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A Dell Technologies Business

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

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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.

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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)

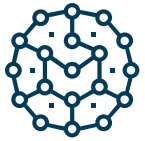
PERSONALIZATION DEMAND

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*

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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

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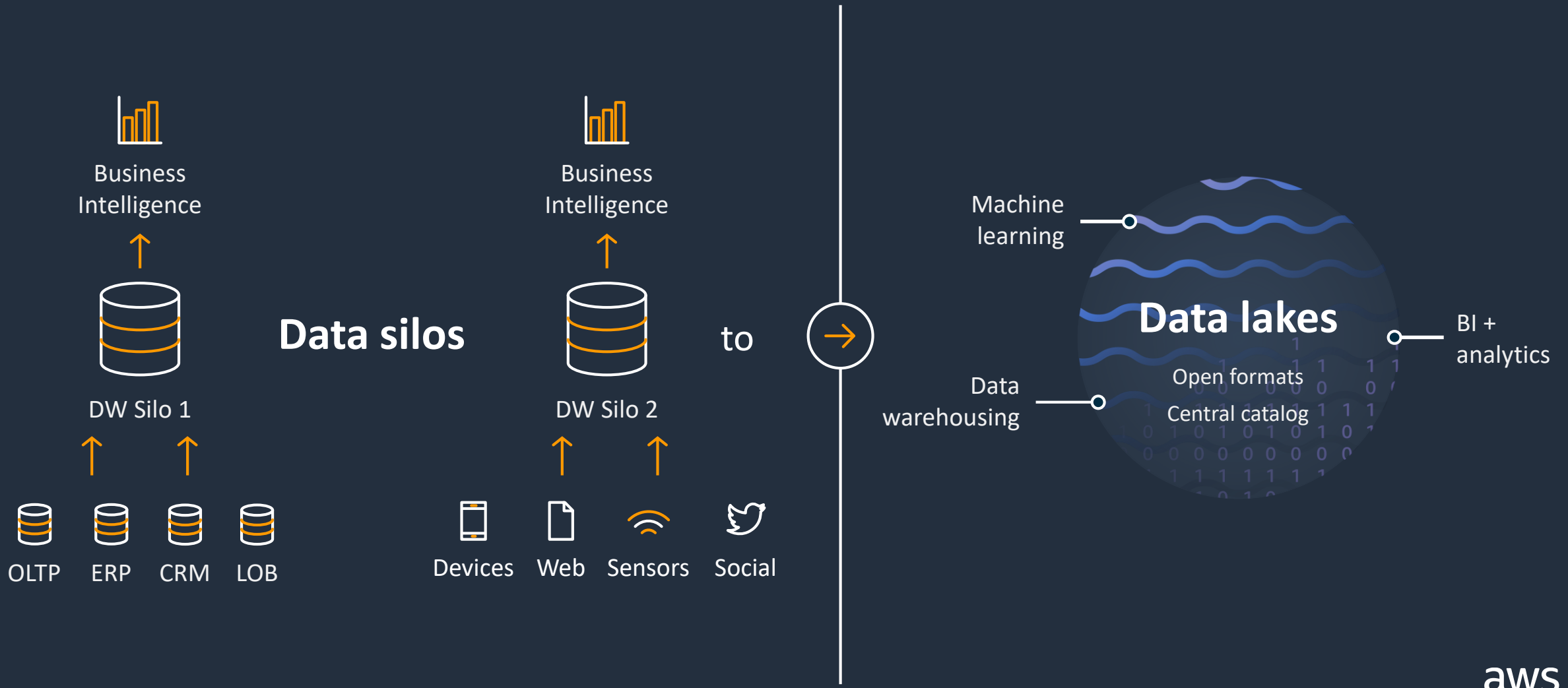
Traditional data warehousing approaches don’t scale



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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

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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

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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

