



Winning With Boomi: Customer Showcase

Together with Boomi, the world's leading companies connect, modernize, transform and innovate with unprecedented speed and agility.

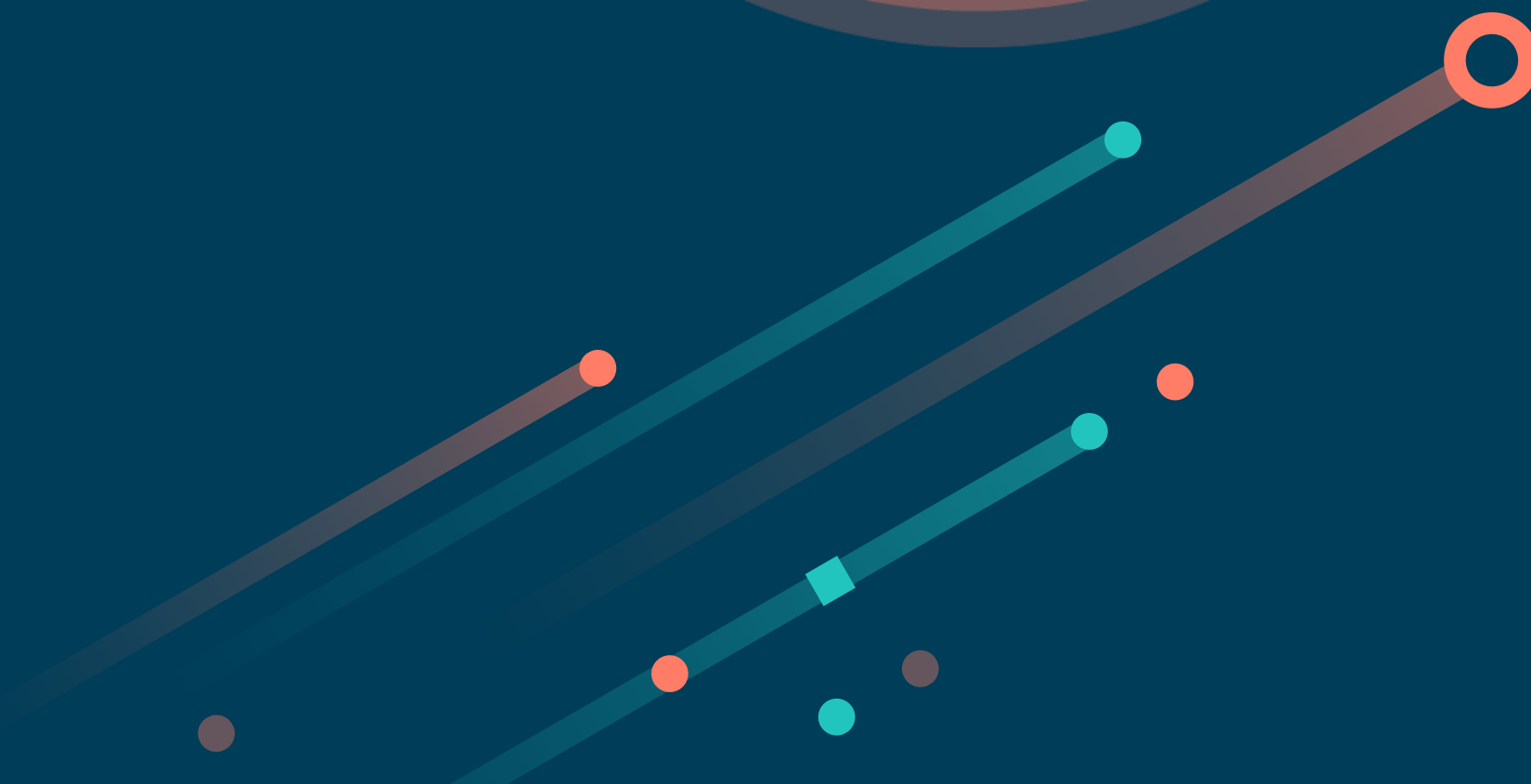


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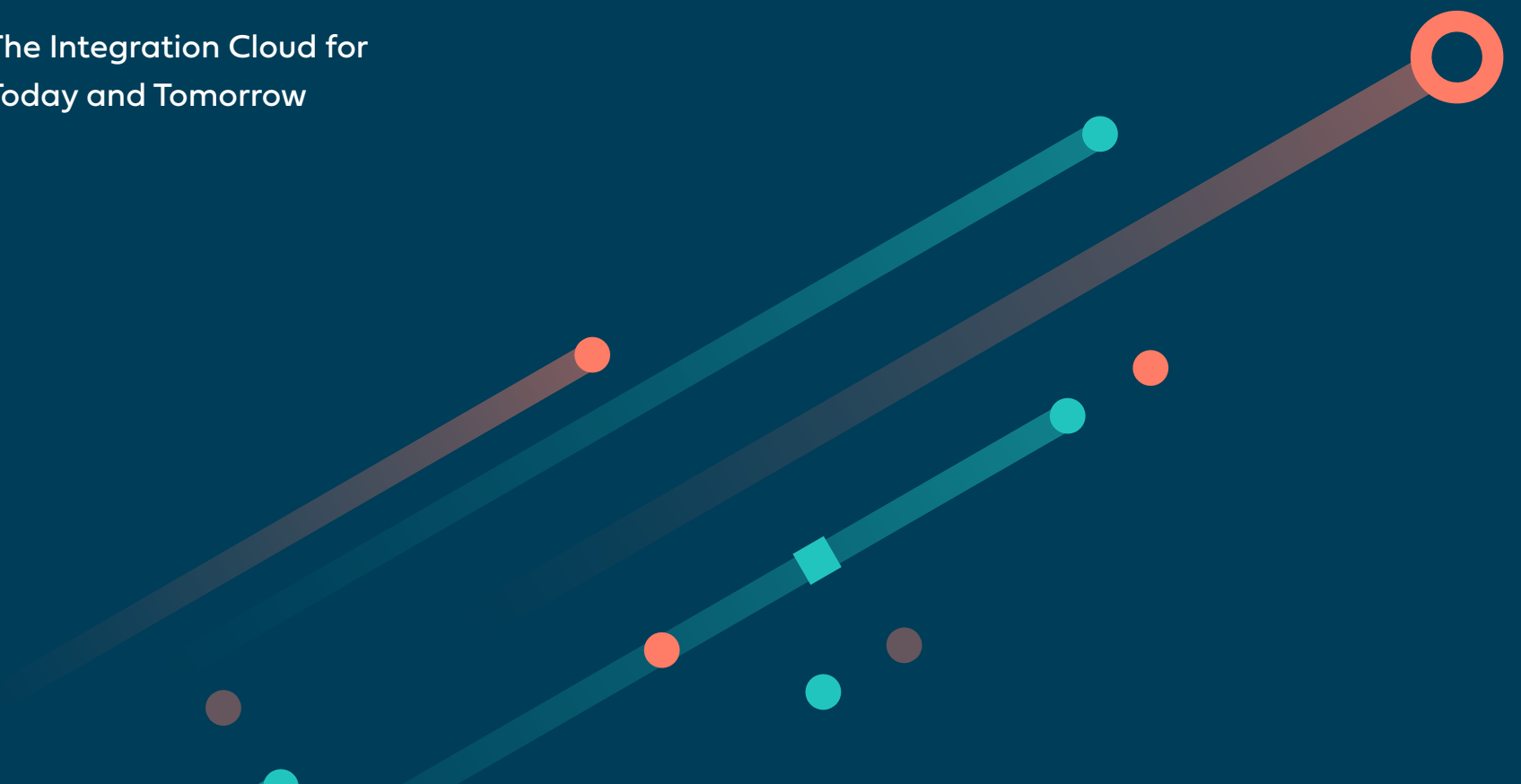
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Boomi Customers: Building Digital Enterprises to Win in the Cloud Era

INTRODUCTION

In 2008 Boomi, a Dell Technologies business, pioneered the integration platform as a service (iPaaS) market. And for more than a decade, the Boomi unified platform has been helping organizations around the globe and across industries respond to the increasingly complex demands of cloud and hybrid IT infrastructures.

All of our work is based on an unwavering focus on our customers — listening to what they need and building a data connectivity and data management platform that helps them meet their most important business goals.

Because of this dedication to our customers, we are consistently ranked at the top of key analyst assessments and enjoy an industry-leading 97 percent renewal rate. Clearly, the market tells us we are on the right path.

The stories on the following pages illustrate how Boomi achieves this one customer at time. The speed, flexibility, ease of use and cost savings provided by our unified, cloud-native platform are substantial and strategic.

In these stories, you'll learn how visionary companies use the Boomi platform to address their toughest data integration and workflow automation challenges. With modern integration, they're winning with Boomi and building the foundation to survive and thrive in this dynamic cloud era.

While customer achievements often span many disciplines and types of technology, we've organized this ebook to highlight the four pillars of a digital enterprise:

CONNECTION

MODERNIZATION

TRANSFORMATION

INNOVATION

CONNECTION

Boomi accelerates connectivity by making it faster and easier to unify data, systems, applications, processes and people. When everything is connected, information, interactions and innovations flow seamlessly through an organization's digital ecosystem, spanning on-premise, cloud and hybrid data stores and services. Connections are key to making the most of many core business operations for any organization:

