



Unifying Your Data with Boomi and AWS



Agenda

- Driving Forces and Organizational Challenges
- A Modern Cloud Analytics Platform with AWS
- The Les Schwab Story
- The Unified Boomi Platform and AWS
- Next Steps
- Q&A

Presenters



Colin Wilson

Integrations Lead,
Les Schwab

Leading the team that develops and maintains 600+ integrations for a 500+ store retail chain.



Andrew McIntyre

Sr. Alliance Manager,
Boomi

Andrew is an accomplished professional at Boomi with over 18 years of strategic alliance management experience with various leading companies across the high-tech industries



Sean Williams

Sr. Partner SA,
Amazon Web Services

Sean brings over 19 years of deep experience in Enterprise infrastructure design and lifecycle management, as well as systems and software deployment.

Drivers for Cloud Migration



Driving Forces for Migration



UBIQUITOUS COMPUTING

Continued progression of computational capability into everyday objects to communicate, perform tasks, and minimize end-users interaction



DIGITAL DEVICE PROLIFERATION

Continued expansion of digital devices, from 1.6B to 7.3B personal devices and .9B to 30B connected devices between 2009 and 2020 (Gartner)



PERSONALIZATION DEMAND

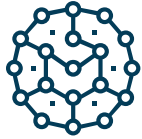
Continued demand of personalization, with 89% of buyers expecting companies to understand their unique needs and 66% of customers willing to switch brands if they feel treated like a number (Salesforce)



NEW BUSINESS MODELS & CUSTOMER EXPECTATIONS

Continued introduction of new business models leading to increased customer expectations on availability, prediction/automation and service

Organizational Challenges



Missing Digital Strategy

- **50%** organizations lack clear strategy*
- Digital strategy not interchangeable



Missing Tech Strategy

- Focus on point solutions
- No integration plan



Lack of Ownership & Inertia

- **43%** of organizations – internal departments competing to own digital as the most significant barrier to transformation (Forrester)



Lack of Expertise

- Nearly **41%** companies say gathering resources need to advance digital maturity is a challenge**

