Boomi Data Management

The active data foundation for the agentic era

boomi

The Platform That Puts AI Into Action



Headless

Boomi Enterprise Platform

Embeddable

Universal Governance

- Compliance
- Observability
- Audit Trails
- Federation

Agent Control Plane

Build | Govern | Connect | Tools
AI & MCP Gateway | Lifecycle Management

Orchestration Plane

B2B/EDI | Event Streams | Managed File Transfer
Integration | Federated APIM | Workflow Automation

Active Data Foundation

Agent Context | Semantic Metadata
Golden Records | Lineage | Data Pipelines

Enterprise Security

- Threat Detection
- Policies
- Access Control
- Guardrails

Decoupled Execution

Hybrid Runtime

Elastic Scale

Comprehensive Connectivity

- Business Applications
- Databases, Data Warehouses & Lakes
- Unstructured Data & Knowledge
- AI Models & Tools

Three teams. Three definitions. One agent guessing.

“Active Customer”

AMERICA SALES

“Account with >$10K ARR”

TRIGGERS:
- Priority support routing
- Upsell campaigns

EMEA OPERATIONS

“Transaction in last 90 days”

TRIGGERS:
- Retention workflows
- Renewal reminders

APAC FINANCE

“Paid invoice in current quarter”

TRIGGERS:
- Revenue Recognition
- Forecasting Models

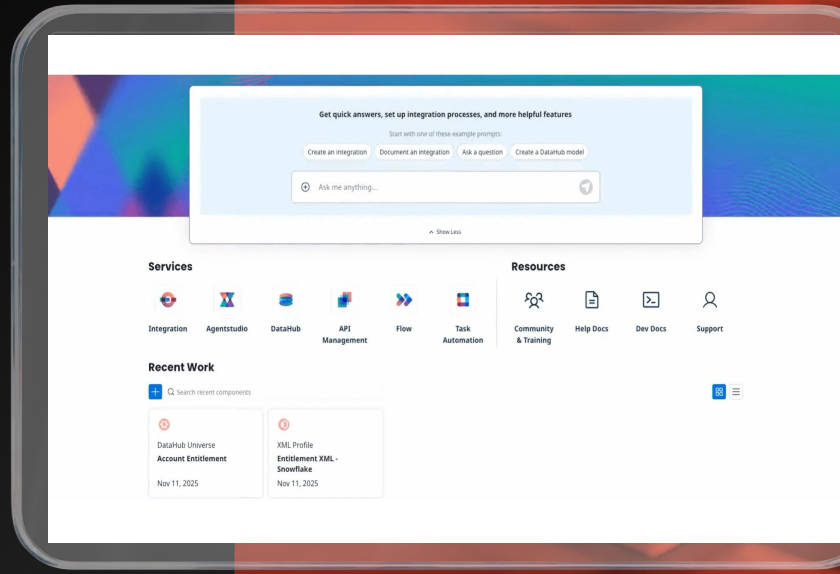
Without semantics, AI agents pick a definition - and act on three versions of "Active Customer" across the same enterprise.