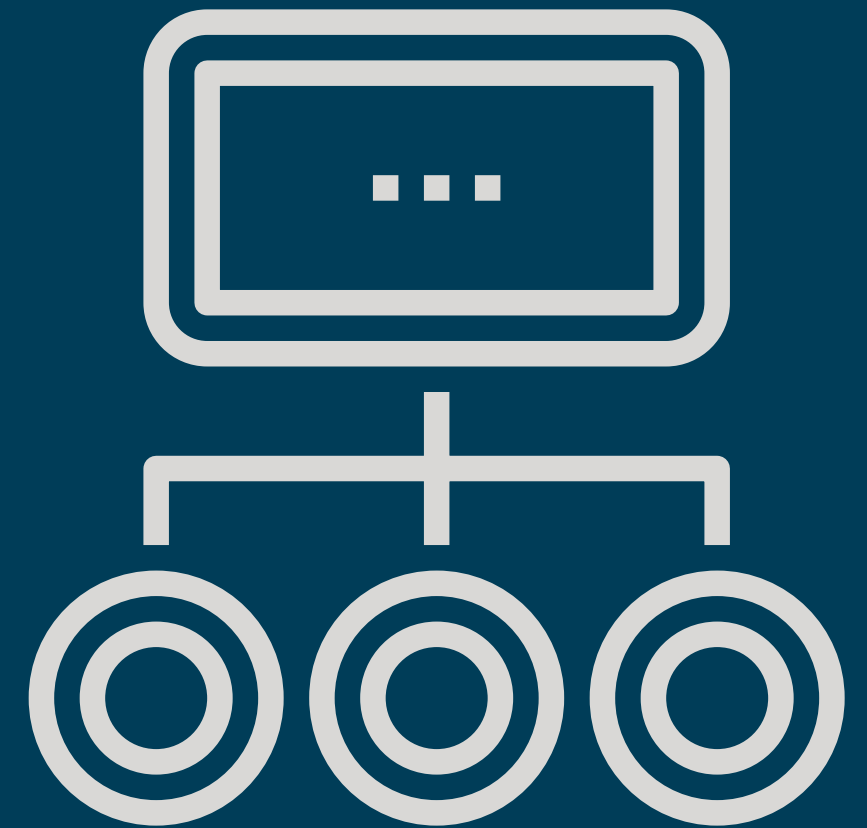
- Cutting costs and boosting operational efficiency
- Responding deftly to customer demands and market opportunity
- Closing an M&A deal

These all need great integration skills and data management capabilities. If you can control your connections, you can control your data.

The case studies you'll find here demonstrate the power of the Boomi unified platform for building connections and delivering data to the people who need it, whether they're employees, partners or customers.

You'll learn about companies using the Boomi platform to streamline supply chains and make the most of their investments in foundational cloud applications like NetSuite, Workday and Salesforce. And you'll be inspired. One of our customers built more than 100 integrations in less than 90 days as part of launching a major divestiture.

In all these stories, our customers take advantage of Boomi's speed and ease of use to build the connections essential for growth and innovation.



Accelerating the Supply Chain With Integration

An Australian logistics management company replaces on-premise technology with the Boomi platform to streamline integration of applications and data.

“
We are implementing Boomi to ensure that all the systems and data **our staff relies on are seamlessly integrated with full visibility.**
”

Karen Aisthorpe
National IT/IS Manager, AMCAP

BUSINESS GOALS

AMCAP provides third- and fourth-party logistics for a range of automotive manufacturers.

The company wanted to improve the customer experience and to be better prepared to adopt newer technologies and integrations as the market evolves.

AMCAP's IT transformation strategy recognized integration as a critical requirement for staying competitive in a tough financial climate.

TECHNOLOGY CHALLENGES

AMCAP's 250 employees use various warehouse management (WMS) and enterprise resource planning (ERP) systems to manage the company's national operations.

AMCAP needed to accelerate its supply chain from order through to delivery, but the company was using a series of custom, ad hoc integrations that were slowing down its business processes. The hand-coded integrations also made it difficult for AMCAP to access and manage critical data.

HOW BOOMI HELPED

AMCAP operates in a time-sensitive industry that relies on to-the-minute accuracy.

By using Boomi to transform its IT and data from a traditional, on-premise model to a modern and flexible hybrid infrastructure, AMCAP streamlined its supply chain to boost ability to deliver on-time, with full visibility into its operations.

AMCAP also uses the Boomi platform to integrate its back-end systems with the SAP Ariba network. This will provide touchless transactions to its key mining industry customers and increase internal efficiency.

BUSINESS OUTCOMES & RESULTS

Using Boomi to replace ad hoc integrations allowed AMCAP to aggregate and streamline its bespoke on-premise applications into a unified environment. The organization now has:

- A central, unified interface for access to multiple inventories, saving staff time and increasing data accuracy
- Full transparency and visibility into the information from all systems
- Accelerated order-to-delivery times by replacing weekly stock updates with real-time information



CUSTOMER SPOTLIGHT

Market:	Supply Chain Management
Headquarters:	Welshpool, Western Australia
Employees:	250
Key Integrations:	• Manhattan Scale • SAP Ariba

“
By substituting various in-house integrations with Boomi, staff will be able to operate through **a single interface without compromising access to or accuracy of the data with which they are working.**
”

Karen Aisthorpe
National IT/IS Manager, AMCAP

Powered by Boomi, **American Express** Orchestrates Strategic Divestiture

New company transitions its application portfolio to the cloud in just three months.

