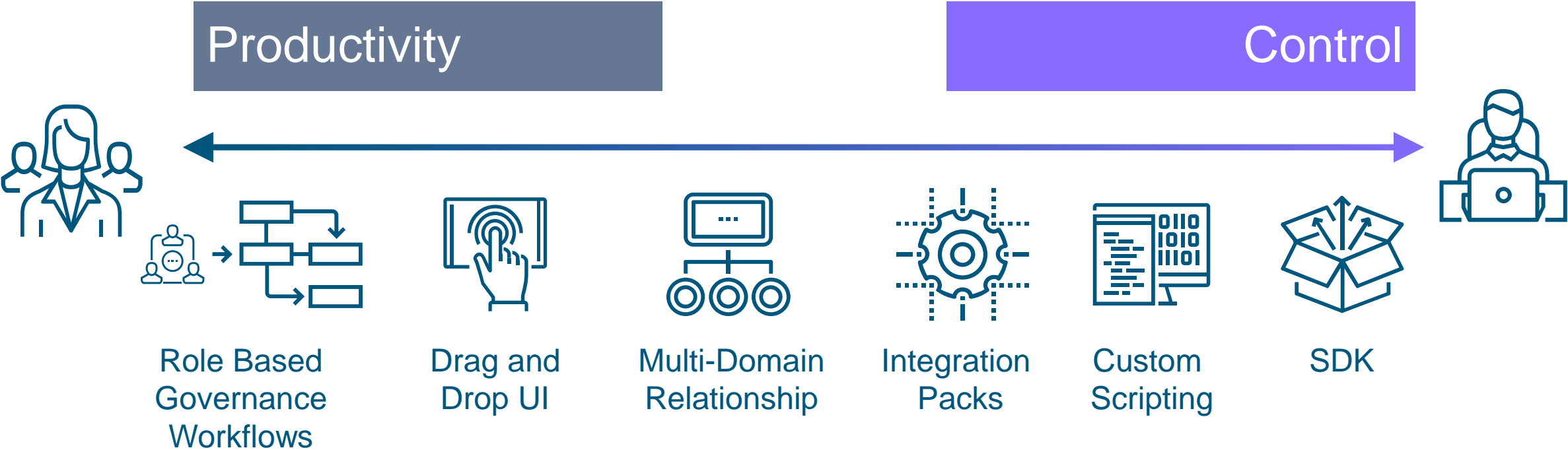
Hard to Trust



Hard to Manage

# Master Data Hub

# Boomi Master Data Hub Brings Quality Data to All Your Stakeholders



# Turbo Charge Building Your Data Models

The screenshot displays the Boomi Master Data Hub interface. A modal dialog titled "Choose Model Fields" is open, prompting the user to "Choose the fields from the profile that you would like to import." The dialog contains a table with the following columns: "Name", "Type", "Required", and "Repeatable". All fields listed are checked in the "Name" column, and their "Type" is "Text".

Name	Type	Required	Repeatable
<input checked="" type="checkbox"/> Name			
<input checked="" type="checkbox"/> First_Name	Text		
<input checked="" type="checkbox"/> Middle_Name	Text		
<input checked="" type="checkbox"/> Last_Name	Text		
<input checked="" type="checkbox"/> Suffix	Text		
<input checked="" type="checkbox"/> Year	Text		
<input checked="" type="checkbox"/> Group	Text		
<input checked="" type="checkbox"/> Status	Text		
<input checked="" type="checkbox"/> Birth_Date	Text		
<input checked="" type="checkbox"/> Birth_Place	Text		
<input checked="" type="checkbox"/> Gender	Text		

Buttons at the bottom of the dialog include "Cancel", "Back", and "Finish". The background interface shows a "Model Name" field and buttons for "Add a Field or Field Group" and "Import Fields".



# Centralize Data Quality Rules across Systems

The screenshot displays the Boomi Master Data Management interface. On the left, a sidebar shows a tree view with 'Customer' expanded, containing 'Account' and 'Contact'. The main area is titled 'Sources' and lists various data sources like 'Checker Service', 'MySQL', 'Flow', 'MySQL', 'NetSuite', and 'Salesforce'. A modal window is open for the 'Salesforce' source, showing configuration options for 'Record-level' and 'Field-level' approvals. The 'Field-level' section includes a table for configuring update approvals per field.

	Include	Require approval for updates	Exclude	Custom
Account				
Name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Description	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Account Number	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/> Hide Rules