*Apiumbub

**Adobe

A Modern Cloud Analytics Platform on AWS



Customers want more value from their data



Growing
exponentially



From new
sources



Increasingly
diverse

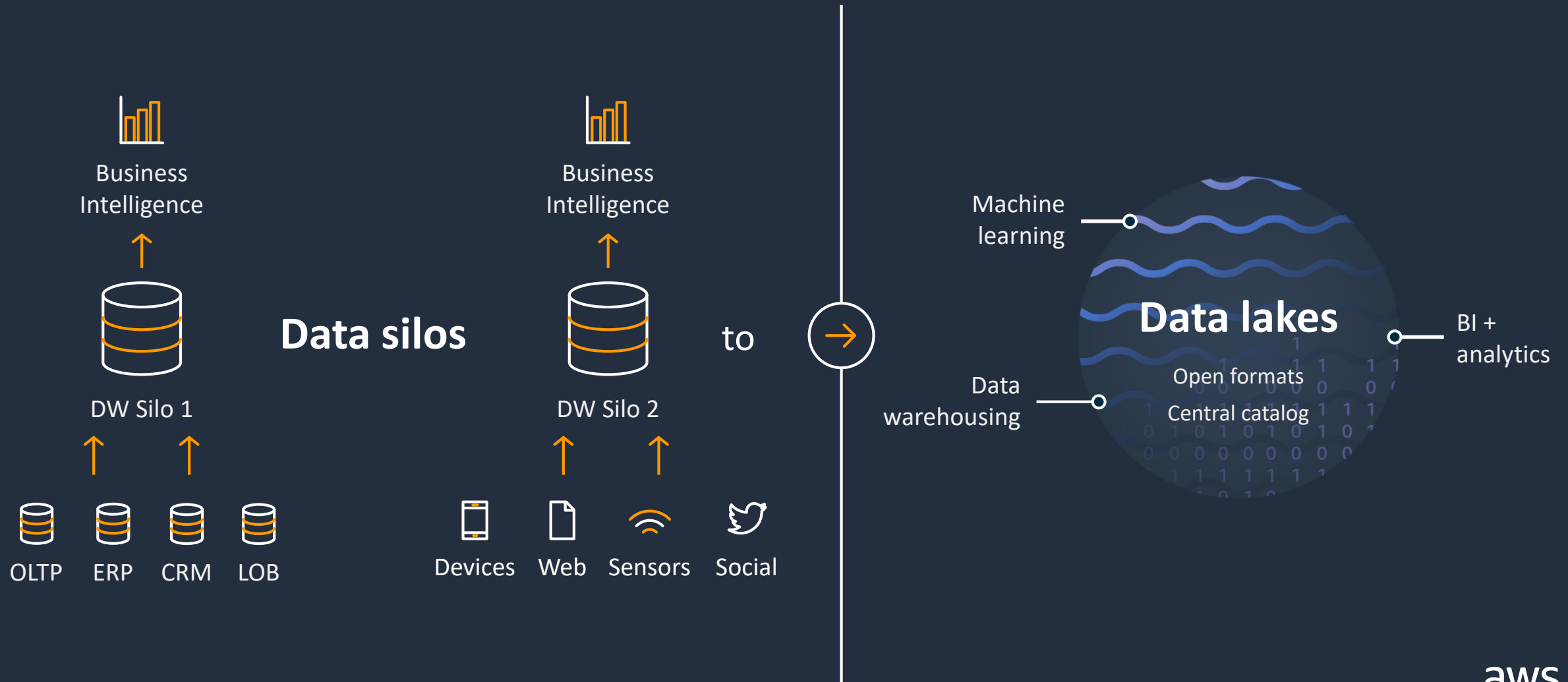


Used by
many people



Analyzed by
many applications

Traditional data warehousing approaches don't scale



Most secure infrastructure for analytics

Services for security and governance



Customers need to have multiple levels of security, identity and access management, encryption, and compliance to secure their data lake

Security

Amazon GuardDuty
AWS Shield
AWS WAF
Amazon Macie
VPC

Identity

AWS IAM
AWS SSO
Amazon Cloud Directory
AWS Directory Service
AWS Organizations

Encryption

AWS Certification Manager
AWS Key Management Service
Encryption at rest
Encryption in transit
Bring your own keys,
HSM support

Compliance

AWS Artifact
Amazon Inspector
Amazon Cloud HSM
Amazon Cognito
AWS CloudTrail

Most comprehensive and open



Data, visualization, engagement, & machine learning



Data



Dashboards



Digital User Engagement



Predictive Analytics

Analytics



Data Warehousing



Big Data Processing



Serverless Data processing



Interactive Query



Operational Analytics



Real time Analytics

Data lake infrastructure & management



Infrastructure



Security & Management

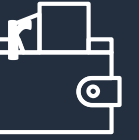


Data Catalog & ETL

Data movement

Migration & Streaming Services

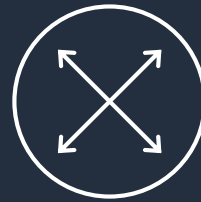
Most scalable, cost-effective, high-performance infrastructure for analytics