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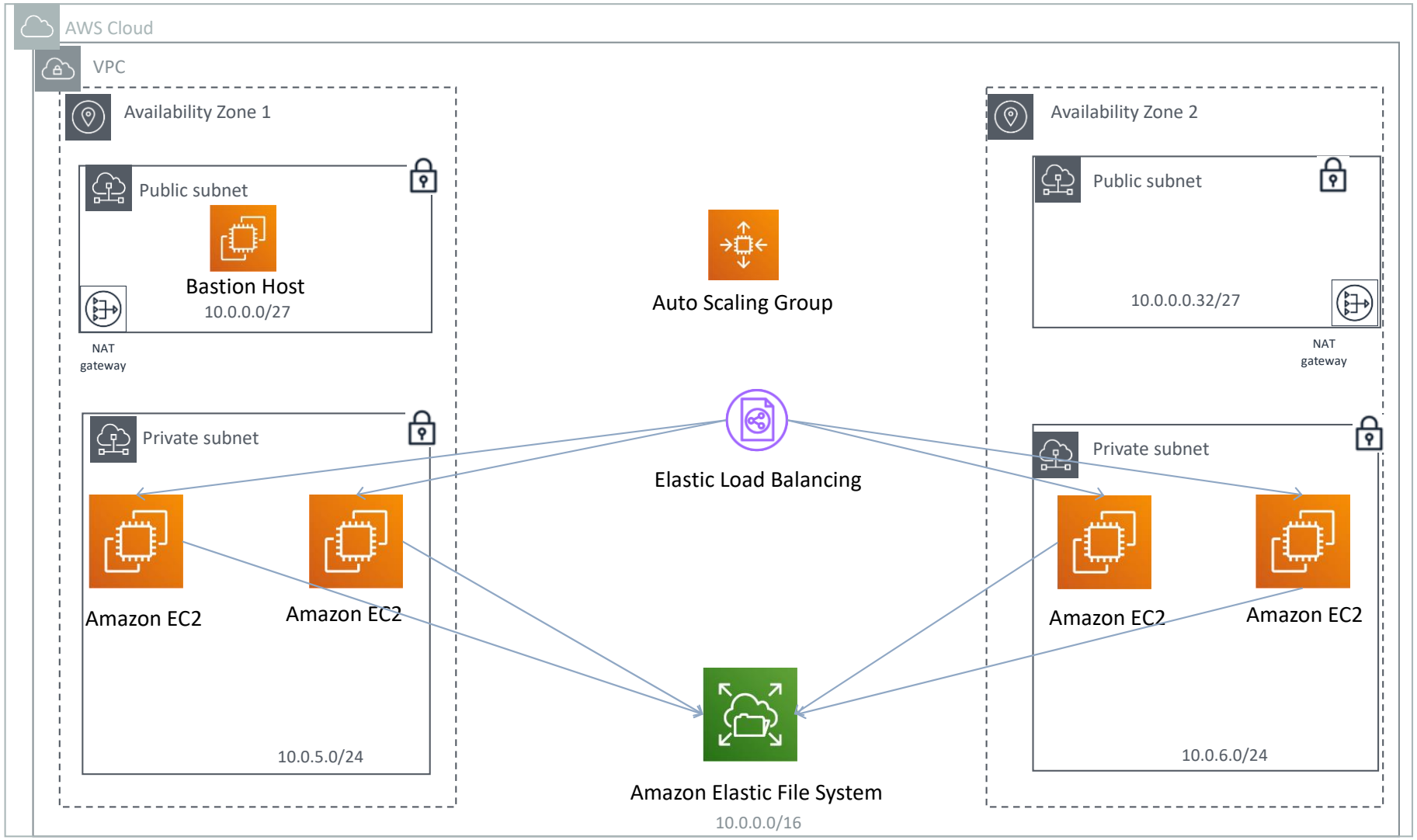
Dell Boomi Molecule Quick Start



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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.

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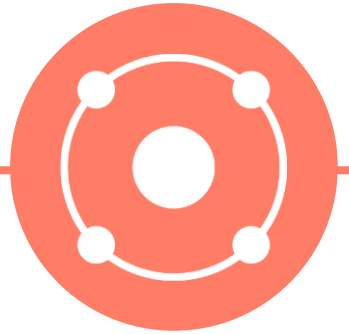
Key Objectives

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

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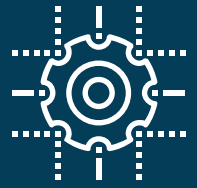
Retail Innovation Journey



Hydrate the Lake

Move Financials to the Cloud

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Boomi is the Pivot Point

User presentation layer.

POS Goldmine of unstructured data in an Oracle DB.

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Data lake of structured data.

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

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+ New | Welcome | CFNGL CentralBill Customer to S3 ×