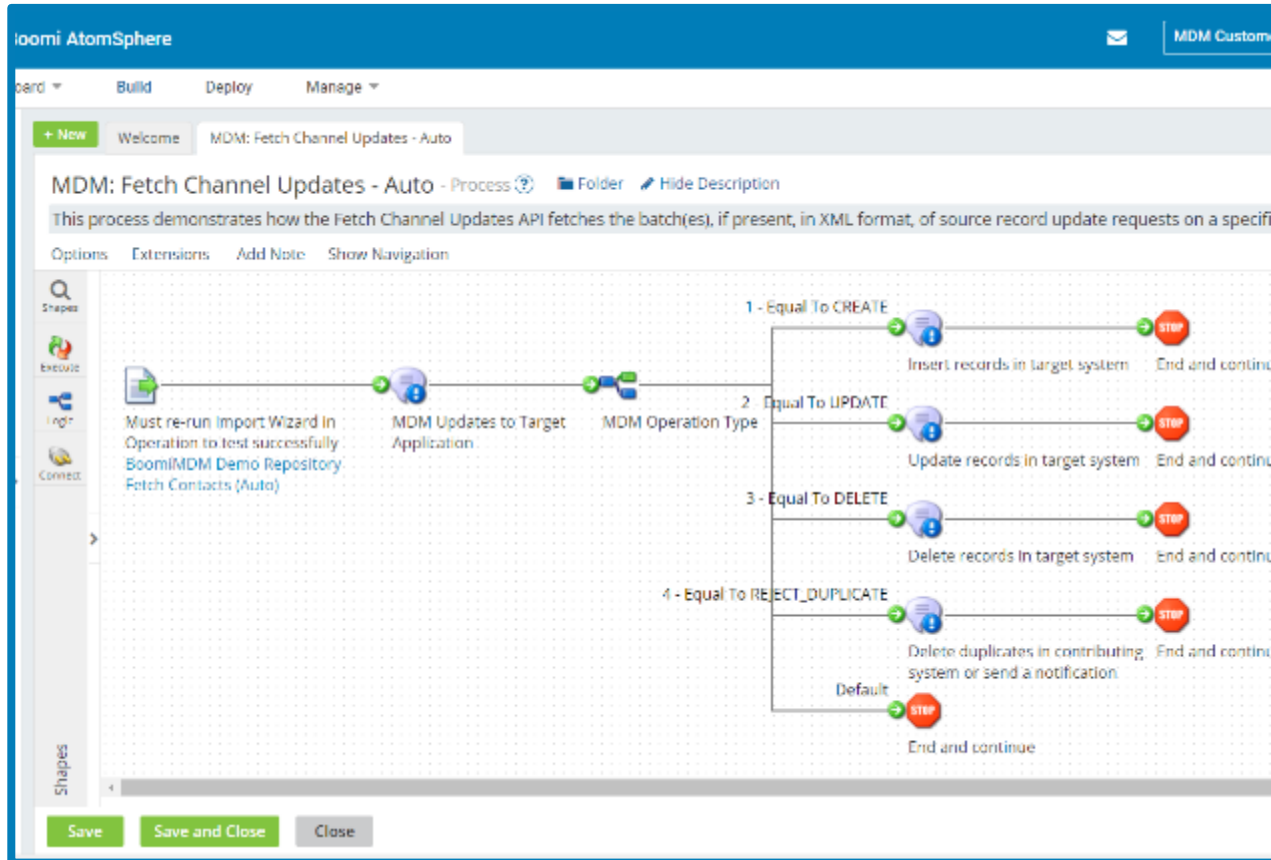
Below the table, a rule is defined: 'Require update approval if Billing Postal Code is equal to 19607'. The modal also includes 'Type', 'Status', and 'Phone Number' settings, along with 'Save' and 'Cancel' buttons.

Advanced

atching

Field-level Update Approvals per System

# Simplify Connectivity with Boomi AtomSphere Integrations



- Use the Boomi MDM Connector to seamlessly synchronize system updates
- Import pre-built MDM integrations from the Process Library to align with Boomi best practices

# Match & Merge Existing Data from Systems

The image displays two overlapping screenshots of the Boomi Master Data Management (MDM) interface. The background screenshot shows the 'Quarantine' tab with a list of records. The foreground screenshot shows a 'Selectively Merge Fields' wizard.

**Quarantine Records:**

Category	Count	Quarantined Date	Record Title	Source
Data Integration Error	22			
Data Quality Error	27			
Matching Error	78			
Multiple Matches	2	08 Dec 2017 08:51:48	bjohnston@gp.com	Salesforce
Potential Duplicate	76	04 Dec 2017 10:34:00	anton.damiani@gmail.com	NA ERP
Requires Approval	3	04 Dec 2017 10:34:00	edamiani@booml.com	NA ERP
Update Approval Required	3	04 Dec 2017 10:33:58	marc.charvoz@booml-fun.net	NA ERP
		04 Dec 2017 10:33:58	steve.morgan@booml-fun.net	NA ERP
		04 Dec 2017 10:33:58	lmcneil@workday.net	NA ERP
		04 Dec 2017 10:33:58	rest@iqms.biz	NA ERP
		04 Dec 2017 10:33:58	sagitls.labortis@utn1st.co.uk	NA ERP
		04 Dec 2017 10:33:58	magnis.a.torlor@luciuselultrives.edu	NA ERP
		28 Nov 2017 11:47:31	awonderland@gp.com	Salesforce
		17 Nov 2017 10:15:39	cdarroch@booml.net	Netsuite

**Selectively Merge Fields Wizard:**

Select the fields to merge into the golden record.