Boomi Meta Hub

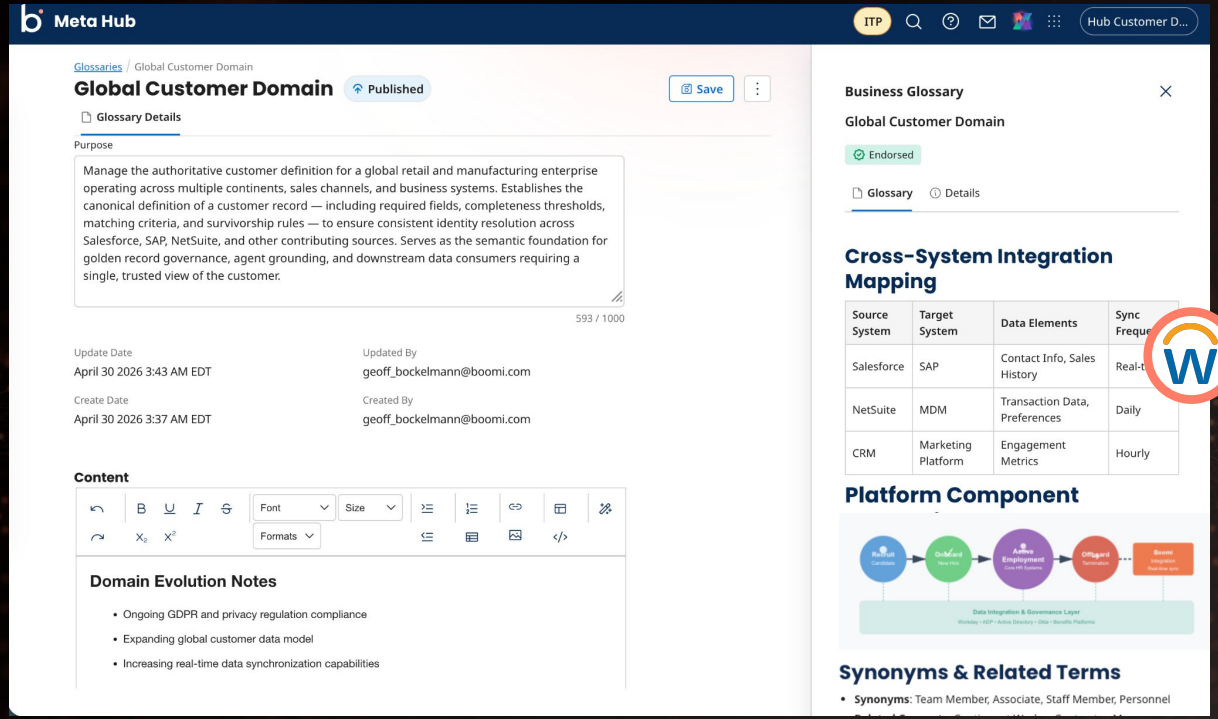
Ground Agents in Business Context

Key Capabilities

- **Business Glossaries:** Rich, document-style definitions for data assets - available now
- **Expert Endorsement & Collaboration:** Expert-endorsed definitions teams and agents can trust
- **Semantic Association** Link glossaries to data assets and Agentstudio agents
- **Universal Lineage (2026):** See how data connects across Data Hub and Boomi Data Integration (Early Access in November)