CFNGL CentralBill Customer to S3 - Process

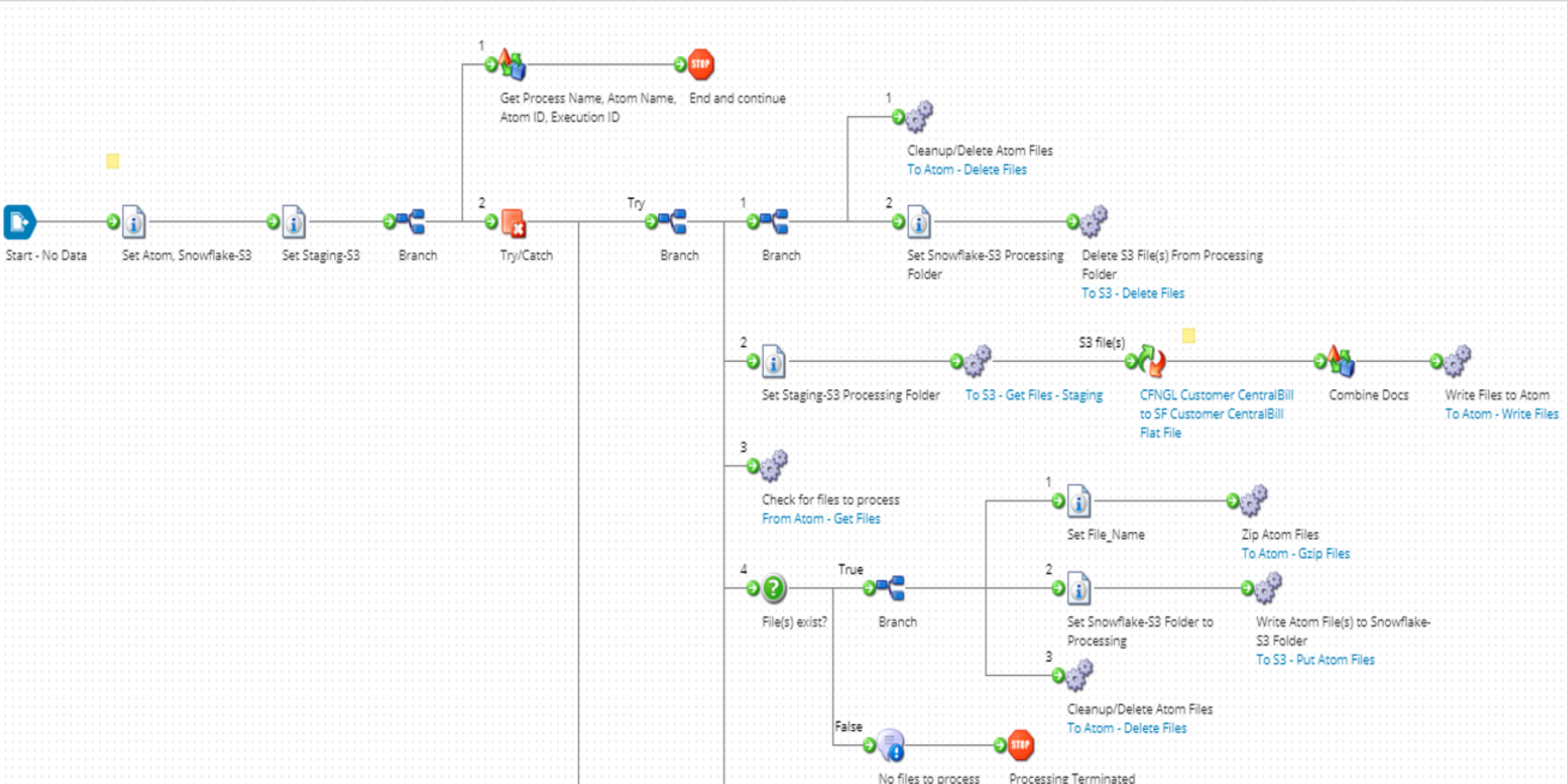
Folder | Add Description

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.

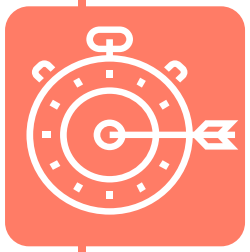
Options | Extensions | Add Note | Show Navigation | Arrange