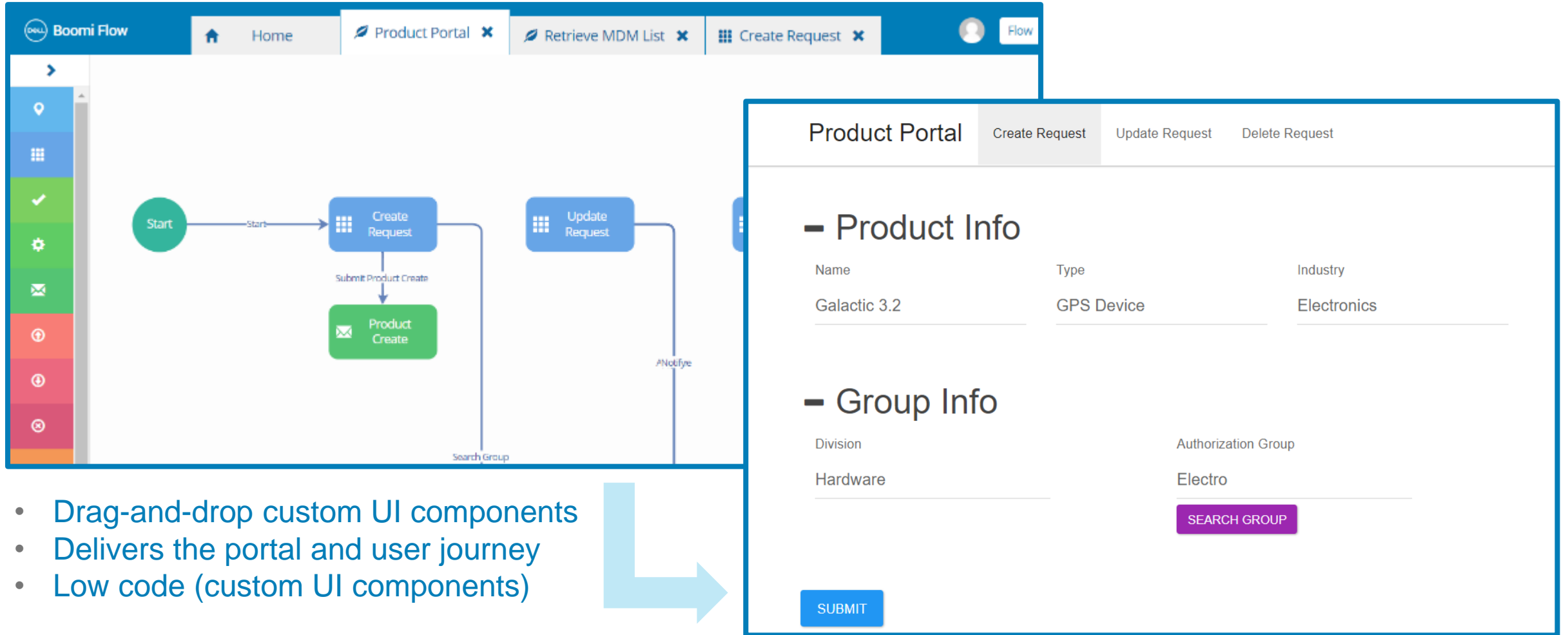
Field	Quarantined Entity	Golden Record
ID	0030a00001HGCPQAAD	0030a00001HGCPQA41
First Name	Bryce	Bryce
<input checked="" type="checkbox"/> Last Name	Johnston	Johnston
Email	bjohnston@gp.com	bjohnston@gp.com
Account	GenePoint	GenePoint
Phone		
Fax Number		
Mailing Address		
Mailing Street 1	544 Rio Pino N	544 Rio Pino N
Mailing Street 2		

Buttons: Cancel, Back, Next

Quarantine records requiring data

Walk through resolution wizards

# Design Data Governance Portals in Boomi Flow



# Customize Data Onboarding Interfaces

The screenshot displays the Boomi Flow interface with a browser window titled 'Create Request'. The main container is titled 'Main container' and contains a 'new container' with the following sections:

- Product Info**: Includes input fields for 'Product Name' (with a 'Name' sub-label), 'Type' (with a 'Type' sub-label), and 'Industry'.
- Group Info**: Includes input fields for 'Division' and 'Authorization Group'.

The interface also shows a sidebar with navigation icons and a top navigation bar with tabs for 'Home', 'Product Portal', 'Retrieve MDM List', 'Self-Service Tech Support', and 'Create Request'.