On-demand, Reserved, and Spot instances to reduce costs



100 Gbps bandwidth network interfaces for performance

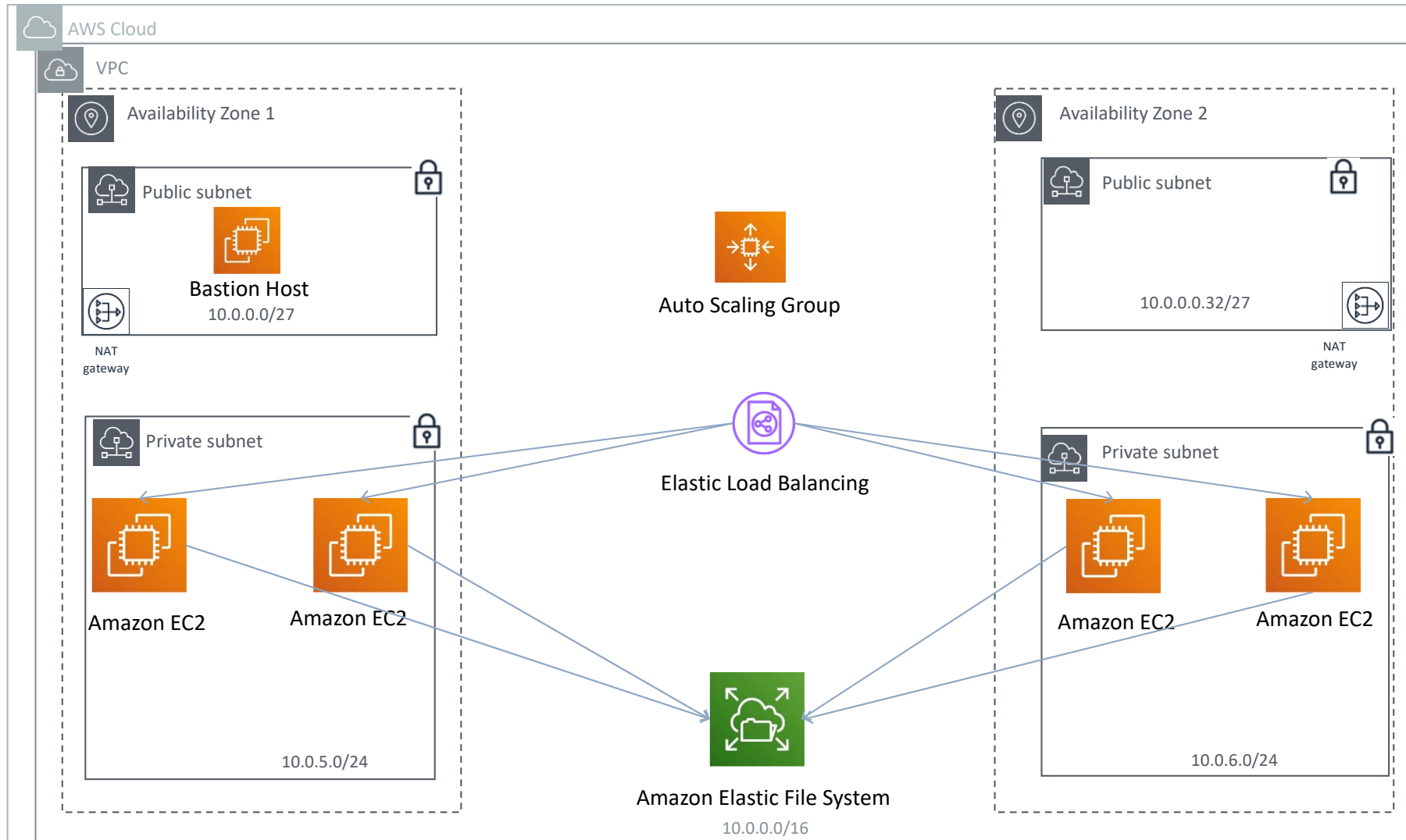


Industry leading choice of 200+ instance types to meet workload needs



Five highly available storage tiers and intelligent tiering

Dell Boomi Molecule Quick Start



The Les Schwab Story



Our Evolution...Aligned with Boomi on AWS

What began as an Integration story, grew
– and continues to grow— into a...



Retail Innovation Journey...

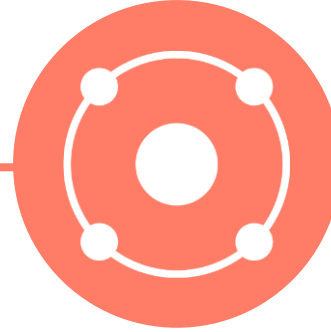


Together with Boomi and AWS.

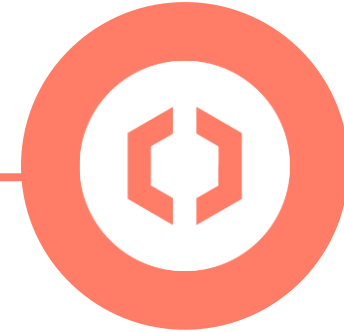
Key Objectives



Improve the
quality of
information
available

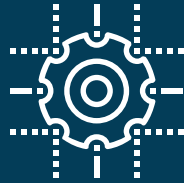


Implement cloud
based tools and
use Boomi's
iPaaS capabilities
to integrate them



Use digital tools
to enhance the
customer
experience at Les
Schwab

Retail Innovation Journey



Hydrate the Lake



Move Financials to the Cloud

Boomi is the Pivot Point



POS Goldmine of unstructured data in an Oracle DB.



boomi



S3 File system to persist data and allow large volume loads.

User presentation layer.



Data lake of structured data.