Shapes | Execute | Logic | Connect



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

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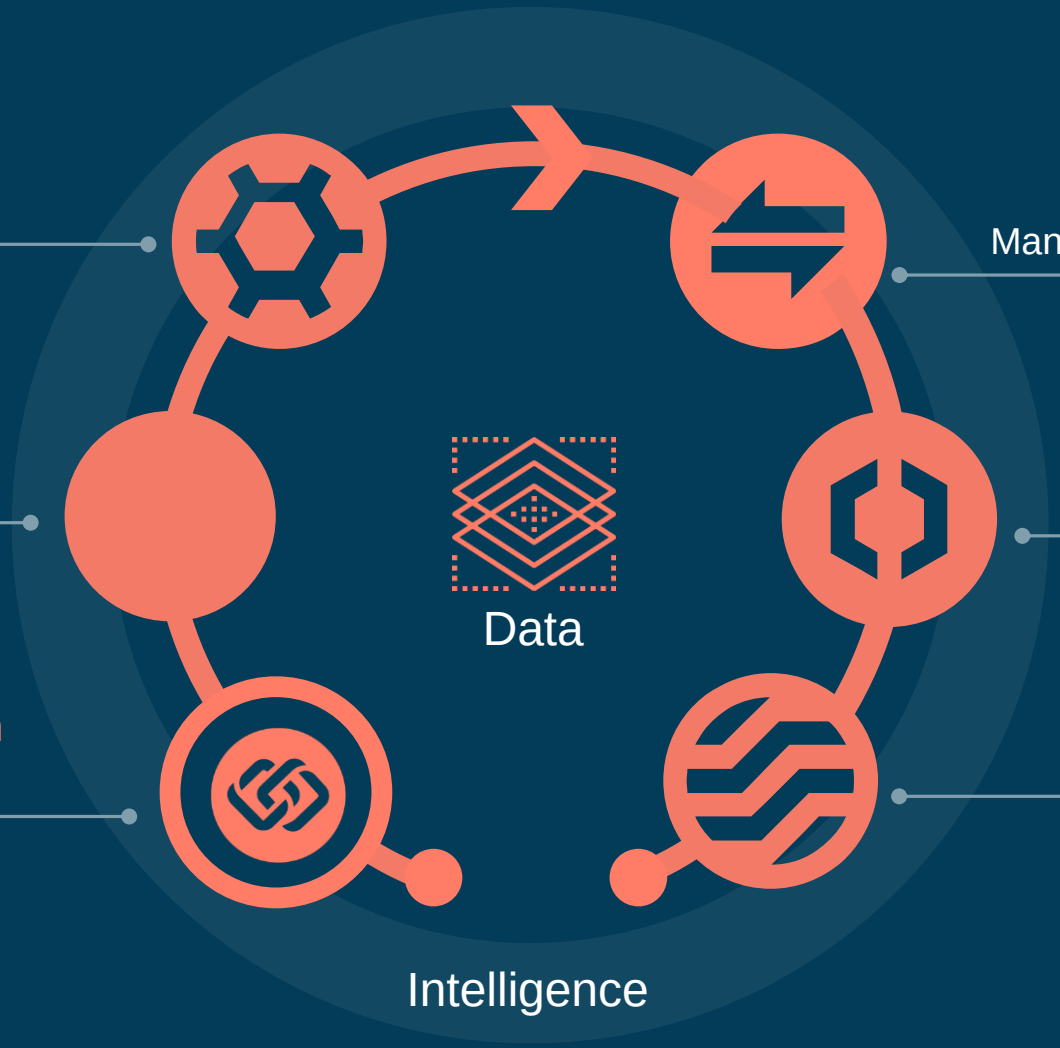
The Unified Boomi Platform on AWS

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

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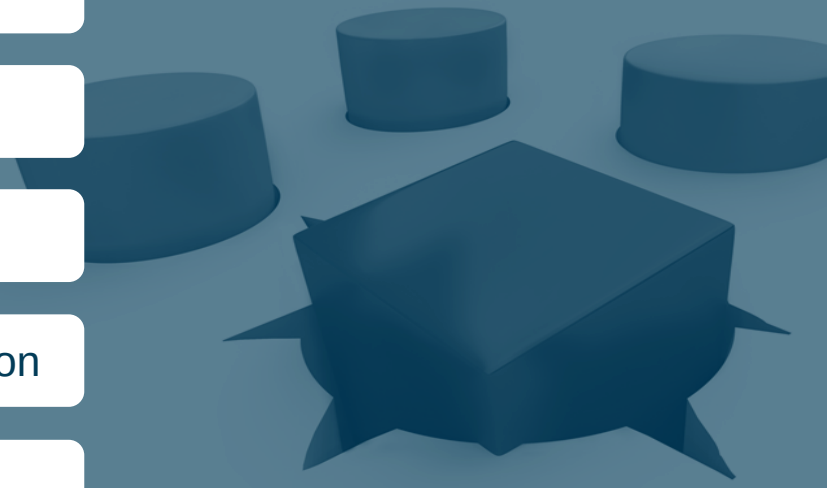
Discover, Understand and Manage your Data

