Dell Boomi platform

AtomSphere™
integration

API management

MDM
Master data management

Top five reasons Dell Boomi's multi-purpose PaaS is right for your company

What is multi-purpose PaaS?

Platform as a service (PaaS) is a cloud-based model where a provider delivers a specific software application over the internet as a service to users. In this model, the provider hosts and maintains all of the necessary hardware and software, freeing customers from this responsibility and cost burden. The customer, in turn, pays a monthly subscription fee.

Multi-purpose PaaS is a fairly new addition to, and a natural progression of, the PaaS category. It allows for the delivery of more than one functionally specific application on a single common platform. The benefits of a multi-purpose platform to end users include increased efficiencies, lower total cost of ownership, faster time to value and economies of skill.

Dell Boomi's award-winning multi-purpose platform includes AtomSphere for application integration, master data management (MDM) and API management (management of application programming interfaces). Each of these solutions may be used stand-alone or in concert with one another.

The top five reasons

Now that you are armed with an understanding of PaaS and some of its intrinsic benefits, here are the top five reasons why Dell Boomi's multi-purpose PaaS may be right for your company.

1. It scales to your company's needs and growth

One of the primary benefits of most PaaS solutions is scalability. Specifically, you can adjust the functionality to scale to the needs of your business, especially when your company's needs grow, in affordable and predictable ways, but without taking on the expense and responsibility for onboarding and maintaining the hardware and software that must run smoothly behind the scenes.

The scalability of Dell Boomi's multi-purpose PaaS comes in many possible configurations, including:

- **Flexible deployment**: You always have the flexibility to use the AtomSphere, MDM or API Management functionalities of the Dell Boomi multi-purpose PaaS, in any combination, at any time. Additionally, the Dell Boomi PaaS supports integration processes across any

combination of cloud and on-premises applications, all of which can be deployed securely in the cloud or behind a firewall. Dell Boomi MDM can be used in tandem with other elements of the PaaS or on its own for defining and deploying master data models, as well as synchronizing and governing master data, to create golden records — all on a single platform.

- **A broad set of connectors to enable integration between any combination of applications**. Pre-built connectors make it simple to integrate virtually any application quickly and to add integrations with other applications over time. For instance, your company may already be automating business processes with integration between Salesforce Sales Cloud and another cloud-based enterprise resource planning (ERP) application, and now wants to add subscription billing and human capital management applications. Connectors allow these integrations — and for additive integrations — to be implemented quickly and easily at any time.

- **A proven, single instance multi-tenant infrastructure**: Dell Boomi's platform is architected to ensure high availability and performance with no single point of failure. As of June 2015, the platform was executing an average of 25 million processes per

day with guaranteed 99.99 percent availability. See trust.boomi.com for more information.

- **Economies of skill**: Managing multiple platforms not only requires additional employees with specialized skills and training, but it is also time- and cost-intensive. Dell Boomi provides application integration, MDM and API management on a single, easy-to-use platform, minimizing ramp up and training requirements for your team. The intuitive visual design interface and library of pre-built connectors and processes further simplifies and accelerates ramp-up time.

2. Crowdsourcing improves integration efficiencies, reduces risk

In addition to Dell Boomi AtomSphere's patented user interface, which is designed for ease of use, the platform also offers the following crowdsourced best practice features that no other integration solution can offer, providing you with assurances by speeding time to value and lowering the cost of integration:

- **Boomi Suggest** anonymously indexes data mappings across all users on the Dell Boomi platform. This means that almost 90 percent of the data mappings that you need to create have already been successfully mapped by others and will be offered as options for you to consider during the configuration process. This feature alone can shorten the implementation process from months and weeks to days and hours.

- **Boomi Assure** allows for crowdsourced regression testing. You can submit integration processes and test data to AtomSphere from within the console. That test data will then be run against every future AtomSphere release. Dell Boomi won't release new versions of AtomSphere until all regression tests are completed and passed. With Boomi Assure, you can feel confident that updates to the platform will not break your integration processes.

- **Boomi Resolve** automatically suggests resolutions for common error messages based on crowdsourced contributions from both the Boomi support team and the user community, and, importantly, it becomes more intelligent and helpful as issues are identified and solutions are

recommended. Easily accessible through the Boomi AtomSphere interface, Boomi Resolve automatically lists possible solutions in order of relevancy and includes links to full knowledge base articles for further explanation and suggested resolution. This feature alone can save you valuable implementation time.

