Dell Boomi Converting Application and Data Integration Into Business Intelligence in the Cloud

Cloud-Based Integration Solution Adds Business Rules, Dashboards & Predictive Assistance Capabilities

Opening Thoughts

As Cloud-based, Software-as-a-Service (SaaS) business applications become more popular, the demand for more powerful, yet easy-to-use, integration solutions is also growing. Today's integration solutions must not only tie together a rapidly expanding array of SaaS apps, but also pull them together with legacy applications, systems and data sources.

Despite the availability of a wide assortment of application and data integration tools, worries about the on-premise to Cloud integration challenge now transcends previous concerns about Cloud security and reliability, according to numerous market research surveys.

Although there are many ways to address the functional requirements associated with application and data integration, an increasing number of enlightened IT and business decision-makers are recognizing that today's integration solutions should provide more than simple connectivity between applications and data sources. These decision-makers are now seeking a new level of data analytics and business intelligence from their integration solutions to better measure their current utilization rates, understand ongoing resource requirements and anticipate future needs.

This profile will examine Dell-Boomi's (www.boomi.com) latest features which respond to rising corporate demands and customer expectations.

Dell Boomi's Latest Release Redefines Value of Data Integration

Boomi was founded in 2000 and acquired by Dell in 2010. It gained industry recognition in 2007 when it unveiled a Cloud integration solution called, "AtomSphere®", the first Cloud/SaaS integration platform which can connect any Cloud and on-premise applications without installing and maintaining software or appliances on-premise.

Boomi employs a visual process designer which enables users to 'drag and drop' integration components from a palette to integrate a myriad of applications together quickly and economically. Boomi uses a patent-pending, lightweight, dynamic runtime engine, called an *"Atom"*, to execute an integration process in the Cloud or behind a customer's firewall on-premise. Like any other Cloud-based solution, Boomi AtomSphere can be acquired on a subscription, or pay-as-you-go basis.

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Although Boomi had won market recognition because of its innovative approach to data integration, it became an even more formidable force in the industry as a result of its acquisition by Dell. The acquisition gave Boomi greater credibility among enterprise decision-makers as well as major independent software vendors (ISVs) because of the financial viability which it gained as a part of Dell. Boomi also gained a worldwide sales channel and global partner ecosystem.

Too many acquisitions result in the premature demise of the acquired entity within the larger organization. In the case of Boomi, it has seen its sales grow exponentially and the average size of its customer deployments multiply. Boomi's growth is coming from both direct sales and greater reseller sales.

Boom's rate of innovation has also not subsided since the Dell acquisition. Its first quarterly release after the Dell acquisition, Spring '11, included the following new features:

- *Legacy Middleware Cloud Gateway* – A Java Message Service connector that plugs into existing middleware solutions to give customers access connectivity to over 70 SaaS applications, the ability to audit and govern the movement of data, and enables them to enforce security of data prior to leaving the firewall.
- *Change Data Capture* – Using a unique cache-analysis approach, Change Data Capture allows users to reduce the size of data sets being processed. This improves the data transmission rates between on-premise and Cloud environments.
- *Large Data Processing Support* – Permits customers to execute data integrations in an automated process without any coding with AtomSphere's parallel processing supporting up to terabyte-sized files.

Boomi is using these as the foundation of a new set of capabilities unveiled in its Fall '11 release:

- *Boomi Suggest for Functions* –Suggest automates the tedious and time-consuming task of matching fields from a source system to one or more destination systems. The new feature adds routine functions such as associating first and last name to "name", generating a current date, and adding line item expenses to calculate a total amount.
- *New Business Rules Capability* – Orchestrates complex, multi-step rules or logic into integration workflows which can eliminate need for a 3rd party business rules engine. This new capability enabled Enterprise Business Partners to avoid an $80,000 investment.
- *New Partner Dashboards* – In order to support its growing ecosystem of channel partners, Boomi has introduced partner dashboards so partners can now manage and monitor all their customers' integrations from a single screen.
- *Expanded trust.boomi.com Reporting* – Introduced in April 2010, the enhanced public portal features more information to show users the growth of AtomSphere usage.

In THINKstrategies' view, the most fascinating new feature in Boomi's latest release is its *Predictive Assistance* capability which integrates customer usage metrics into Boomi's support system to permit its client care team to deliver more proactive services, such as training or other client outreach when data flows reach particular thresholds. This new capability enables client care to better predict their customers' needs.

Strategic Thoughts

When Boomi was acquired by Dell, there was some concern that its innovative approach to data integration would be lost inside Dell, a Fortune 35 company. Instead, Dell has made Boomi's Cloud-based integration capabilities a pivotal component of its own rapidly evolving Cloud strategies and solutions for medium and large enterprises, as well as a valuable internal tool to rapidly integrating back-offices of newly acquired companies.

Dell has made it clear that it intends to expand its corporate portfolio to include a more balanced set of hardware, software and services, with a specific focus on Cloud-oriented solutions. It is also expanding its go-to-market channels to encourage a broader set of channel partners so it can penetrate a wider population of corporate users. Boomi's rapid growth and greater scale of its deployments since joining Dell, indicate it has become a critical piece of Dell's Cloud strategies.

By adding greater analytics to its integration capabilities, Dell-Boomi has an opportunity to redefine how corporate decision-makers, as well as its channel partners, view data integration.

About THINKstrategies, Inc.

THINKstrategies is a strategic consulting services firm that helps enterprise IT and business decision-makers with their sourcing strategies, IT solutions providers with their marketing strategies, and venture capital firms with their investment strategies. It also administers the Cloud Computing Showplace (www.cloudshowplace), an online directory of over 1800 Cloud solutions and best practices resource center. For more information, visit www.thinkstrategies.com, or contact Jeffrey Kaplan, Managing Director, at 781-431-2690 or jkaplan@thinkstrategies.com.

Sidebar: *By adding greater analytics to its integration capabilities, Dell-Boomi has an opportunity to redefine how corporate decision-makers, as well as its channel partners, view data integration.*