“
We are using technology and global presence to enable and empower the travelers of tomorrow. **We want to know each and every customer, wherever they are.**”

Prasant Panicker, Director of Technologies,
American Express Global Business Travel

BUSINESS GOALS

When American Express spun off part of its travel business in 2014, the new company — American Express Global Business Travel (AmEx GBT) — had a singular vision: Start fresh, with freedom to innovate and grow the business by moving to best-of-breed technologies and platforms.

AmEx GBT wanted to deliver a top-notch experience to every customer. To achieve that goal, the company needed a unified, integrated platform that could:

- Enhance travel with cutting-edge apps
- Provide a world-class travel experience
- Deliver the greatest value in travel
- Optimize the business through actionable data & insights

Yet the new entity still had to protect its parent company's intellectual property, gained from years of running a global travel business.

TECHNOLOGY CHALLENGES

For AmEx GBT, marrying the old with the new would require integrating existing on-premise software and systems with best-of-breed, cloud-based applications for corporate functions like HR, procurement and finance.

To successfully hand-code these complex integrations typically would take an experienced team of developers months to scope, and even longer to implement. But AmEx GBT's IT team was given only three months to stand up new platforms and a year to complete the entire integration, with limited resources available.

In addition to aggressive performance goals and an accelerated development and deployment timeline, AmEx GBT faced three distinct IT challenges:

- Complex business use cases outside the scope of traditional middleware
- Internal security and governance restrictions
- Application silos that needed to exchange data

HOW BOOMI HELPED

The company evaluated three market-leading integration solutions using a matrix of nearly a dozen criteria. Boomi's superior ease of use paired with its proven low TCO helped it emerge as the leader and ultimately win the “bakeoff.” Boomi's low-code development environment and extensive library of pre-built connectors were also key, allowing AmEx GBT to quickly accomplish complex integrations with limited staff.

BUSINESS OUTCOMES & RESULTS

With Boomi, AmEx GBT was able to integrate its data, systems, devices, processes and people with the speed to make the most of the strategic divestiture.

Boomi quickly and cost-effectively facilitated data transformation and exchange between SaaS and on-premise applications. In only three months, with Boomi and a small team, AmEx GBT:

- Architected, built, tested and deployed a new, global IT infrastructure
- Executed 120 different integrations
- Grew revenue from \$0 to \$20 billion
- Realized nearly immediate ROI



GLOBAL BUSINESS TRAVEL

CUSTOMER SPOTLIGHT

Market:	Travel
Headquarters:	Jersey City, N.J.
Employees:	14,000+
Revenues:	\$32.7 billion
Key Integrations:	<ul style="list-style-type: none">• Coupa• NetSuite• On-premise systems• Salesforce• Workday

“
We develop integrations with Boomi in a quarter of the time it took us before, **and those integrations run three or four times faster than they did on our previous platform.**”

Prasant Panicker
Director of Technologies,
American Express Global Business Travel

Diana Streamlines eCommerce for Leading Fashion Brands

Fast-growing Diana E-Commerce Corporation uses Boomi to orchestrate ecommerce inventory and fulfillment processes for its fashion industry clients, delivering a superior ecommerce experience and accelerating projects 4X.

Boomi gives us agility to streamline our business processes and **better serve clients with speed to market and fast, accurate fulfillment.**

Valentino Baraldo
Head of Technology, Diana E-Commerce Corporation

BUSINESS GOALS

Diana E-Commerce Corporation, an Italian agency that builds and operates ecommerce websites for leading fashion brands, is growing rapidly. Ecommerce order volume has soared 400 percent in the past three years, while revenue is up 150 percent.

To sustain that growth, Diana wanted to streamline inventory, order fulfillment, website management and financial processes on behalf of a client base that includes Diadora, Sergio Rossi and Parajumpers. This would help improve the experience for brand clients and their customers.

TECHNOLOGY CHALLENGES

Integration became imperative for Diana in 2018. The company rolled out NetSuite OneWorld to handle order and inventory management but needed to connect to the ecommerce platforms and ERP system powering its multiple international logistics models.

Diana began custom-coding integrations but realized that would be too costly and time-consuming and would not provide the visibility needed to quickly identify and fix issues. Custom coding also wouldn't readily extend to other initiatives, such as connecting with third-party logistics providers (3PLs) around the globe.

HOW BOOMI HELPED

Boomi delivered the flexibility and scale that Diana needed to connect applications, automate workflows and modernize ecommerce operations for its clients.

For operations outside of Italy, Boomi connects NetSuite to Salesforce Commerce Cloud or Magento. It's also connecting SAP Business One to ecommerce platforms for fulfillment from its Italy-based warehouse. And it's moving NetSuite data into SAP for financial reconciliations.

And that's just the beginning. Diana is actively planning additional ways it can use all the capabilities offered within the Boomi platform.