Configure forms for  
master data request entry

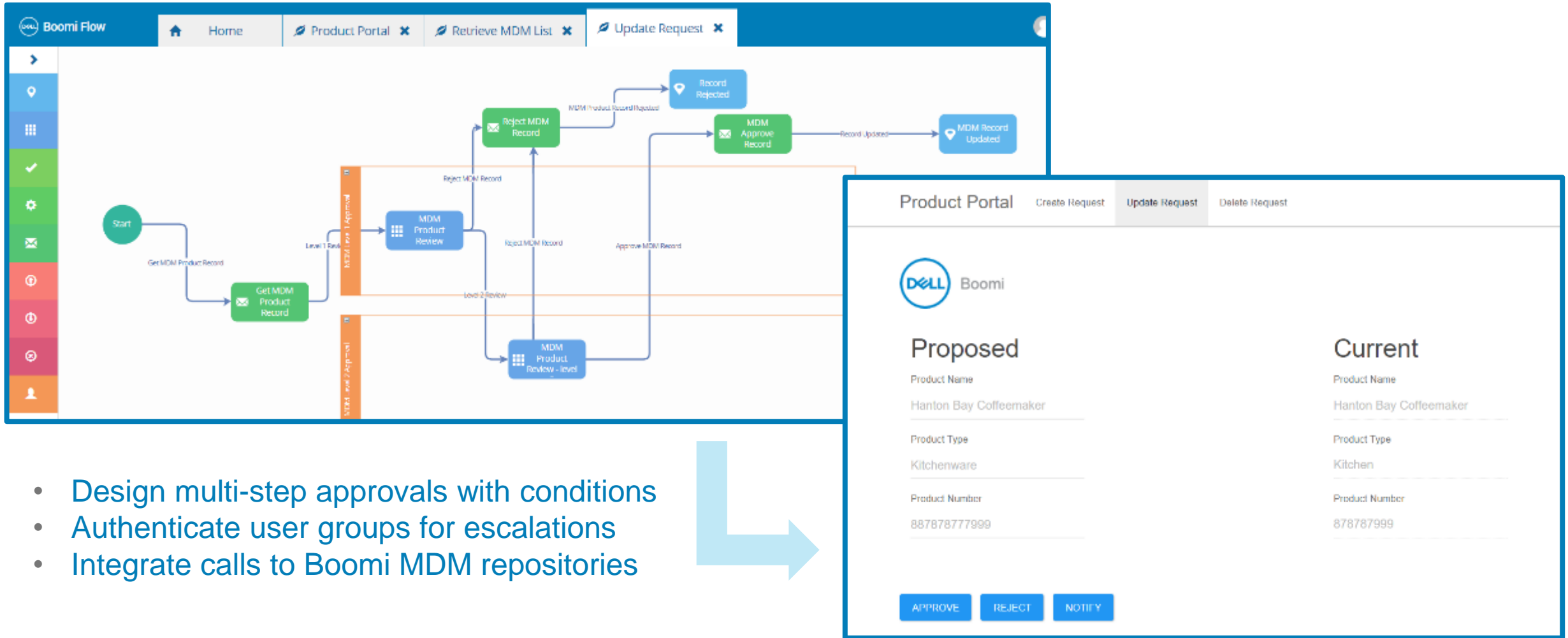
The screenshot displays the Boomi Flow interface with a browser window titled 'File Upload Page'. The main container is titled 'Main container' and contains the following sections:

- A message: 'presentation: Upload your file presc'.
- A heading: 'Upload your file:'.
- A file upload component: 'fileupload: File Upload'.
- An input field with a '+' icon and a dashed border, containing the text 'Drop files here, or click to select files'.
- An 'Upload' button.

The interface also shows a sidebar with navigation icons and a top navigation bar with tabs for 'Home', 'Product Portal', 'Retrieve MDM List', 'Create Request', and 'File Upload Page'.

Introduce file upload options  
for mass updates

# Secure Updates with Advanced Approval Workflows



- Design multi-step approvals with conditions
- Authenticate user groups for escalations
- Integrate calls to Boomi MDM repositories



# Audit Master Data Traffic and Critical Updates

The screenshot displays the Boomi Master Data Management interface. The top navigation bar includes 'Dashboard', 'Repositories', and 'Models'. The user is logged in as 'rwilson@dellboomi.com'.

**Golden Record Details:**

- Repository: Customer | Model: Contact | Golden Record ID: 2678f74b-f89d-46da-a025-f386e654e196
- Version Id: 625
- Created: 06 Nov 2017 18:26:16 | by Source: MDM

**Golden Record Data Table:**

Updated Date	Record Title
06 Nov 2017 18:26:16	
26 Oct 2017 10:14:24	
07 Dec 2017 13:05:06	adwyer@boomi.com
05 Dec 2017 12:27:51	fmuniz@dellboomi.com
04 Dec 2017 14:48:40	cexploras@dellboomi.com
28 Nov 2017 19:16:36	awonderland@gp.com
17 Nov 2017 10:15:22	cdarroch@boomi.com
09 Nov 2017 13:13:49	dream.force@gmail.com
06 Nov 2017 20:13:51	henry.aaron@dell.com