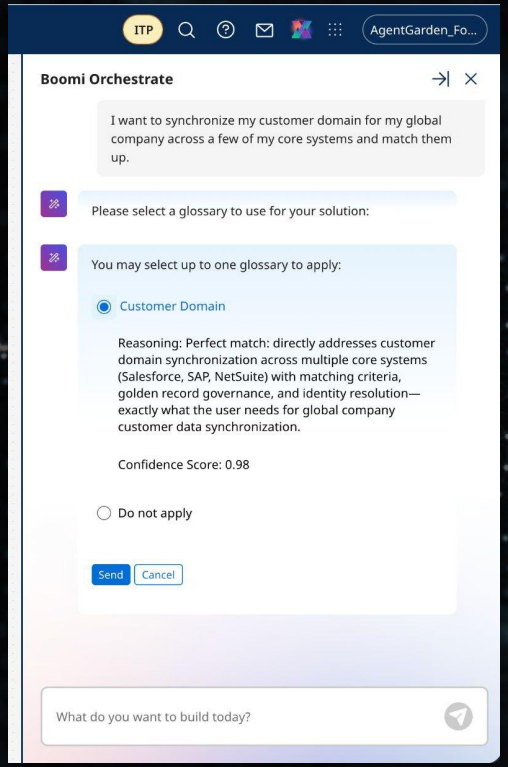


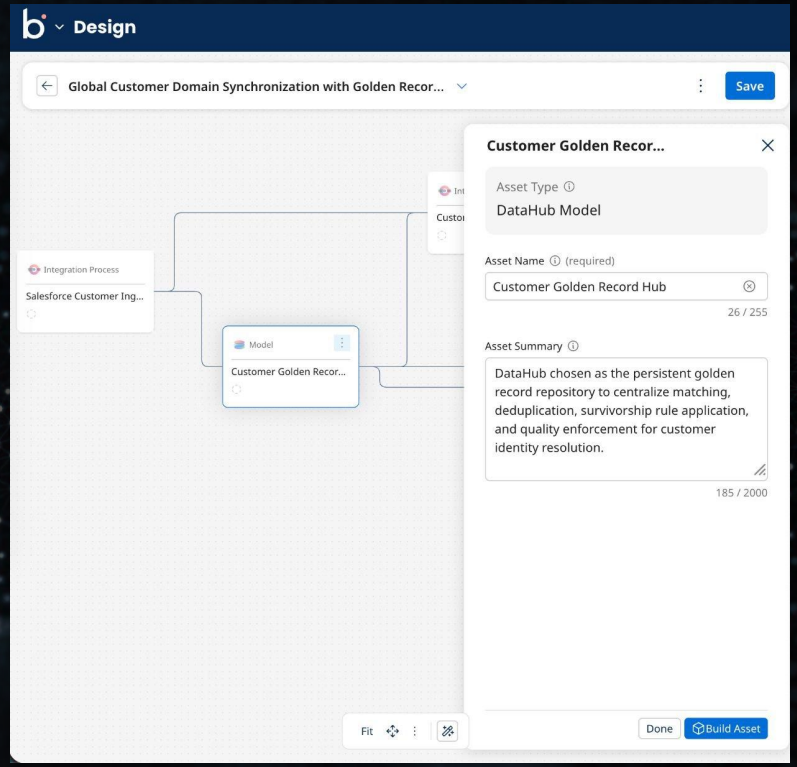
Trusted data needs both structure and meaning.