BUSINESS OUTCOMES & RESULTS

Diana's Boomi-powered environment has helped it improve client satisfaction through timely, accurate inventory listings on websites, and fast, accurate fulfillment to consumers around the world. With Boomi, Diana has been able to:

- Cut manual IT work by up to 75 percent
- Build integrations up to 4X faster than with custom coding
- Improve customer service and client satisfaction
- Decrease back orders and returns
- Gain agility to address growing operational complexity and meet client expectations



CUSTOMER SPOTLIGHT

Market:	eCommerce Services
Headquarters:	Venice, Italy
Employees:	50
Founded:	2007
Key Integrations:	<ul style="list-style-type: none">• NetSuite OneWorld• SAP Business One• Salesforce Commerce Cloud• Magento

Boomi helped us achieve a very aggressive project deadline to migrate and integrate data **across a complex ecosystem of applications, systems and IT infrastructure.**

Valentino Baraldo
Head of Technology,
Diana E-Commerce Corporation

International Poultry Producer Takes Flight as a Connected Business

Lusiaves Group uses Boomi to power IT modernization, improving operational efficiency, customer service and its agility to innovate and grow.

“
With our data working for us through Boomi, **our people can set their sights on new innovations and growth opportunities.**

Paulo Gaspar
CIO, Lusiaves Group
”

BUSINESS GOALS

Founded in 1986, Lusiaves Group has grown into a leading poultry provider in Portugal, Spain and beyond. It's expanded from a single facility to run multiple vertically integrated operations spanning all aspects of chicken production and distribution.

Through diversification and acquisitions, Lusiaves has evolved into a complex enterprise of 31 businesses running 145 applications, including 30 enterprise resource planning (ERP) systems. That IT overhead resulted in massive manual administrative work, fragmented views of customers and operations, and poor data quality.

To address those issues and position itself for continued growth in the digital age, the 1,500-employee company embarked on a large-scale IT modernization initiative designed for business agility and innovation across its complex business.

TECHNOLOGY CHALLENGES

Lusiaves is incrementally replacing its 30 ERP applications with a single SAP S/4HANA platform. And it's transitioning from on-premise legacy systems to best-of-breed cloud applications while reducing its 145-application footprint.

The company recognized that enterprise-caliber integration and API capabilities would be needed to connect legacy and new cloud applications. Point-to-point coding wasn't practical. It would be slow, costly and require ongoing maintenance and troubleshooting.

Lusiaves selected Boomi Integration and API Management for ease of use, cloud-native architecture and flexibility to connect everything from legacy ERPs to Internet of Things (IoT) equipment in multiple facilities for poultry reproduction, processing, feed production and distribution.

HOW BOOMI HELPED

Lusiaves' small IT team had its first integration up and running in a few weeks and now has nearly 100 APIs exposed, managing 16,000 API calls a day. As the S/4HANA deployment proceeds, Lusiaves is rolling out Boomi across 115 integration scenarios related to the new ERP.

Lusiaves developers can build integrations far faster using Boomi's low-code environment and prebuilt connectors. And the company is improving the consistency and accuracy of information across applications.

BUSINESS OUTCOMES & RESULTS

Lusiaves is automating such business-critical processes as invoicing, accounting, logistics and product delivery through Boomi-powered integration. That's reducing costly manual work, increasing visibility across the company, and improving customer service.

Lusiaves uses Boomi to automate delivery of route information to drivers of its 700 vehicles. That eliminated a tedious, error-prone manual process by which employees typed out and sent thousands of text messages a day to inform drivers of destinations.

In next steps, Lusiaves is looking to Boomi to leverage Internet of Things (IoT) data from sensor-based equipment that monitors everything from egg temperature to poultry feed production.



CUSTOMER SPOTLIGHT

Market:	Food and beverage (poultry production)
Headquarters:	Leiria, Portugal
Employees:	1,500
Founded:	1986
Key Integrations:	<ul style="list-style-type: none">• Legacy business systems• Best-of-breed cloud apps• SAP S/4HANA• IoT networks

“
Reaching 100 percent integration will allow us to become more than a food company. **We will, in a way, be a technology company, and the possibilities that opens up are quite endless.**

Paulo Gaspar
CIO, Lusiaves Group
”

Data Integration Capabilities

Speed Software Implementation

Accounting Micro Systems uses Boomi's low-code, cloud-native integration platform as a service (iPaaS) to more efficiently run its operations, improve its customer support, and extend the value of its software and services.

For any application we come across,
if there's an API, we can use the AtomSphere platform to integrate it.

John Kearns
Founder and President, Accounting Micro Systems

BUSINESS GOALS

San Francisco-based Accounting Micro Systems (AMS) needed a fast, systematic way to:

- Help hundreds of growing businesses implement and embrace new software technology
- Provide integrated accounting and business management software solutions to small and medium organizations
- Offer application integration without custom coding
- Avoid the delays and inefficiencies of having consultants translate user requirements for software developers

TECHNOLOGY CHALLENGES

AMS customers often need to integrate an ecommerce application with a back-end ERP system like Sage 500.