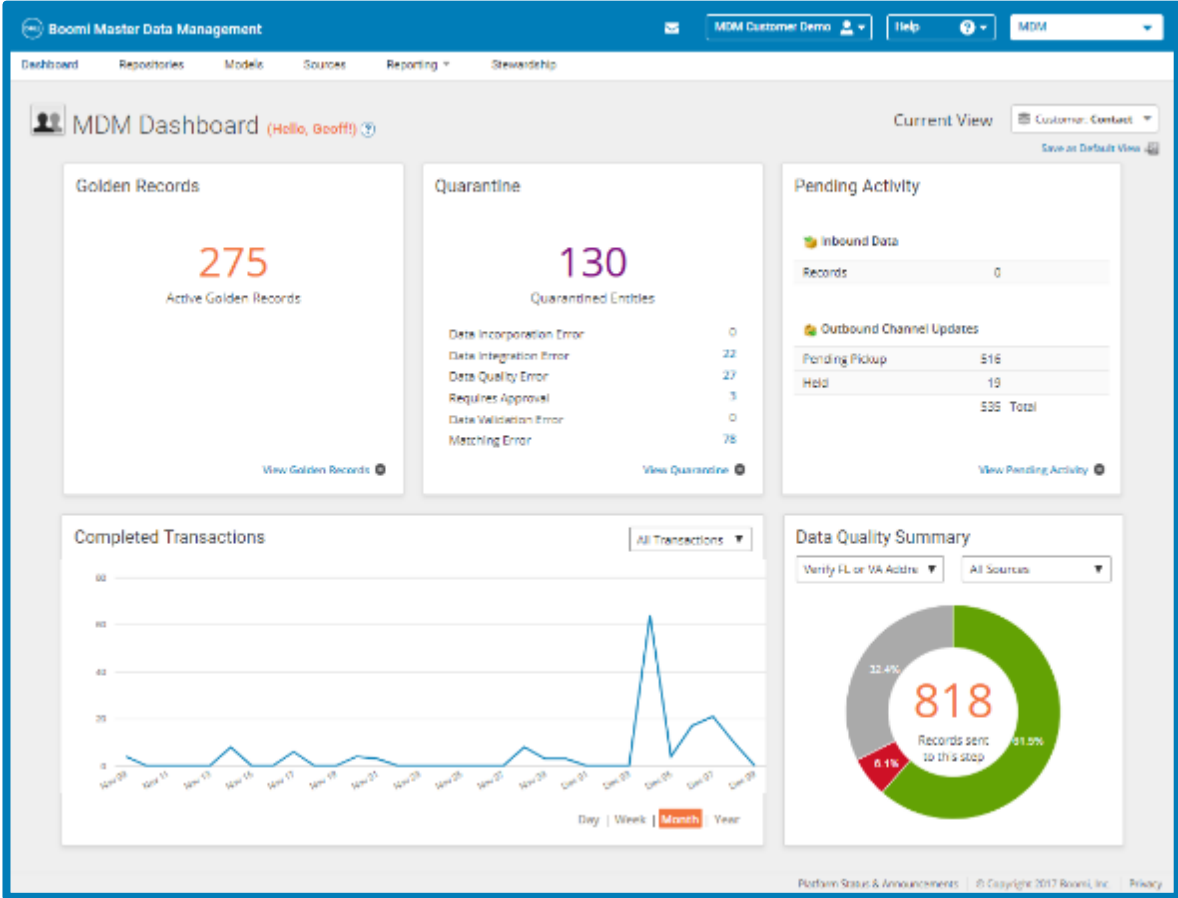
**Transaction Activity Table:**

Changes	Record	Activity
06 Nov 2017 18:26:16		Golden record '2678f74b-f89d-46da-a025-f386e654e196' updated
06 Nov 2017 18:26:16		Quarantine entry rejected by Geoff Bockelmann.
06 Nov 2017 18:26:15		Field(s) from rejected entity merged into golden record 2678f74b-f89d-46da-a025-f386e654e196 by Geoff Bockelmann.
26 Oct 2017 10:21:17		Entity quarantined: The entity is potentially a duplicate of a golden record(s) already linked to an entity in the source system.
26 Oct 2017 10:21:14		Entity '0030a00001gG1nHAAS' contributed by source 'Salesforce'