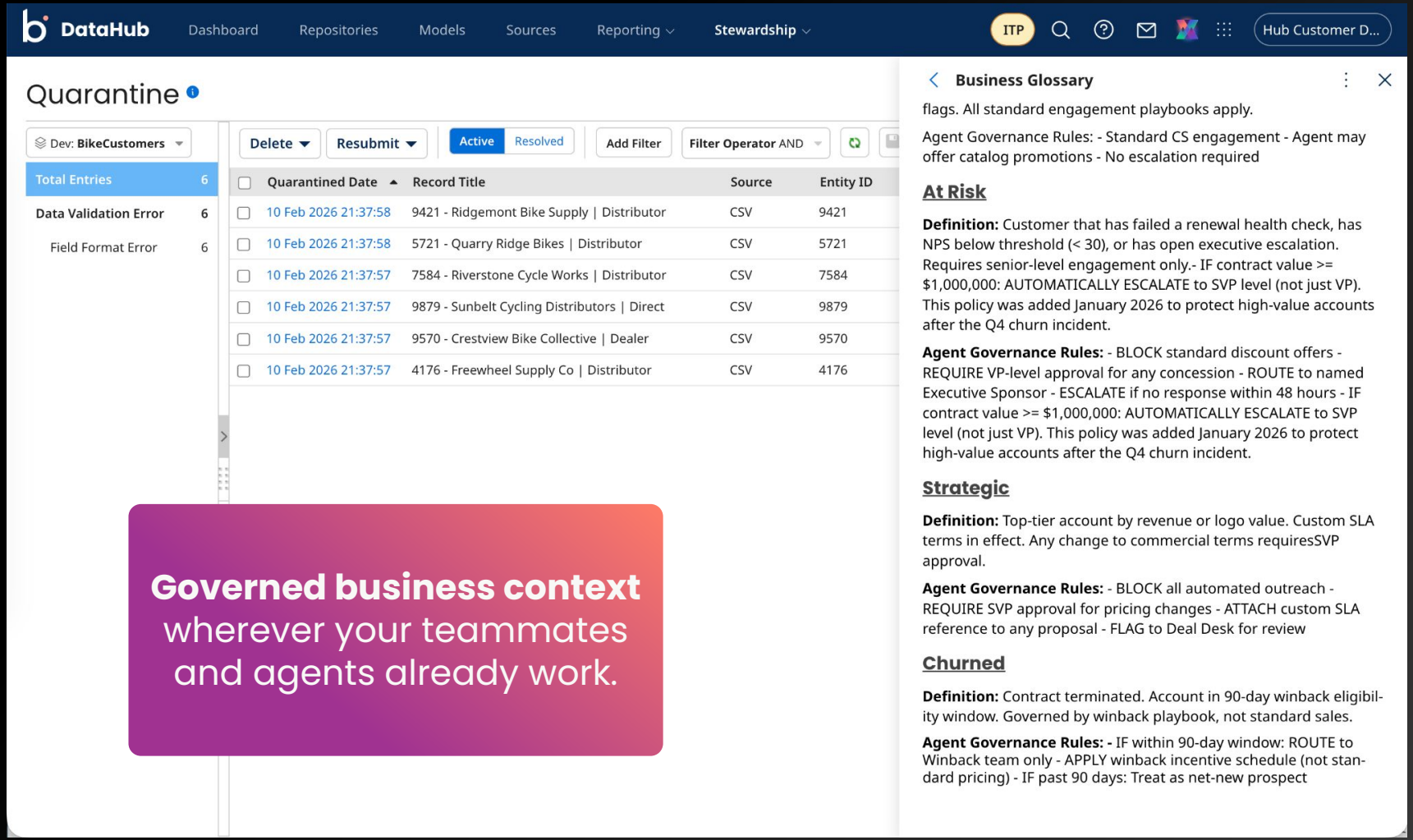




Design informed by definition. Built with confidence.






DataHub
Dashboard
Repositories
Models
Sources
Reporting
Stewardship
ITP
Hub Customer D...
Quarantine
Dev: BikeCustomers
Delete
Resubmit
Active
Resolved
Add Filter
Filter Operator AND
Total Entries 6
Data Validation Error 6
Field Format Error 6
Quarantined Date
Record Title
Source
Entity ID
10 Feb 2026 21:37:58 9421 - Ridgemont Bike Supply | Distributor CSV 9421
10 Feb 2026 21:37:58 5721 - Quarry Ridge Bikes | Distributor CSV 5721
10 Feb 2026 21:37:57 7584 - Riverstone Cycle Works | Distributor CSV 7584
10 Feb 2026 21:37:57 9879 - Sunbelt Cycling Distributors | Direct CSV 9879
10 Feb 2026 21:37:57 9570 - Crestview Bike Collective | Dealer CSV 9570
10 Feb 2026 21:37:57 4176 - Freewheel Supply Co | Distributor CSV 4176
Governed business context
wherever your teammates
and agents already work.
Business Glossary
flags. All standard engagement playbooks apply.
Agent Governance Rules: - Standard CS engagement - Agent may offer catalog promotions - No escalation required
At Risk
Definition: Customer that has failed a renewal health check, has NPS below threshold (< 30), or has open executive escalation. Requires senior-level engagement only.- IF contract value >= $1,000,000: AUTOMATICALLY ESCALATE to SVP level (not just VP). This policy was added January 2026 to protect high-value accounts after the Q4 churn incident.
Agent Governance Rules: - BLOCK standard discount offers - REQUIRE VP-level approval for any concession - ROUTE to named Executive Sponsor - ESCALATE if no response within 48 hours - IF contract value >= $1,000,000: AUTOMATICALLY ESCALATE to SVP level (not just VP). This policy was added January 2026 to protect high-value accounts after the Q4 churn incident.
Strategic
Definition: Top-tier account by revenue or logo value. Custom SLA terms in effect. Any change to commercial terms requiresSVP approval.
Agent Governance Rules: - BLOCK all automated outreach - REQUIRE SVP approval for pricing changes - ATTACH custom SLA reference to any proposal - FLAG to Deal Desk for review
Churned
Definition: Contract terminated. Account in 90-day winback eligibility window. Governed by winback playbook, not standard sales.
Agent Governance Rules: - IF within 90-day window: ROUTE to Winback team only - APPLY winback incentive schedule (not standard pricing) - IF past 90 days: Treat as net-new prospect

Meaning, endorsed.