Common requirements might include updating prices and stock availability on a website while posting orders made online in the ERP.

Custom coding was time-consuming and expensive for AMS, and delays prevented smooth onboarding of new customers.

HOW BOOMI HELPED

AMS researched integration software providers and selected the Boomi platform.

It immediately saw the advantage of a cloud-based integration layer. Thanks to Boomi, AMS can access, maintain and troubleshoot integrations from anywhere in the world.

Boomi makes it possible for AMS to protect customer investments in existing infrastructure while connecting applications so they can easily share data.

AMS has used Boomi to integrate Salesforce, Sage 100 and 500, SAP Business ByDesign, Magento, Adaptive Insights, Amazon Web Services, Yahoo Stores and more.

BUSINESS OUTCOMES & RESULTS

With its ease of use and prebuilt connectors, Boomi was a perfect fit for AMS customers. From software to system integration, Boomi allows AMS to give clients a full range of services by:

- Providing prebuilt connectors to eliminate the cost of custom coding
- Eliminating barriers to adopting new technology
- Shortening the sales and implementation cycle
- Offering centralized management of integration
- Delivering a profitable recurring revenue stream

AMS

ACCOUNTING
MICRO SYSTEMS

CUSTOMER SPOTLIGHT

Market:	Software
Headquarters:	San Francisco, Calif.
Employees:	47
Key integrations:	<ul style="list-style-type: none">• Salesforce• Sage 100 and 500• SAP Business ByDesign• Magento• Adaptive insights• Amazon Web Services• Yahoo Stores

In terms of a pure cloud play,
Boomi was the only one.
**And the process is reliable —
it's bulletproof — the solution
just works.**

John Kearns
Founder and President,
Accounting Micro Systems

Teachers Mutual Bank Delivers Omnichannel Customer Experience With Boomi

One of Australia's largest mutual banks turns to Boomi to drive digital transformation, stay competitive and grow its membership. Through the Boomi integration cloud, Teachers Mutual Bank created a mobile-first, omnichannel customer experience and launched new fintech offerings.

“ I have never had someone say, ‘Boomi is broken.’ **As a CIO, that’s amazing: Such an integral piece of software that just works and does everything we need is a rarity in the industry.** ”

Dave Chapman
CIO, Teachers Mutual Bank

BUSINESS GOALS

To stay competitive and grow its membership, Teachers Mutual Bank (TMB) knew that digital transformation would be required — which meant adopting new technology. In particular, the bank aspired to create a top-shelf, mobile-first, omnichannel customer experience.

TMB also wanted to quickly and easily connect to rapidly evolving new fintech services to be ready to evolve along with the industry. In essence, the bank needed an integration development and management environment that could drive speed and agility.

TECHNOLOGY CHALLENGES

Manual, time-consuming integration processes required custom coding and could not be built fast enough to keep the bank competitive.

It needed an application and data infrastructure that was flexible and fully secure while taking full advantage of new best-of-breed cloud applications and data management platforms.

HOW BOOMI HELPED

TMB has used Boomi to integrate 40 applications, including customer-facing apps such as MoneyBrilliant for financial management and Spriggy, a prepaid Visa card for minors that can be managed through a mobile app. With Boomi, TMB was able to:

- Modernize integration infrastructure with plug-and-play architecture
- Reduce IT operating costs with flexible, dynamic connectivity
- Minimize previous manual work such as file transfers and custom coding to build integrations
- Automate and streamline banking operations by connecting business process management tools to core banking systems and workflows.

BUSINESS OUTCOMES & RESULTS

The Boomi low-code development platform can connect to anything to help turbocharge rapid, agile development processes. With Boomi, TMB has the ability to plug and unplug components for rapidly spinning up and testing new integrations and business process improvements. This has proven beneficial in many ways, including:

- Reducing integration times up to 90 percent
- Rapidly deploying a new omnichannel, “one screen” view for customer support
- Quick deployment of a new mobile applications
- Streamlining of integration processes, significantly lowering operating costs



CUSTOMER SPOTLIGHT

Market:	Banking (financial services)
Headquarters:	Homebush, N.S.W., Australia
Employees:	600
Assets:	AU\$4.74 billion
Key Integrations:	• Google Analytics • LinkedIn • Spriggy • MoneyBrilliant

“ Boomi ticks all the boxes for Teachers Mutual Bank. **It is cloud-native, low-code, provides rapid development, is easy to use, and has a low total cost of ownership (TCO).** ”

Dave Chapman
CIO, Teachers Mutual Bank

MODERNIZATION

Modernizing IT infrastructure is a high priority for many organizations that want to operate faster and finally escape the capital expense and burdensome upgrade cycles of legacy software.

Boomi helps organizations of all kinds move quickly and cut costs by eliminating old, brittle technology and building a modern IT foundation — a foundation that now includes agile, scalable cloud platforms and services.