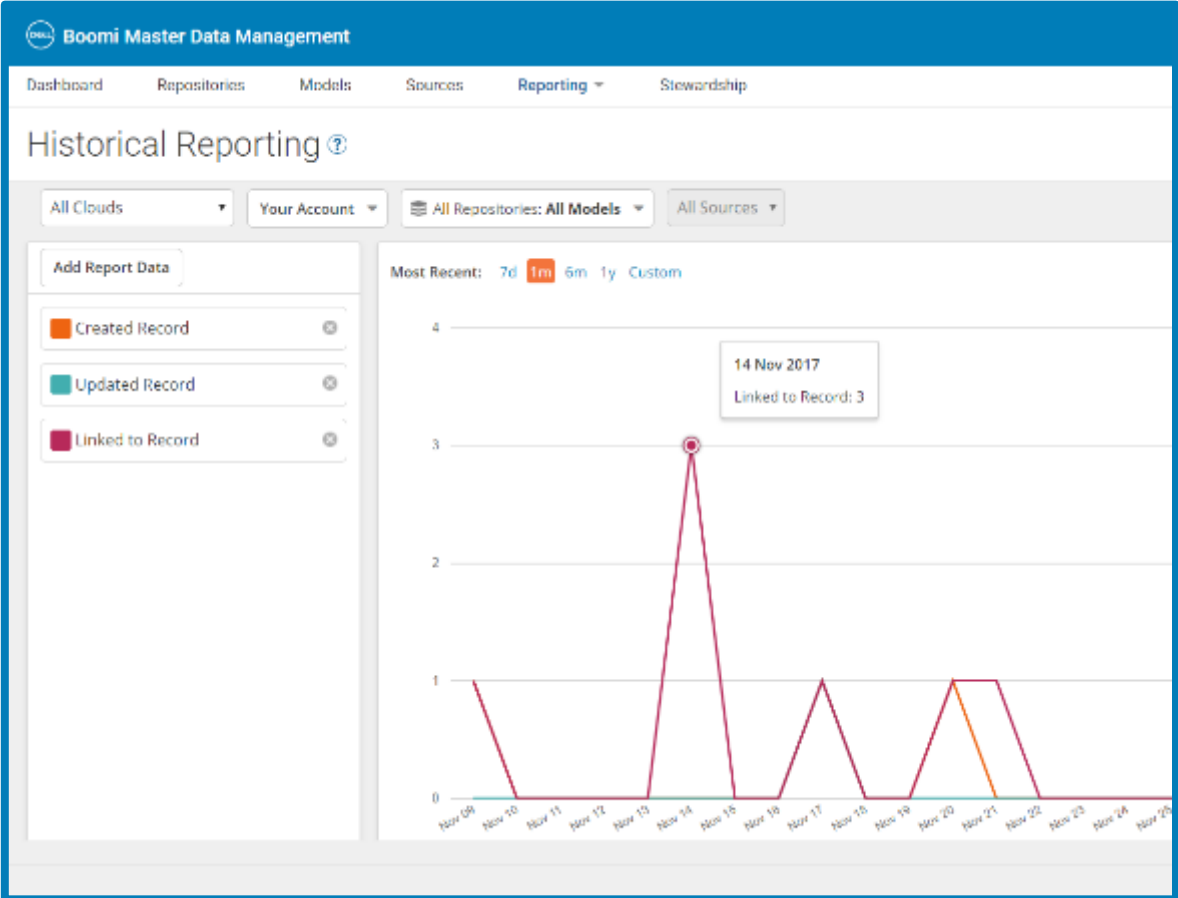
Golden Record

Transaction Activity

# Monitor & Measure Data Quality over Time



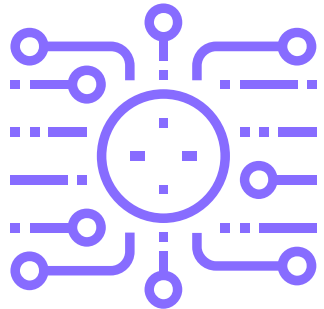
MDM Dashboard



Historical Reporting



# With Boomi Master Data Hub Show Fast Time to Value



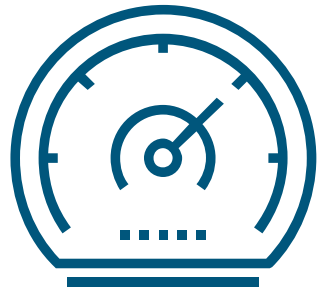
## Crowdsourced Intelligence

Makes work faster and easier