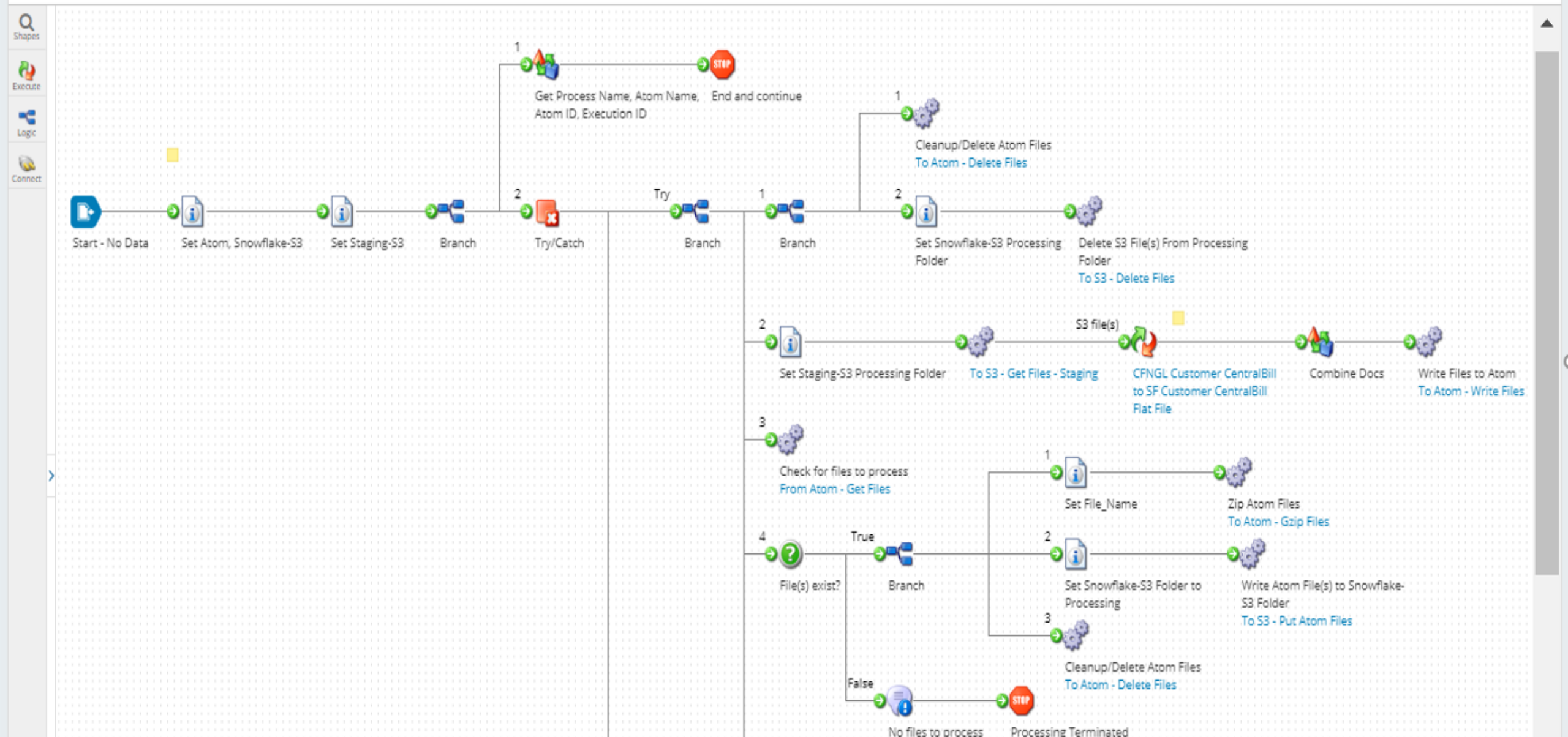


CFNGL CentralBill Customer to S3 - Process

Folder Add Description View Deployment Test

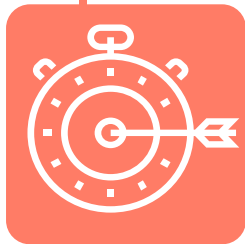
This component is open in read-only mode. You cannot save changes to the component. If you have edit privileges for the account, click Lock & Edit before saving your changes.

Options Extensions Add Note Show Navigation Arrange



Lessons & Outcomes

Data Lessons



- Data cleanliness is paramount
- Group data elements into data domains

Business Outcomes



- Clean data = less complexity and expense
- Data domains = simplified management