Data Catalog And Preparation

- Collaboration
- Governance
- AI
- Workflow Automation
- Cloud Optimization



BUSINESS INTELLIGENCE → PREDICTIVE ANALYTICS → VISUALIZATION → INTEGRATION

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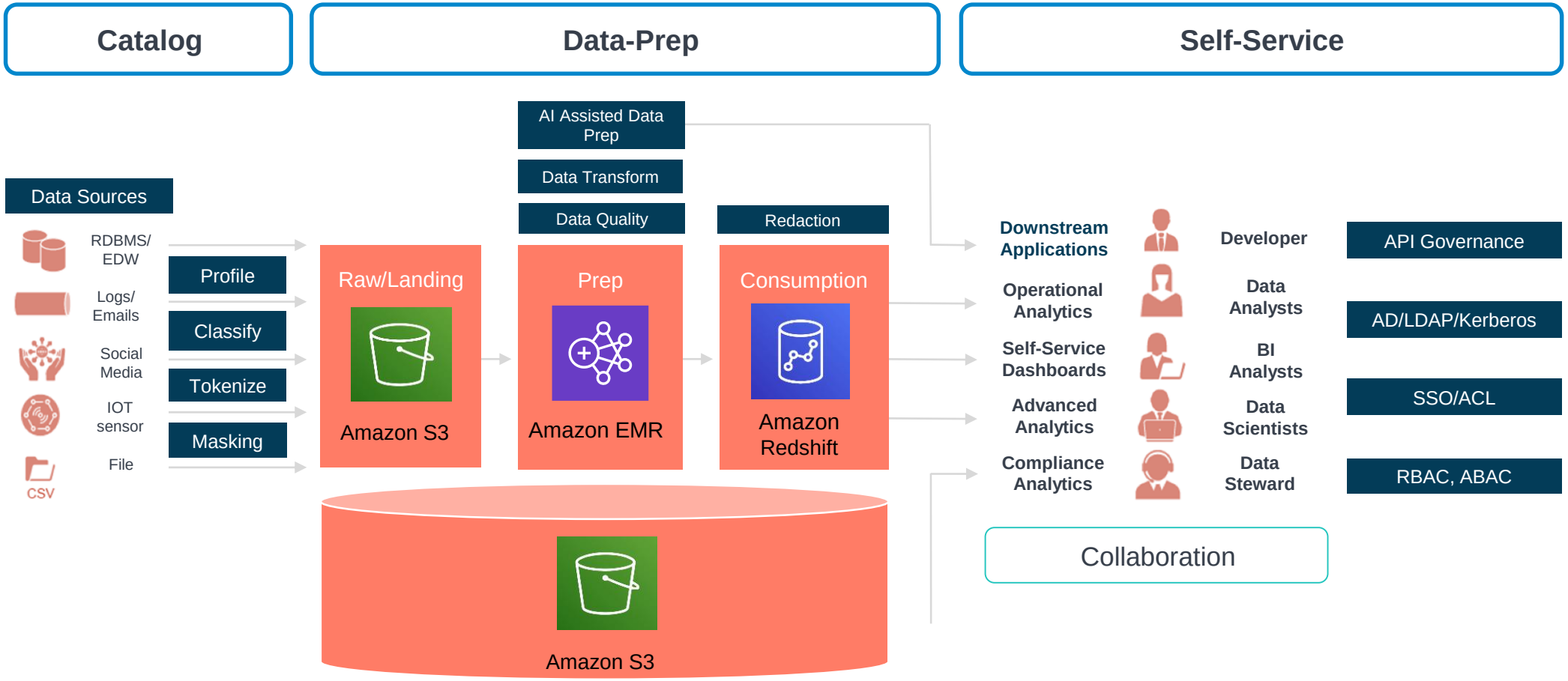
The DCP Data Lake Architecture on AWS