Meta Hub is the context layer that connects endorsed business meaning to the data and flows that carry it.

Business glossaries

Rich definitions for the terms the business runs on

Expert endorsement

Subject matter experts endorse terms - one source of truth

Semantic associations

Glossary terms linked to data assets and to agents

Data lineage

Early Access

Where data comes from and goes, tied to what it means

Open by design

APIs and MCP for any agent, built on the OpenLineage standard

Same question. Two answers.

What changes when an agent has meaning and lineage?

Ungoverned assistant

Question:
“What’s the cost to complete for this project?”

Answer: $7,143,000

- Confident, and wrong.
- No way to know what it was based on.

Governed agent

Question:
“What’s the cost to complete for this project?”

Answer: $6,135,000

- Discloses a gap: one source the glossary expects isn’t contributing.
- Found that by checking lineage against the endorsed definition.

Meaning tells the agent what to calculate. Lineage tells it whether the data is all there.

One question. More than it looks.

What an agent needs to know before it answers.

What the agent is asked

Question: "What's the cost to complete for this project?"

- A simple question, answered in seconds.
- The data is there. Nothing looks missing.

What the answer depends on

- Which definition of "cost to complete" the business has endorsed.
- Which sources should feed that number.
- Whether all of those sources are actually contributing.

Without meaning and lineage, an agent can't tell a complete answer from a confident one.

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Boomi Meta Hub

Recently Delivered

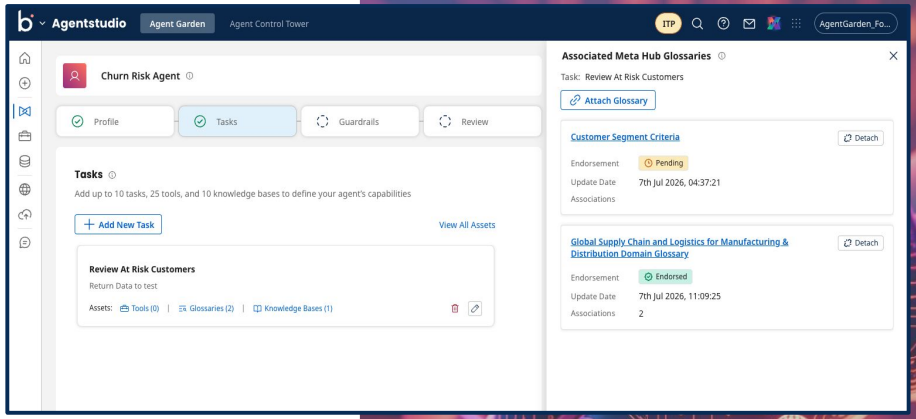
Business Glossaries & Expert Endorsement

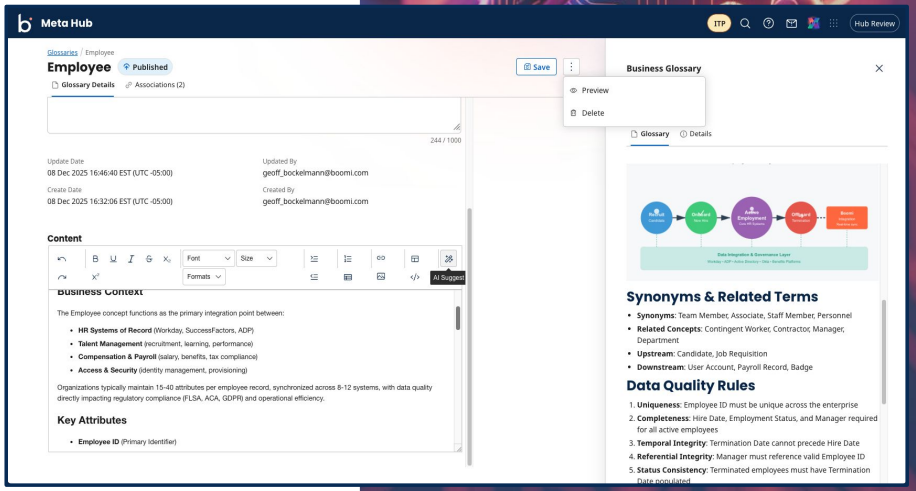
- Expanding to a wider audience of Boomi platform customers.
- More organizations can define and govern the business vocabulary their teams and agents depend on.