Boomi eliminates the friction that typically comes with modernization. Boomi's low-code development environment accelerates project cycles and reduces costs. As a bonus, it makes it easier to bring business leaders and subject matter experts into the planning and execution of data migration and IT modernization work.

And Boomi's data governance capabilities ensure that modernization leads to better control over data quality and standards, rather than simply a newer version of chaos.

With Boomi, modernization brings control, agility, and efficiency — vital qualities for any organization's IT architecture.

In this section, you'll hear stories of modernization success:

- An elite American university speeds its integration projects 4X
- A paint supplier optimizes its business one integration at a time
- A logistics company reshapes the delivery of healthcare supplies

You'll find businesses that trade old, costly-to-maintain legacy technology for best-of-breed cloud applications that bring agility, efficiency and scale.



VMware Speeds IT Modernization and Boosts Business Agility With Boomi

Leading technology company VMware needed a modern integration platform that could also efficiently create and manage API connections. With Boomi, VMware consolidated integration management, increased IT responsiveness and realized significant cost savings.

With Boomi,
our business can move faster.

Laxmi Jayabharthi
Senior Director, Business IT Enterprise Integrations &
DevOps, VMware

- Scalability and latency issues, degrading API response times
- Slow and laborious upgrade cycles lasting months
- Complexity and rising expense from managing multiple tools

HOW BOOMI HELPED

After testing in live deployments, Boomi proved to be the ideal option for addressing VMware's API and integration needs. With Boomi, VMware was able to:

- Migrate 70 percent of its APIs, many of which involved complex integrations, in just three months' time
- Solve its API latency problem for cloud and on-premise integrations, allowing data to flow quickly and dependably across the company's diverse computing environments
- Significantly reduce licensing rising expense and consolidate its portfolio of integration tools

BUSINESS OUTCOMES & RESULTS

In less than a year, VMware realized major benefits, including:

- Improved performance and scalability of integrations across its hybrid IT environment
- Substantial cost savings compared to licensing and management expenses of previous API tool
- Increased IT staff productivity through Boomi's low-code development environment
- Automation of code deployment across environments through integration with its own vRealize Code Stream (vRCS), increasing security and supporting regulatory compliance
- Improved IT responsiveness for projects through self-service offerings for many standard application and data integration projects

BUSINESS GOALS

Cloud computing and platform virtualization provider VMware is in the midst of a major transition as its business moves toward a subscription model. To increase its agility and help support this new approach, VMware has adopted an API-driven strategy.

As a result, the company needed a modern integration platform that could efficiently create and manage API connections while also working equally well for any combination of cloud or on-premise integrations — something its existing API tool did not support.

TECHNOLOGY CHALLENGES

VMware initially addressed its API usage and application integration needs with a mixed set of tools from multiple vendors. But as the company's hybrid computing infrastructure grew, VMware encountered several challenges:

- Significant cost increases due to its API management vendor's volume-based license model
- Limited on-premise and hybrid integration capabilities



CUSTOMER SPOTLIGHT

Market:	Software (cloud computing, virtualization)
Headquarters:	Palo Alto, Calif.
Employees:	24,000+
Revenues:	\$8.9 billion (Fiscal Year 2019)
Boomi Partner:	Deloitte
Key Integrations:	• vRealize Code Stream • vRealize Log Insight • Multiple ERP And CRM Systems

With one week of training, we
were able to migrate
70 percent of our APIs to Boomi
in just three months.

Laxmi Jayabharthi
Senior Director, Business IT
Enterprise Integrations & DevOps, VMware

Cornell University's IT Team Builds the Connected Campus With Boomi

Cornell's IT team leverages Boomi to accelerate its transformation into a cloud-first connected campus. Using Boomi's low-code, cloud-native platform, the university needs just two integration developers and has cut months from integration development cycles.

“ We develop integrations with Boomi in a quarter of the time it took us before, and those integrations **run three or four times faster than they did on our previous platform.** ”

John Parker, Lead Software Engineer & Integrations Architect, Cornell University

BUSINESS GOALS

The Cornell Information Technologies (CIT) group determined that the university would benefit from a faster, more agile cloud-native platform to scale integration across its nearly 10,000 employees, 23,000 students and 15 colleges and schools in the United States, Europe and the Middle East.

Having the ability to swiftly and easily connect best-of-breed cloud apps and legacy systems to modernize administrative, academic and IT functions would help the university provide better services across its ecosystem.

TECHNOLOGY CHALLENGES

The Ivy League school's on-premise integration middleware was complex, time-consuming, costly and incompatible with the array of cloud applications in its pipeline.

The CIT group estimated that it would take months to build a single integration with an existing Oracle Fusion middleware system that would also increase troubleshooting and maintenance costs. Additional shortcomings in stability, runtime speed, reusability and visibility into the status of integrations made modernization a pressing need.