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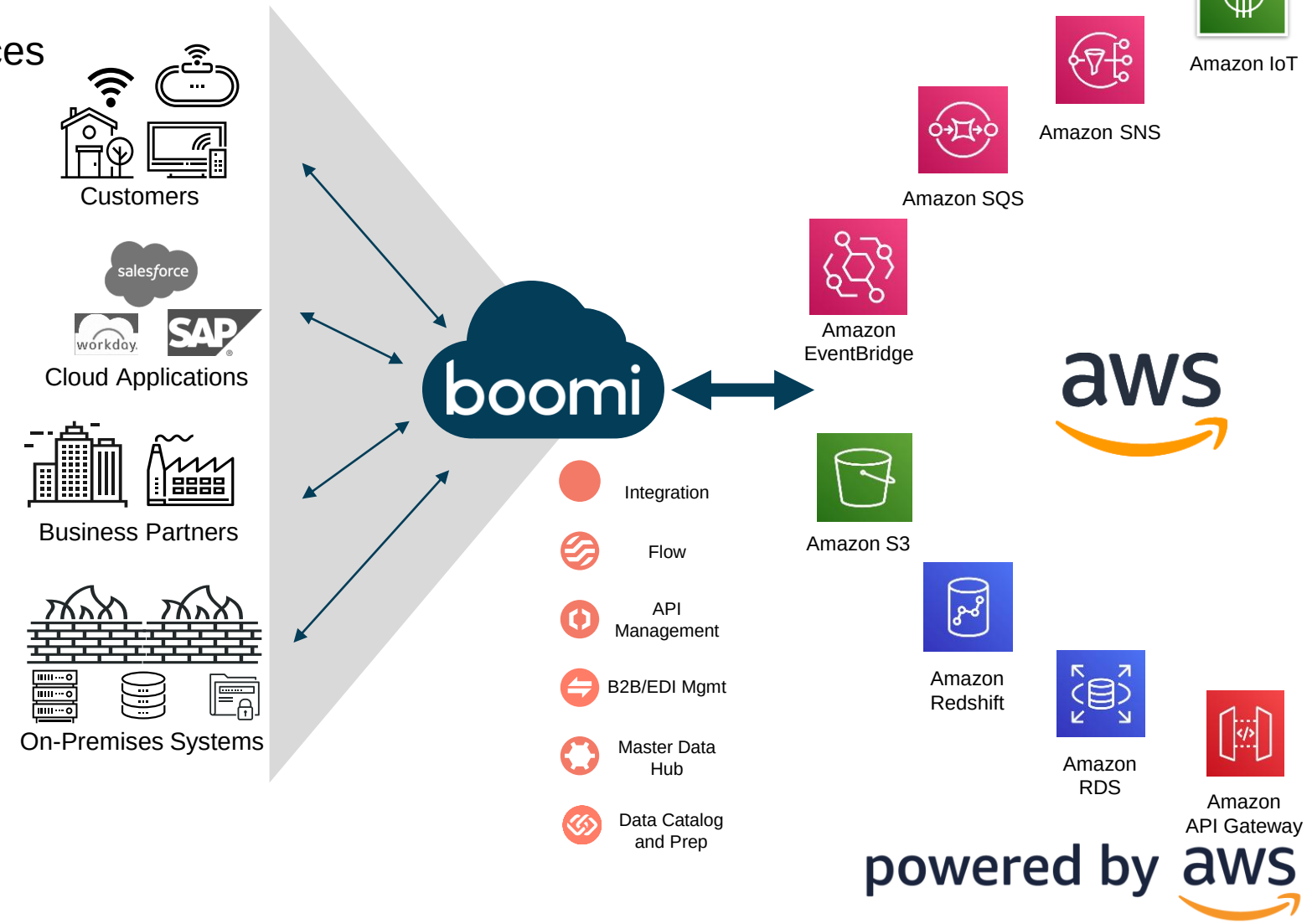
Boomi for AWS

- **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**



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Boomi Connector for Amazon EventBridge