Agentstudio Integration

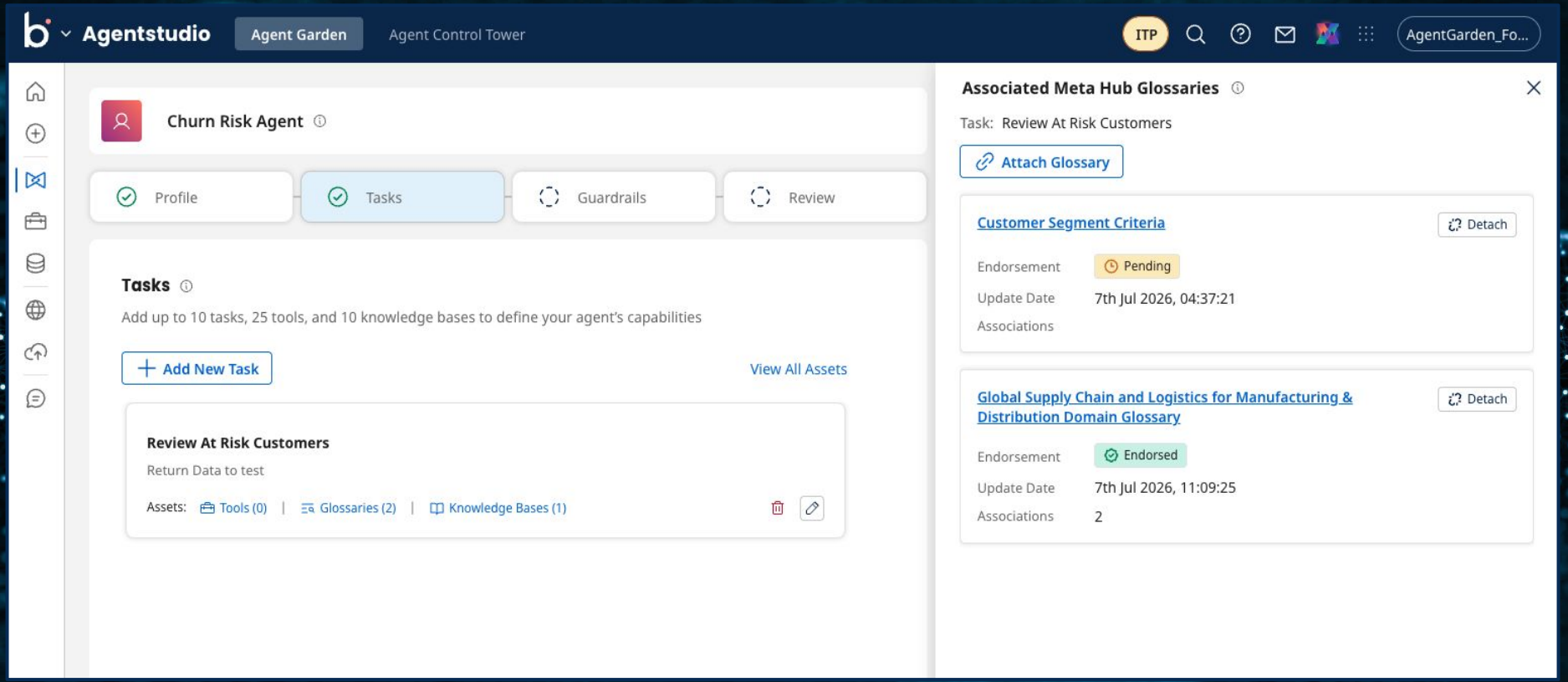
- Endorsed glossary terms will be available at agent runtime inside Agentstudio.
- Agents reason from your organization's endorsed vocabulary, not from assumptions.

Available Now!





Attach glossaries to Agentstudio agents.