The Unified Boomi Platform on AWS



Boomi Platform

Master Data Hub

Synchronize and enrich trusted data

Integration

Connect applications and data

Data Catalog and Preparation

Explore known and unknown data

B2B/EDI Management

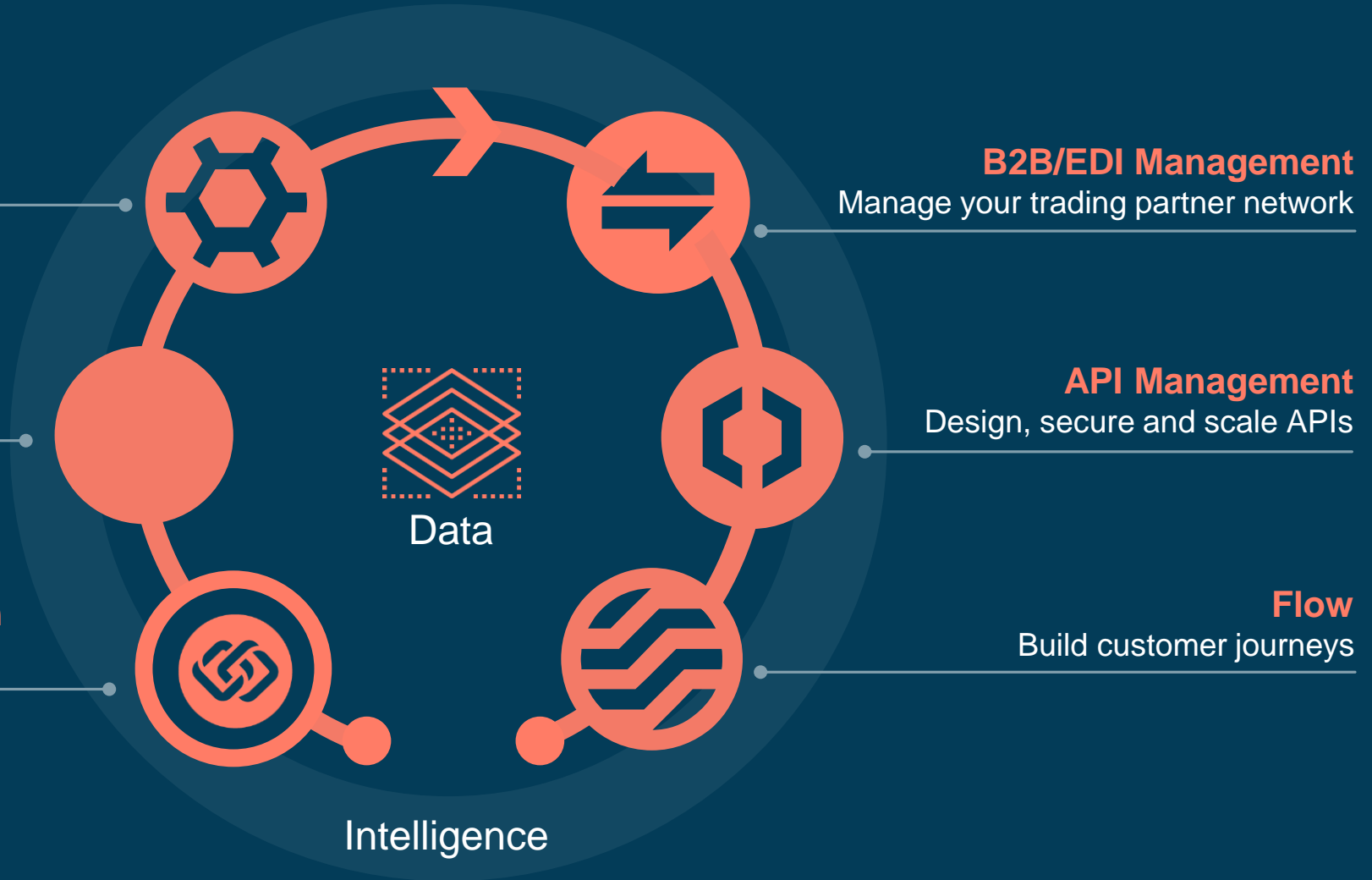
Manage your trading partner network

API Management

Design, secure and scale APIs

Flow

Build customer journeys



Discover, Understand and Manage your Data



Data Catalog And Preparation



Collaboration



Governance



AI



Workflow Automation



Cloud Optimization

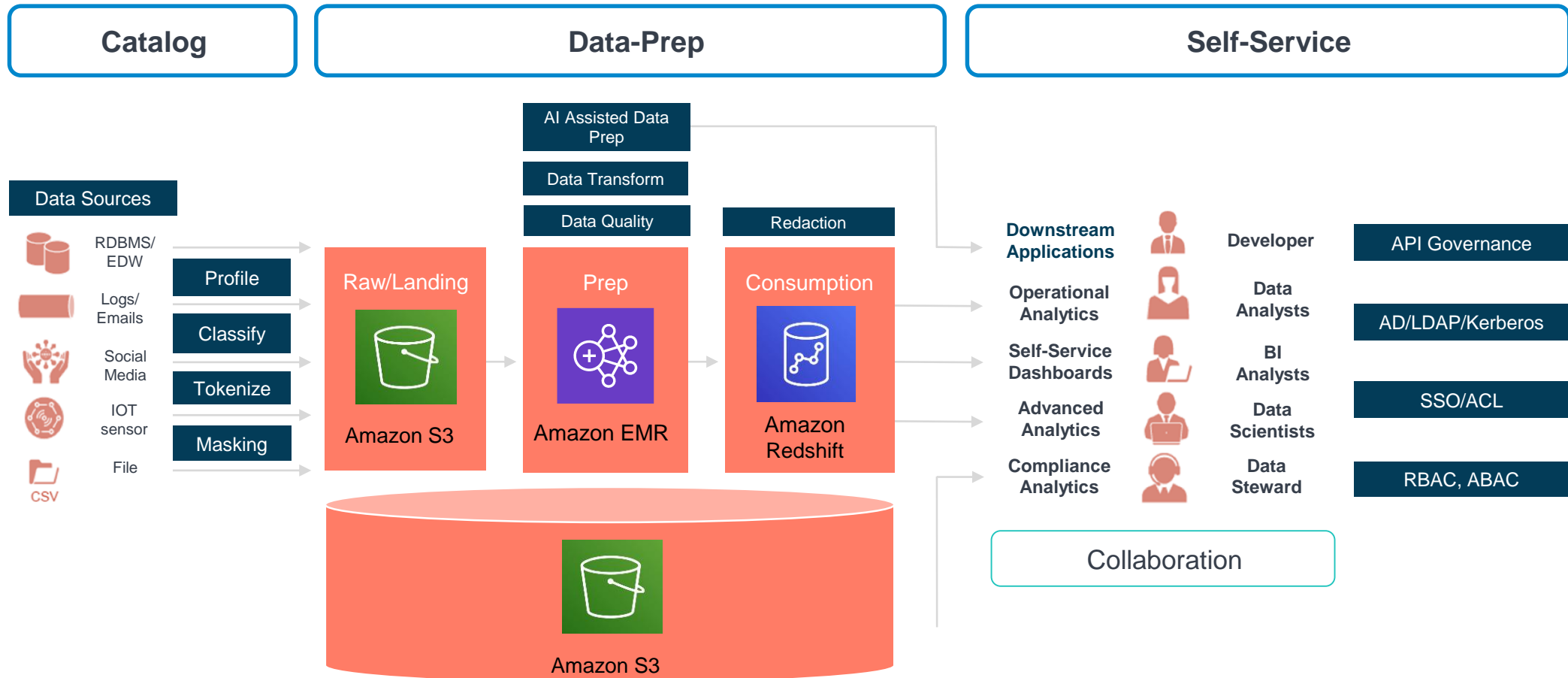
BUSINESS INTELLIGENCE

PREDICTIVE ANALYTICS

VISUALIZATION

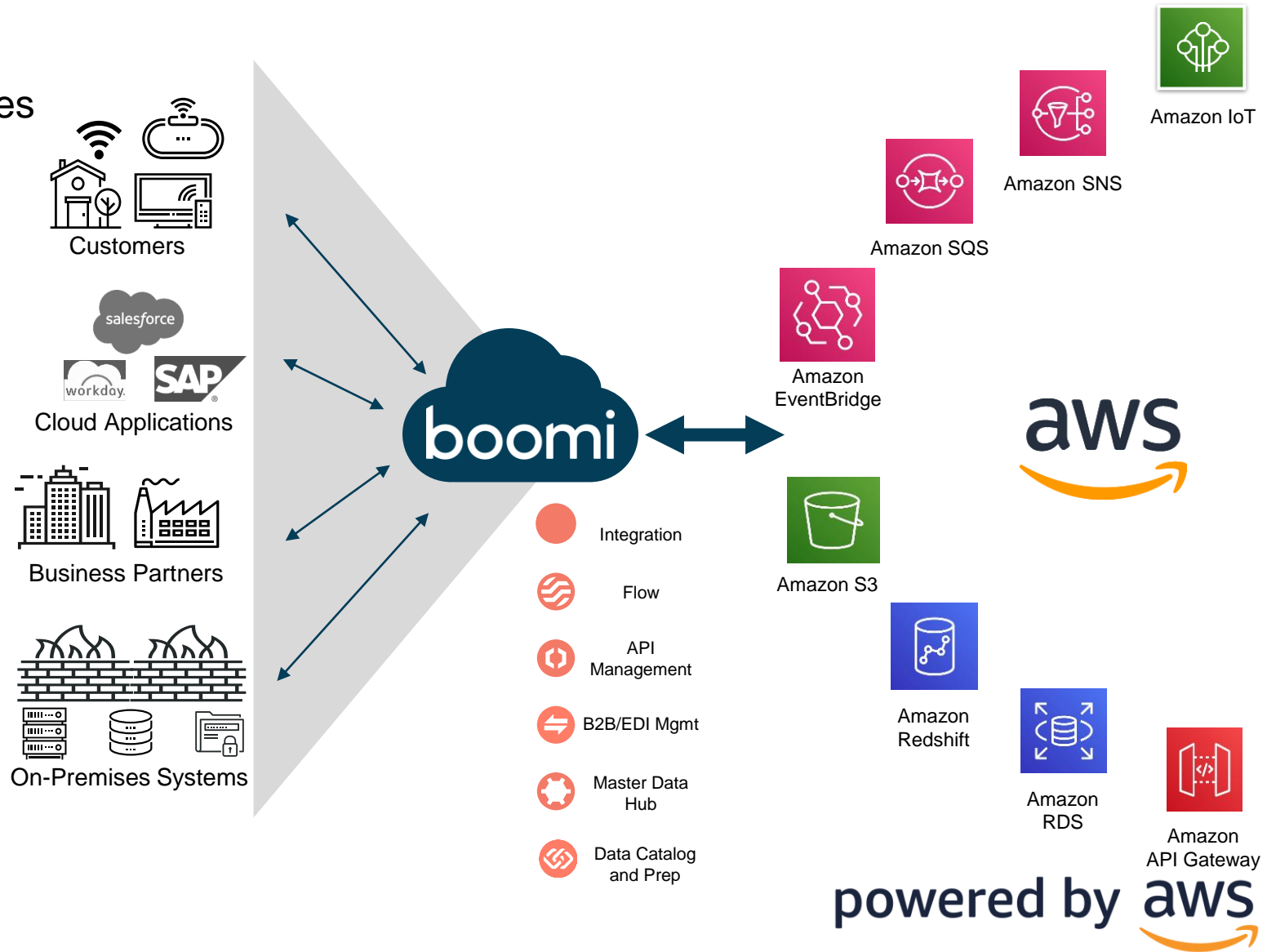
INTEGRATION

The DCP Data Lake Architecture on AWS



Boomi for AWS

- **Connect** any application with AWS services
- **Accelerate migration** to AWS
