

Dell Boomi for SugarCRM

Quickly and easily integrate your key enterprise applications with Sugar

SugarCRM customers and systems integration partners trust Dell Boomi for rapid, agile integration between Sugar and enterprise applications for customer intelligence, sales, customer service, marketing, and more — whether in the cloud or on-premise.

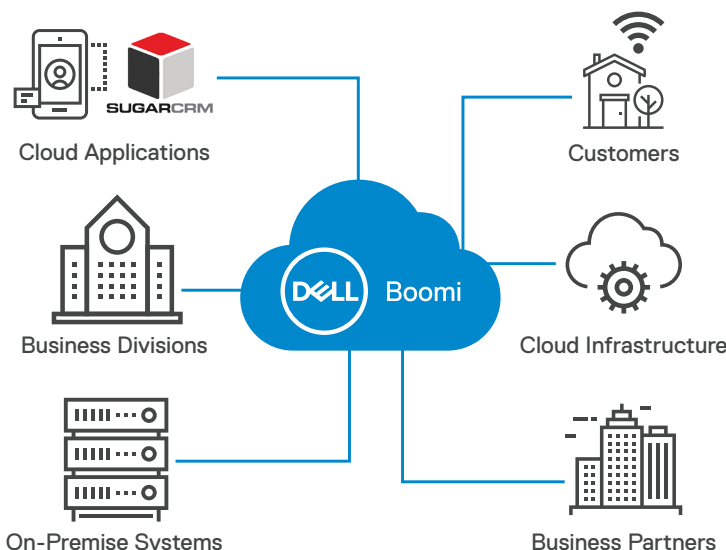
Integrate Sugar Across Your Extended Enterprise

The Boomi integration platform as a service (iPaaS) lets you rapidly connect Sugar across your extended enterprise to deliver a single source of truth about customers.

With proven connectivity to more than 200 applications, Boomi provides a native-cloud environment to quickly build, deploy and manage any-to-any integrations.

Boomi accelerates integration by providing ready-to-use connectors, a drag-and-drop interface for designing connections, crowd-sourced intelligence — Boomi Suggest — for mapping integrations, and workflow automation that streamlines processes and increases operational efficiency and agility.

Boomi further extends the capabilities of our integration platform with Boomi Master Data Management (MDM). Boomi MDM governs the data quality of updates between Sugar and other integrated applications. It also helps ensure that Sugar’s relationship intelligence data represents a single source of truth for all enterprise applications.



Boomi serves as the integration hub for quickly and easily connecting Sugar to data throughout your enterprise ecosystem.

Make better decisions faster. Once Sugar is integrated with other key applications, you can make more informed decisions about customers, products, and services — without having to spend long hours hunting for answers. Sales and support teams can react faster and seize opportunities, helping you grow your business.

Fast, scalable integration. Deploy integrations at a fraction of the time and cost of traditional middleware or point-to-point coding. Future-proof your ability to adapt rapidly amid fast-changing IT environments and emerging business challenges.

Build on an integrated infrastructure. Boomi handles both application integration and API Management, freeing developers and business analysts to focus on developing front-office business applications that empower users and create competitive advantage.

Reduce risk. Boomi removes the complexity and risk from integration projects. By eliminating the need for long-running custom development projects, Boomi speeds project timelines, reduces IT labor costs, and makes integration a quick, predictable process.

Deploy anywhere. Boomi and Sugar let you run services wherever best suits your business — in the cloud, on-premise, or both. And easily collaborate with your team members, no matter where they work.

“With Boomi powering integrations to SugarCRM, our clients can gain far greater visibility into key customer data across their organizations, helping drive smarter marketing decisions, faster customer service, and stronger sales.”

Glenn Richmond
CEO, CRM Online Australia

Make the Most of Sugar Relationship Intelligence with Boomi Cloud-Native Integration

Customer relationships are the heart of every business. Those relationships are stronger and more profitable when guided by Sugar's relationship intelligence — an up-to-the-moment, comprehensive view of customer data. That customer data becomes richer when Sugar is integrated with other applications and data feeds.

Boomi offers SugarCRM customers a comprehensive low-code development environment for connecting applications, publishing and managing APIs, enforcing master data management, and running EDI partner networks.

Boomi provides a single code source that runs everywhere — in the cloud and on-premise. As a cloud service, Boomi is updated automatically eleven times a year, sparing developers and resellers the work of testing and deploying updates themselves.

Boomi workflow automation enables developers to create custom mobile and desktop applications that accelerate business operations and improve business visibility. And Boomi is ready to scale, so that a Sugar-powered business can grow its customer relationship management along with its business.

Automate business processes in real-time between Sugar and other applications

Boomi easily ties into most any type of business application, including leading ERP, financial management, marketing automation, and ecommerce platforms from such vendors as SAP, NetSuite, Oracle, Marketo, Magento and Shopify.

Because Boomi eliminates the risk and complexity of integration, developers and resellers can focus their attention on pulling together the ideal mix of information to complement and enrich Sugar relationship intelligence data.

With Boomi, you can:

- Migrate customer data from legacy CRM systems in batch or real-time
- Convert opportunities won to orders and invoices
- Pass ecommerce orders/account management data to the Sugar customer service interface
- Synchronize product catalog information with financial applications
- Connect your lead database to sales campaigns
- Import invoice/payment info from financials to provide visibility to sales

Why Boomi?

Enterprise Connectivity

- Dramatically cut the time and cost of integration
- Implement integration projects in days or weeks, not months
- Gain real-time insights across the business
- Reorient core processes around the customer
- Improve data quality and consistency
- Flexibly scale and adapt to business needs

Pure Cloud

- No hardware to install or maintain
- Automatic upgrades
- Predictable usage-based pricing
- Single instance, multi-tenant architecture
- Accessible from any browser

Robust Integration

- Proven connectivity to 1,000+ unique endpoints, including 200+ applications
- Drag-and-drop integration development, no coding required
- Any-to-any integration across cloud and on-premise systems
- Intuitive, centralized integration management
- Community access to connectors, widgets, process maps
- Extensive crowd-sourced knowledge and guidance

To learn more, visit us today at www.boomi.com