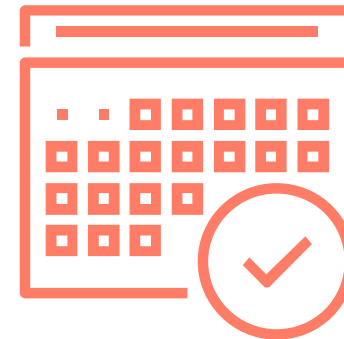
## Operational Intelligence

Makes Boomi customers proactive



## Speed of Surfacing Data Quality

Makes business trust the single source of truth



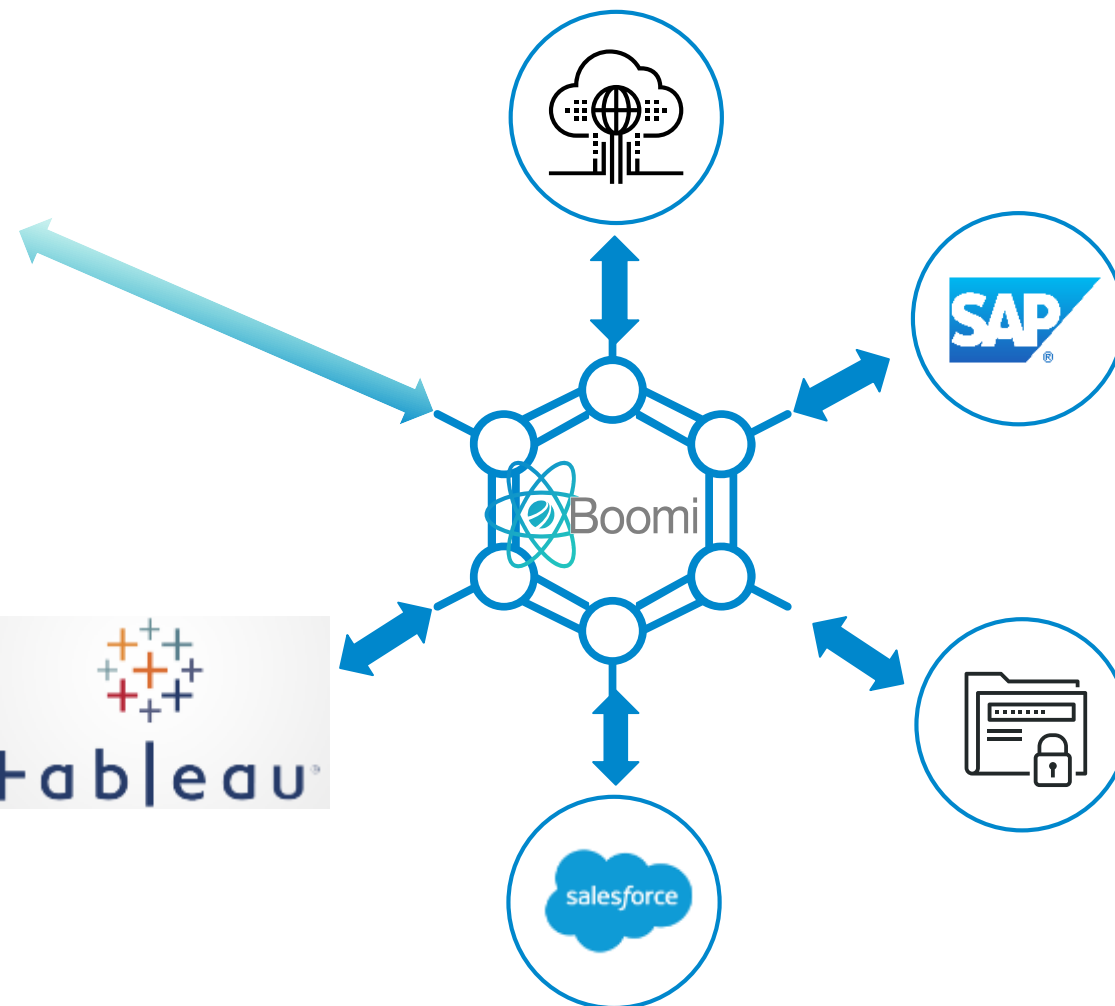
## 11 Updates In a Year

Makes Boomi customers at the cutting edge of innovation