- **Modernize** technology infrastructures
- **Fast, scalable, event-based** integration
- **Transform** digital experiences
- **Innovate** products and business models
- **Reduce risk**



Boomi Connector for Amazon EventBridge

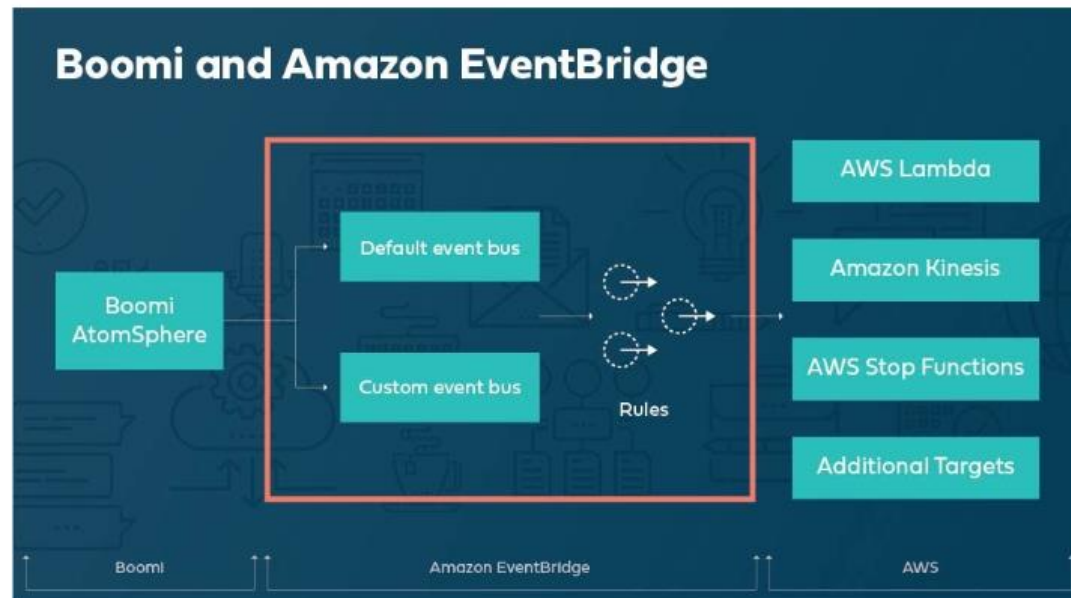
[Return to Boomi Buzz](#)

Another First: Boomi is the First iPaaS to Support Amazon EventBridge

[Boomi And Product News](#)

2 days ago by [Lisa Jeon](#)

Real-time data movement is increasingly critical for organizations of all sizes. Business units are demanding more data, faster, and that puts pressure on IT organizations to respond with approaches like Event-Driven Architectures (EDA) and serverless event buses, like Amazon EventBridge:



AUTHOR



Lisa Jeon

Recent News

Another First: Boomi is the First iPaaS to Support Amazon EventBridge

2 days ago by [Lisa Jeon](#) 8

April 2020: Release Highlights

a month ago by [Brett Henry](#) 18

Modern Data Management with Boomi

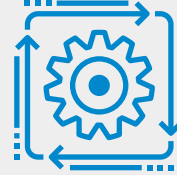
Accelerates Business Outcomes



Discovery



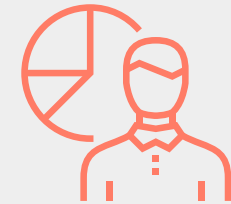
Readiness



Integration



Trust



Decision

Where is the data
What is data
What's in the data

Data anomalies
Data integrity
Data context

Unify the right data
Master the right data
Process/migrate large volumes

Coming Soon: Boomi iPaaS on the AWS Marketplace

boomi
A Dell Technologies Business

Boomi Integration Platform as a Service (iPaaS)

Sold by: [Dell Boomi](#)

Boomi enterprise-grade Integration Platform as a Service (iPaaS) has hundreds of application and data connectors and is a key technology to link Amazon S3, Amazon SQS, Amazon SNS, Amazon EventBridge, Amazon RDS, Amazon Redshift, and many other AWS services.