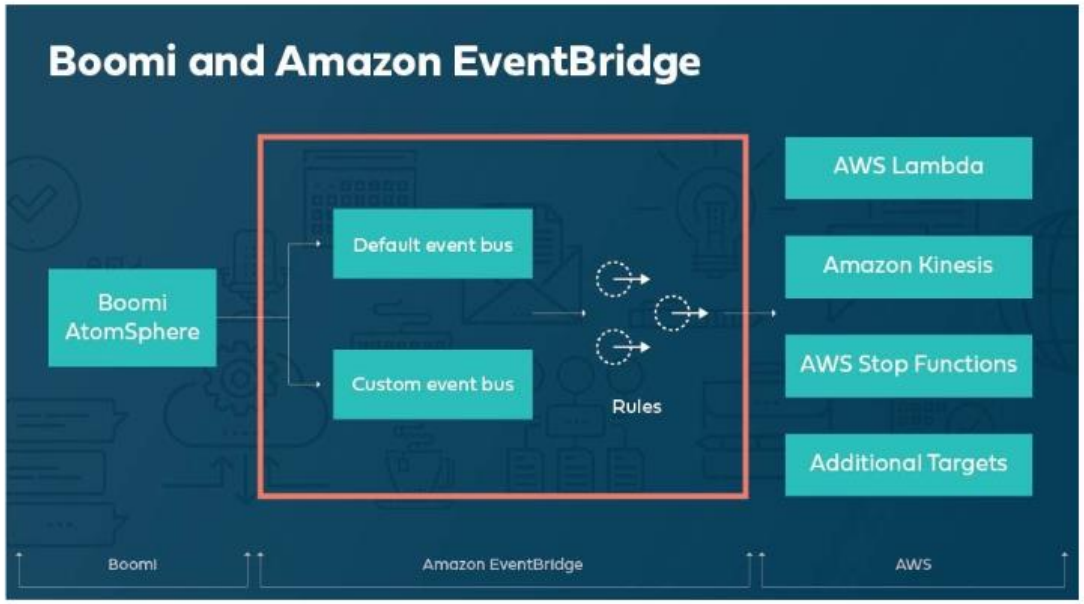
Return to Boomi Buzz

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

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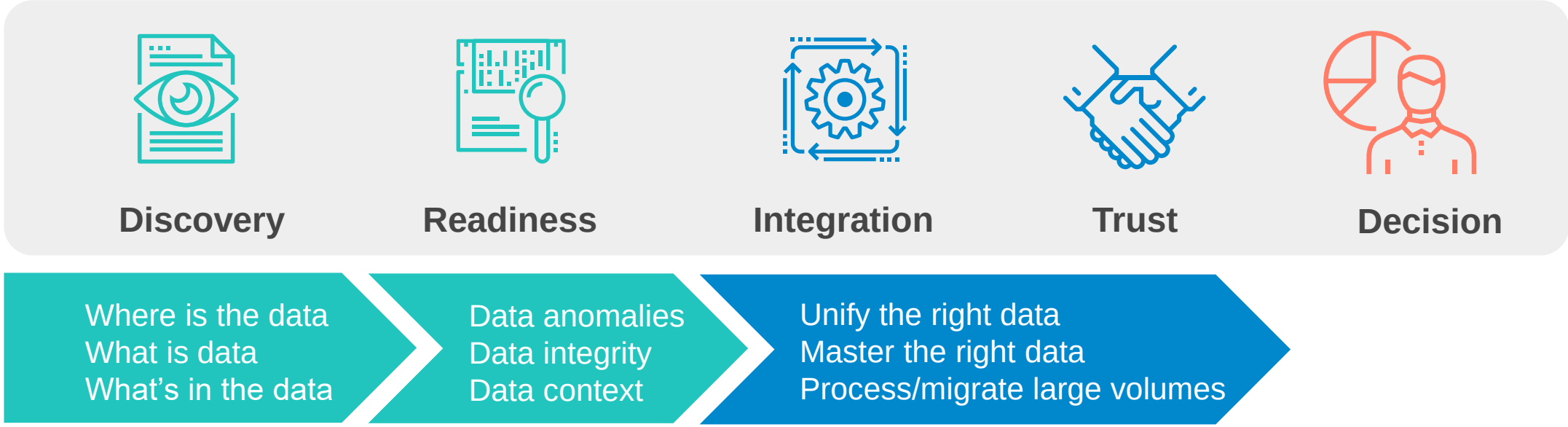
Modern Data Management with Boomi

Accelerates Business Outcomes



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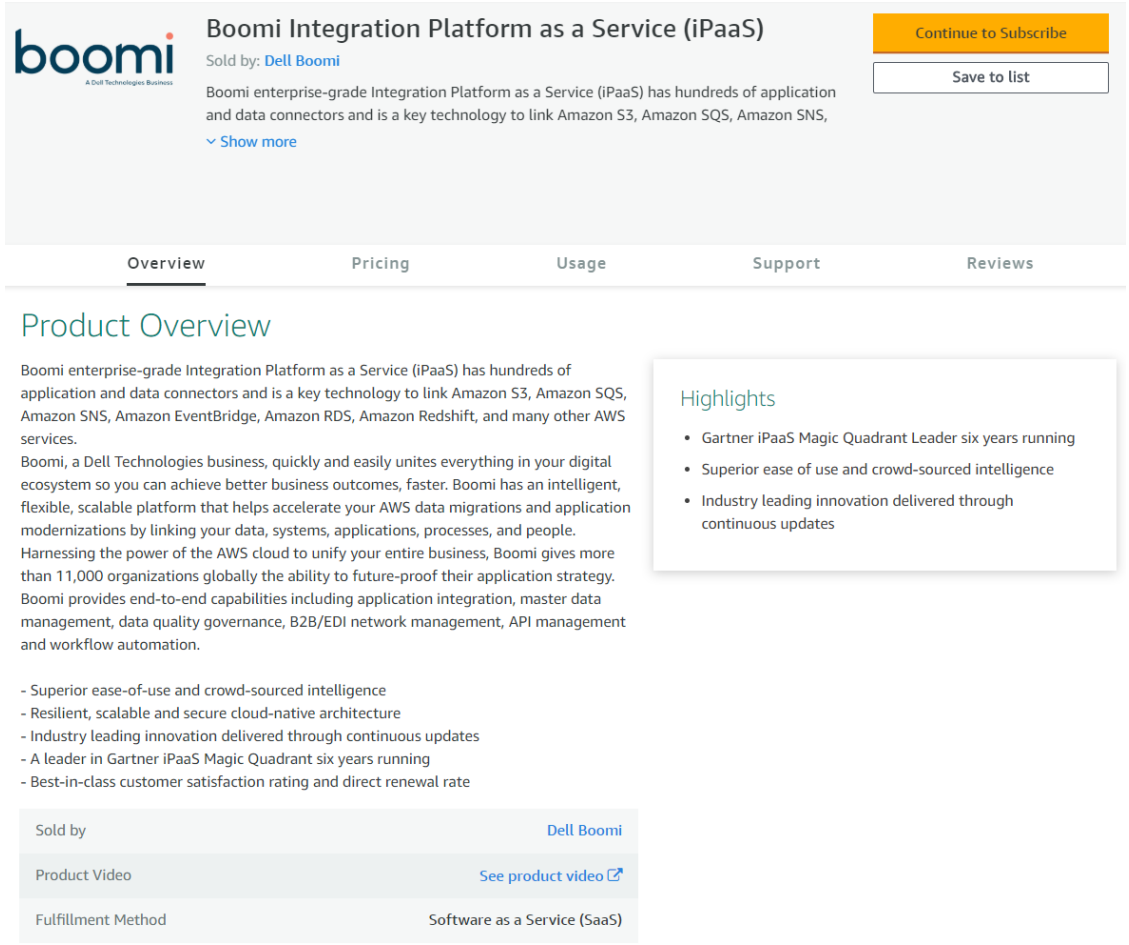
Coming Soon: Boomi iPaaS on the AWS Marketplace