The outcome is that crowdsourced best practices — made possible by Dell Boomi's single instance, multi-tenant platform — improve efficiencies and reduce risk.

3. Business process automation facilitates data sharing across applications, organizations

It's not uncommon for organizations or business units within the same company to use redundant applications, or to share data across line-of-business applications to systems that are only used at the headquarters level. These scenarios describe business processes that can be automated with the help of a scalable integration platform as a service (iPaaS) such as AtomSphere.

Additionally, an iPaaS can be a simple-yet-elegant, cost-effective way to augment existing integration work that was done in the past, either with an on-premises solution or via hard coding, both of which can be costly and cumbersome to unravel and replace.

An iPaaS that is one component of a multi-purpose PaaS solution, however, is even more nimble in these scenarios. This type of iPaaS allows for the expanded use of other aspects of the platform — such as MDM or API management — if and when that type of functionality is needed, and without the complication of working with yet another vendor, platform or user interface.

4. Multi-purpose PaaS centralizes synchronization, consolidation and governance of data across applications

A multi-purpose PaaS allows for not only the integration of data from multiple applications, but it also offers a critical layer of data synchronization, consolidation and governance, as well.

This type of data mastering provides synchronization across all silos, which allows companies of all sizes to confidently make data-driven decisions while improving governance and compliance, increasing the ability to up-sell and cross-sell, and enhancing the customer experience.

MDM can be especially useful for companies in heavily regulated industries such as healthcare/life sciences/pharmaceuticals and financial services as it provides governance and compliance essential to data-related regulatory requirements and demand.

5. APIs modernize your legacy applications and enable your mobile strategy

APIs are an essential component of the technology industry movement known as the hybrid cloud or hybrid IT model. Many experts and analysts, including Enterprise Management Associates, have stated that APIs are "one of the most important elements underlying industry megatrends such as mobile computing and social media" and they "will be indispensable building blocks supporting the growing Internet of Things (IoT)." Simply stated, most companies are developing, using or making APIs available for consumption by third parties. Effectively creating, governing and managing the ever-growing number of APIs has emerged as a key business requirement.

Dell Boomi simplifies API management through the entire API lifecycle while also ensuring comprehensive security. APIs can be created through a simple visual interface, without the need for coding, and published on-premises or in the cloud. The reporting dashboard within the platform enables centralized monitoring and control of your API environment.

With Dell Boomi's API management, your IT department can seamlessly support business initiatives by making relevant data accessible to key internal and external stakeholders. Legacy application data can be unlocked for easy consumption by modern applications, providing requisite data to mobile applications and external parties such as your partners, vendors

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and customers. API management can even analyze and act on real-time data on connected devices (IoT).

Is it right for your company?

As you can see from the five reasons stated above, there is substantial benefit to adopting Dell Boomi's multi-purpose PaaS. The questions that remain are:

- Is the Dell Boomi platform right for your company?
- How can you be sure that the Dell Boomi platform can meet your company's needs?

The best way to get these questions answered is to spend some time with a Dell Boomi expert who can answer your questions in detail. Contact a Dell Boomi Expert >

In the meantime, you can also learn more from industry experts, such as those noted below:

Gartner Magic Quadrant for Enterprise Integration Platform as a Service, Worldwide

Dell Boomi Expands Support for Hybrid IT: New Features and Stand-Alone Option for API Management Solution, Enterprise Management Associates, Inc., 2015:

"Dell Boomi's strategy of combining integration, MDM, and API management capabilities with authentication and security as a single PaaS supports rapid time to value and secure, enterprise-grade delivery. In addition, the 'look and feel' across the product line is similar, providing, as Dell Boomi executives describe it, 'economies of skill.' The integrated hosting platform also gives customers control over both security and Quality of Service (QoS), regardless of whether users are consuming APIs or connecting to Salesforce.com."

iPaaS, MDM, and API Management Solidify Dell Boomi Platform, Alex Bakker, Saugatuck Technology, March 18, 2015:

"While Dell is not the first to bring integration and API Management together, they are the first to bring MDM into the mix — and this combination is likely to prove very powerful, as shifts in IT overall are pushing more and more toward loosely-coupled data as well as services."

About Dell Boomi

Dell Boomi delivers the first multi-purpose PaaS for application integration (AtomSphere), MDM and API management. This scalable platform centralizes the movement, management and governance of data across applications, organizations and companies without software, hardware or coding. Organizations of all sizes, from growing companies to large enterprises, enjoy rapid time to value as a result of automating business processes and/or normalizing data across applications with the Dell Boomi platform.

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