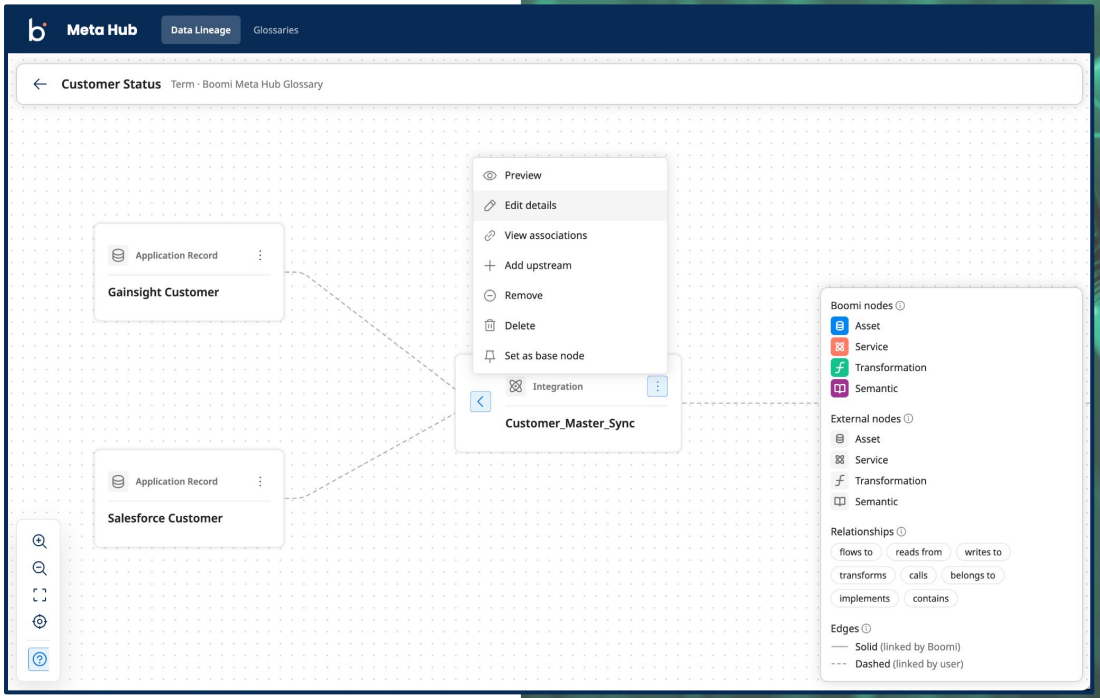
Boomi Meta Hub

Up Next

Data Lineage

- Connecting Meta Hub's semantic layer to the technical data assets and flows across the platform - bridging endorsed business definitions to the schemas and pipelines that carry them.
- Context that travels with the data, not just a technical record of where it has been.

Early Access



One graph. Every surface.

The same lineage and business context, wherever work happens.

Experts Lineage UI	**Developers** REST API	**Agents** MCP	**Ecosystem** OpenLineage
See, explore, and endorse how data and meaning connect.	Build on the graph, with a published OpenAPI spec.	Any MCP compatible AI tool or agent reads governed context directly.	Aligned to the open standard, so Meta Hub works alongside the tools customers already use.

Built once. Open to every surface.

Meta Hub

Up Next



MCP Server

Making governed semantic context available to any MCP-compatible AI tool or agent - so your organization's endorsed business vocabulary becomes a discoverable context layer across the full AI ecosystem your teams use.



Semantic Linking

Connecting your business vocabulary to integrations, data models, and knowledge entities across the Boomi platform - so context is not siloed by product but shared wherever Boomi operates.



Semantic Advisor

Surfacing lineage and semantic context progressively across Boomi surfaces - so the business meaning of a data asset is visible where builders are working, not only inside the governance layer.

Let's discuss



Which of your customers are putting agents into production this year?



Where do you see definitions being contested?



What would help you bring this to your first customer?

Meta Hub Early Access

Boomi Meta Hub is currently available through an early access program. This program provides early adopters with hands-on access to existing features while helping to shape future enhancements through feedback. Are you ready to ground your agents in business reality?

Sign Up Today





Thank you