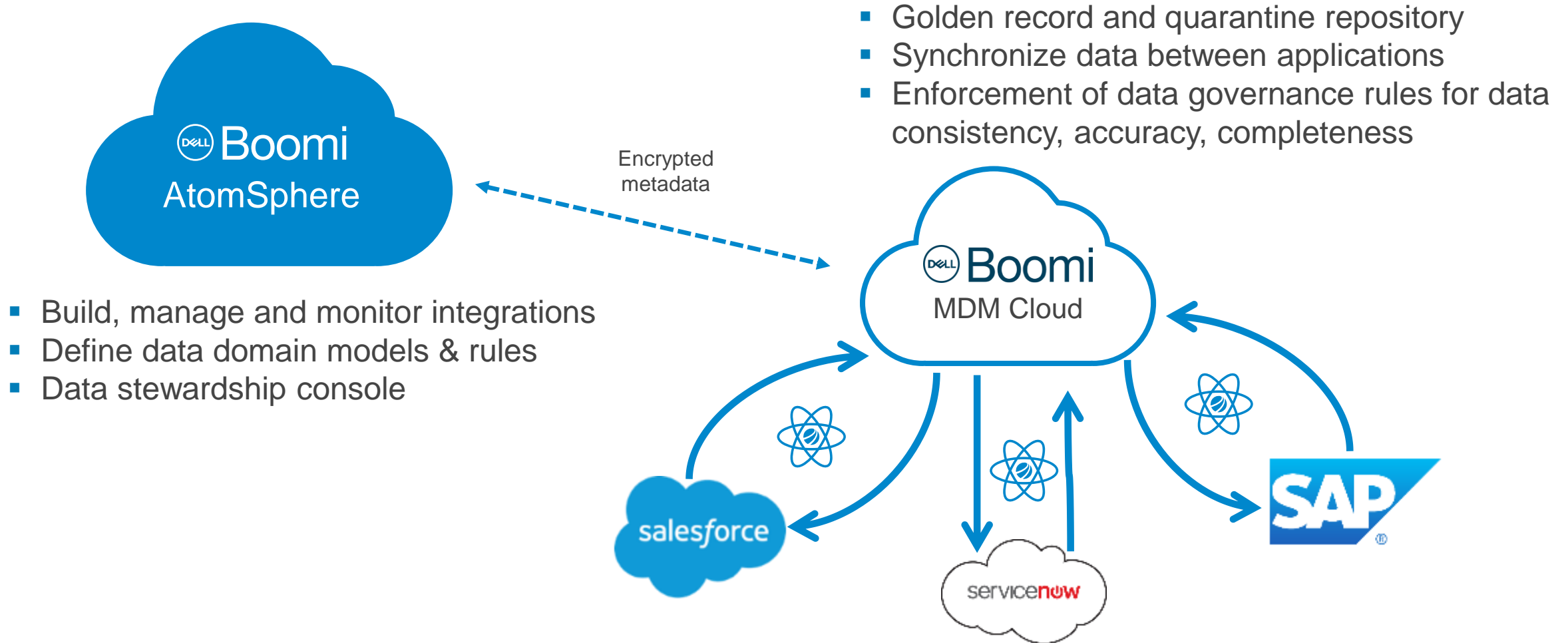
# Extend Your MDM Investment with Hub



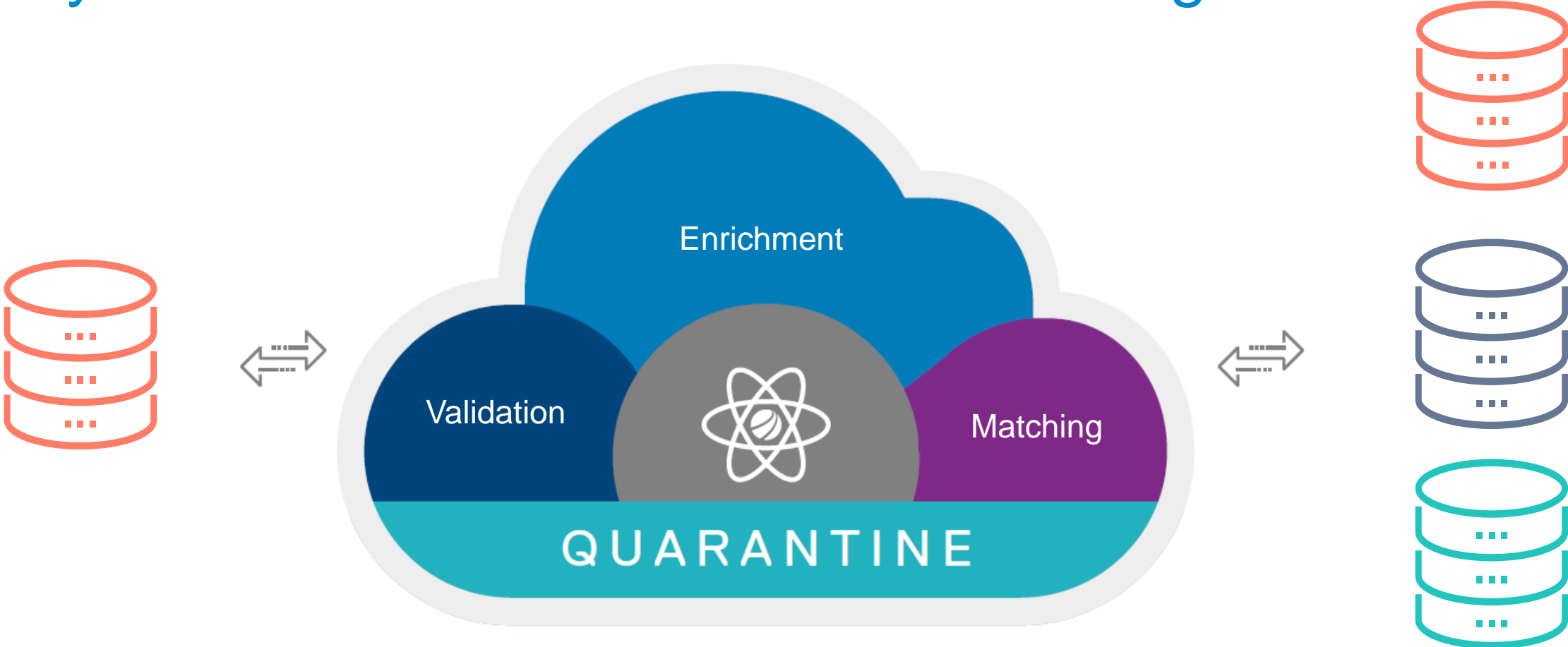
Existing MDM Solution



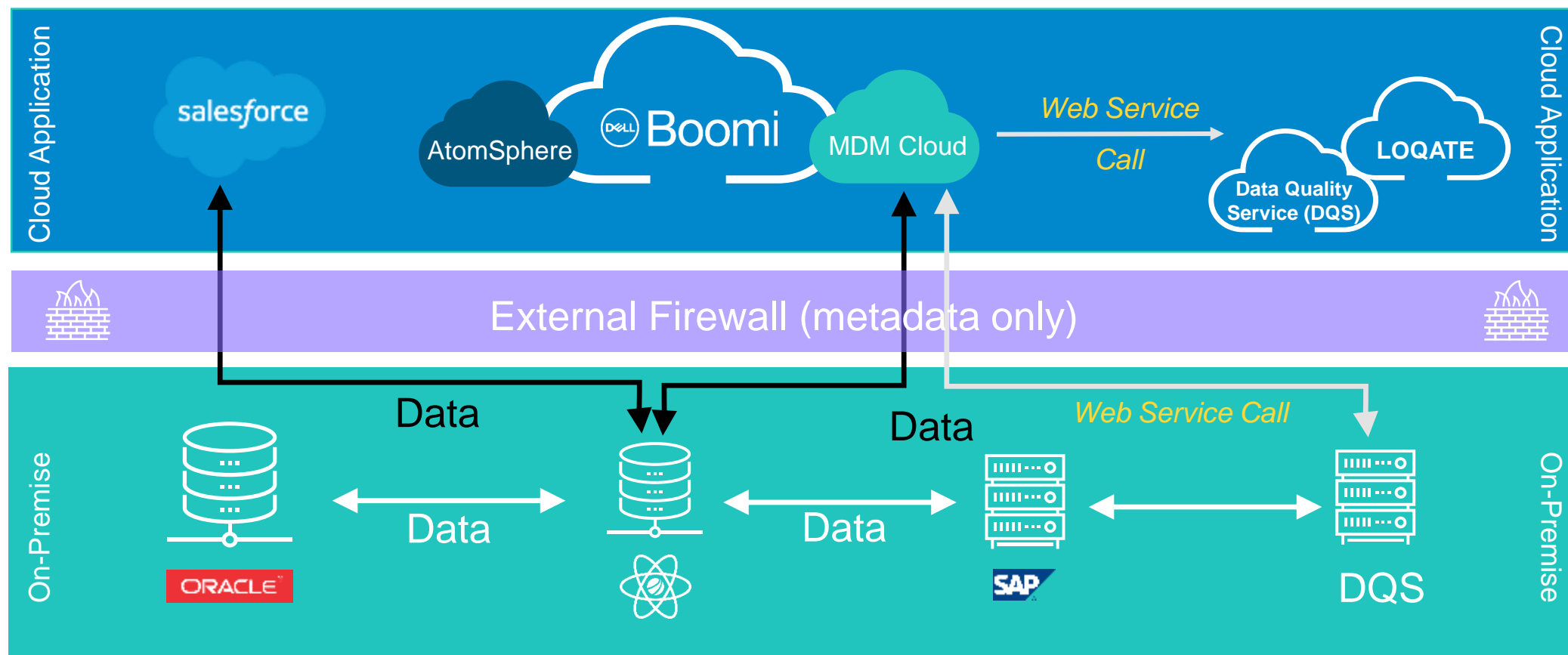
# Boomi Master Data Hub Ensures Data Integrity



# System to Master Data Hub Processing



# Master Data Hub Architecture



# Master Data Hub Demo



# Questions?



Boomi