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

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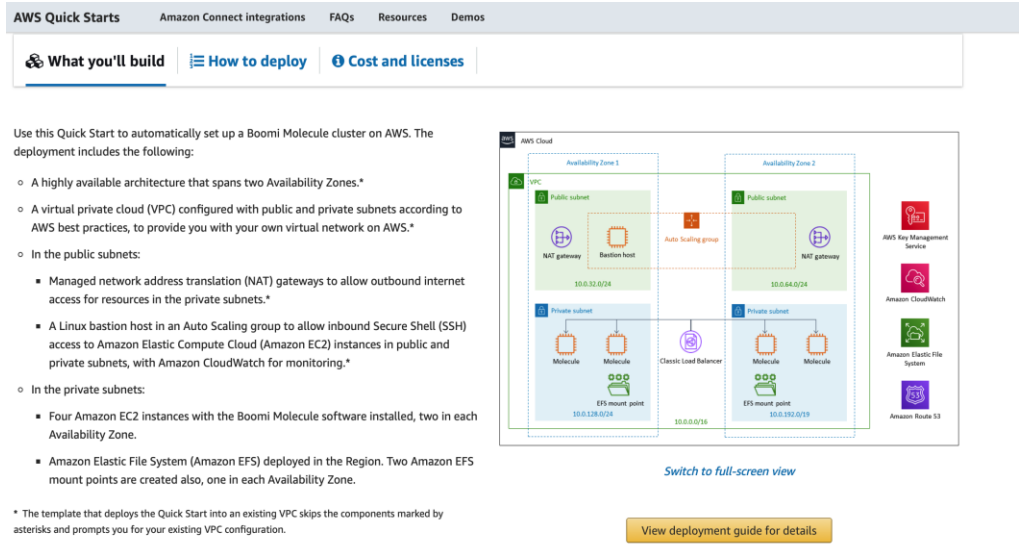
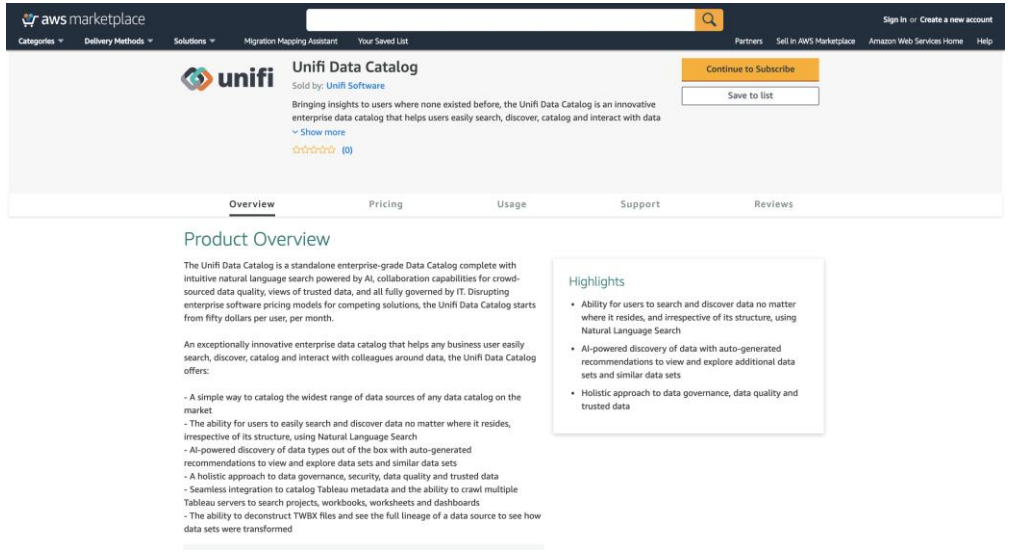
Start Integrating to AWS Today!

- 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





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Thank You!

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