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Product Overview

Boomi enterprise-grade Integration Platform as a Service (iPaaS) has hundreds of application and data connectors and is a key technology to link Amazon S3, Amazon SQS, Amazon SNS, Amazon EventBridge, Amazon RDS, Amazon Redshift, and many other AWS services.

Boomi, a Dell Technologies business, quickly and easily unites everything in your digital ecosystem so you can achieve better business outcomes, faster. Boomi has an intelligent, flexible, scalable platform that helps accelerate your AWS data migrations and application modernizations by linking your data, systems, applications, processes, and people.

Harnessing the power of the AWS cloud to unify your entire business, Boomi gives more than 11,000 organizations globally the ability to future-proof their application strategy. Boomi provides end-to-end capabilities including application integration, master data management, data quality governance, B2B/EDI network management, API management and workflow automation.

- Superior ease-of-use and crowd-sourced intelligence
- Resilient, scalable and secure cloud-native architecture
- Industry leading innovation delivered through continuous updates
- A leader in Gartner iPaaS Magic Quadrant six years running
- Best-in-class customer satisfaction rating and direct renewal rate

Sold by [Dell Boomi](#)

Product Video [See product video](#)

Fulfillment Method: Software as a Service (SaaS)

Highlights

- Gartner iPaaS Magic Quadrant Leader six years running
- Superior ease of use and crowd-sourced intelligence
- Industry leading innovation delivered through continuous updates

- **SaaS Contract Offer**
- **30 Day Free Trial**
- **Private Offer Pricing Available**

Start Integrating to AWS Today!

- Boomi for AWS Web Site: www.boomi.com/amazon-web-services
- Try out the Boomi Molecule Quick Start: <https://aws.amazon.com/quickstart/architecture/dell-boomi-molecule>
- [Data Catalog and Prep \(DCP\) on AWS Marketplace](#)
- AWS Credits available for Quick Start Initial Engagements*

*based on AWS approval

AWS Quick Starts Amazon Connect integrations FAQs Resources Demos

What you'll build How to deploy Cost and licenses

Use this Quick Start to automatically set up a Boomi Molecule cluster on AWS. The deployment includes the following:

- A highly available architecture that spans two Availability Zones.*
- A virtual private cloud (VPC) configured with public and private subnets according to AWS best practices, to provide you with your own virtual network on AWS.*
- In the public subnets:
 - Managed network address translation (NAT) gateways to allow outbound internet access for resources in the private subnets.*
 - A Linux bastion host in an Auto Scaling group to allow inbound Secure Shell (SSH) access to Amazon Elastic Compute Cloud (Amazon EC2) instances in public and private subnets, with Amazon CloudWatch for monitoring.*
- In the private subnets:
 - Four Amazon EC2 instances with the Boomi Molecule software installed, two in each Availability Zone.
 - Amazon Elastic File System (Amazon EFS) deployed in the Region. Two Amazon EFS mount points are created also, one in each Availability Zone.

Switch to full-screen view

View deployment guide for details

* The template that deploys the Quick Start into an existing VPC skips the components marked by asterisks and prompts you for your existing VPC configuration.

aws marketplace

Categories Delivery Methods Solutions Migration Mapping Assistant Your Saved List Partners Sell in AWS Marketplace Amazon Web Services Home Help

unifi Unifi Data Catalog

Sold by: Unifi Software

Bringing insights to users where none existed before, the Unifi Data Catalog is an innovative enterprise data catalog that helps users easily search, discover, catalog and interact with data

Show more

★★★★★ (0)

Overview Pricing Usage Support Reviews

Product Overview

The Unifi Data Catalog is a standalone enterprise-grade Data Catalog complete with intuitive natural language search powered by AI, collaboration capabilities for crowd-sourced data quality, views of trusted data, and all fully governed by IT. Disrupting enterprise software pricing models for competing solutions, the Unifi Data Catalog starts from fifty dollars per user, per month.

An exceptionally innovative enterprise data catalog that helps any business user easily search, discover, catalog and interact with colleagues around data, the Unifi Data Catalog offers:

- A simple way to catalog the widest range of data sources of any data catalog on the market
- The ability for users to easily search and discover data no matter where it resides, irrespective of its structure, using Natural Language Search
- AI-powered discovery of data types out of the box with auto-generated recommendations to view and explore data sets and similar data sets
- A holistic approach to data governance, security, data quality and trusted data
- Seamless integration to catalog Tableau metadata and the ability to crawl multiple Tableau servers to search projects, workbooks, worksheets and dashboards
- The ability to deconstruct TWBX files and see the full lineage of a data source to see how data sets were transformed

Highlights

- Ability for users to search and discover data no matter where it resides, and irrespective of its structure, using Natural Language Search
- AI-powered discovery of data with auto-generated recommendations to view and explore additional data sets and similar data sets
- Holistic approach to data governance, data quality and trusted data

Thank You!