HOW BOOMI HELPED

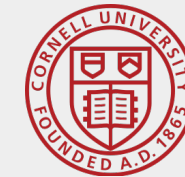
Cornell migrated all its integration processes from Oracle Fusion to Boomi in a mere three months. Today, the university uses Boomi for 37 integrations across a hybrid environment of best-of-breed cloud and legacy on-premise applications.

The Boomi integration platform as a service (iPaaS) has provided flexibility to swiftly build a connected campus. Cornell's IT group has cut months from integration development cycles and needs just two developers on its integration team thanks to Boomi's low-code, cloud-native platform.

BUSINESS OUTCOMES & RESULTS

Cornell University continues to capitalize on Boomi's flexibility and scalability to enhance administrative and academic programs by connecting applications, data, people, processes and devices. With Boomi, the CIT group has been able to achieve impressive results:

- Integrations developed in one-quarter the time previously needed
- Integration runtime speed improved up to 4X
- Easy monitoring and maintenance for two-person team
- Scalability to rapidly expand to 37 integrations
- A more modern and connected digital campus



Cornell University

CUSTOMER SPOTLIGHT

Market:	Higher education
Headquarters:	Ithaca, N.Y.
Employees:	9,950
Key Integrations:	<ul style="list-style-type: none">• Workday HR• Salesforce CRM• iModules• Oracle PeopleSoft• Blackboard• Longview• SAP Concur• Kuali Financial System

“ Boomi has helped us modernize both our strategy and our move to cloud-based, **best-of-breed applications with much more streamlined and simple upgrade paths.** ”

John Parker
Lead Software Engineer & Integrations Architect,
Cornell University

EPA Victoria Leverages Boomi for IoT-Driven Environmental Sustainability

Environment Protection Authority (EPA) Victoria is using Boomi to realize its cloud-first strategy, enabling the government agency to capitalize on the Internet of Things (IoT) by incorporating data from sensors, drones and satellites.

Boomi gives us the technical foundation to support our organization's transformation. **Its cloud-native architecture will let us respond quickly to incidents that impact our business and the state.**

Chris Moon
Chief Information Officer, EPA Victoria

BUSINESS GOALS

EPA, Victoria's environmental regulator, works to prevent and reduce harm from pollution and waste.

In 2017, the organization kickstarted its transition to a cloud-first strategy, implementing a series of new, best-in-breed applications to replace its outdated "all-in-one" environment.

EPA's IT transformation is part of a comprehensive AU\$182.4 million investment from the Victoria government to transform EPA into a world-class regulator equipped to address current and future challenges.

TECHNOLOGY CHALLENGES

EPA Victoria identified the need to move to a more responsive, scalable and modern technology base using best-of-breed cloud applications.

But with the shift to a cloud-first, fit-for-purpose model underway, it became increasingly apparent to the organization that it needed an efficient connecting mechanism. The bespoke, on-premise middleware connectors that were currently in place would not allow EPA to scale as required without straining IT resources.

HOW BOOMI HELPED

With Boomi, EPA Victoria can connect a vast number of systems with its customer relationship management (CRM) and human resources (HR) platforms, and therefore exchange data accurately and rapidly with government departments, emergency services and other parties the organization relies on.

This helps EPA Victoria make more proactive decisions and also provides the reliability and redundancy the organization needs to ensure its various geographically isolated systems can cope when environmental issues arise.

BUSINESS OUTCOMES & RESULTS

EPA Victoria will use Boomi to build a holistic picture of the state of the environment in Victoria. For example, when organizations are deploying smart lampposts or putting sensors into their buildings, EPA can combine data generated by these devices with satellite and drone feeds.

With this extensive visibility, the organization can assess hazards and develop the most appropriate solutions, such as waste removal strategies in the case of spills, or tailored advice to land managers and local councils.



Environment
Protection
Authority Victoria

CUSTOMER SPOTLIGHT

Market:	Environmental regulation
Headquarters:	Melbourne, Australia
Founded:	2017
Key Integrations:	<ul style="list-style-type: none">• CRM and HR platforms• SAP Concur• Kuali Financial System

With Boomi we will be able to connect a vast number of systems into our CRM and HR platforms, **and therefore exchange data accurately and rapidly with government departments, emergency services and other parties we rely on.**

Chris Moon
Chief Information Officer, EPA Victoria

Integration Helps IT Say “Yes” to the Business at Kelly-Moore Paints

Kelly-Moore Paints continues to improve business processes, increase efficiencies and automate its workflows by bringing integration projects in house. Kelly-Moore Paints now uses Boomi for 40 integration processes, and it plans to expand its scope even further.

“
Boomi is our preferred choice to integrate any new or existing applications.
”

Grant Gouldon
IT Director, Kelly-Moore Paints

BUSINESS GOALS

At Kelly-Moore Paints’ San Carlos, Calif., headquarters, a team of just 16 staff members supports the application and infrastructure needs of 1,300 users. To meet growing business demands, the company wanted to:

- Respond quickly to customer requirements while maintaining a standard integration framework
- Reduce reliance on third-party vendors and custom-coded integrations
- Replace legacy integration processes that relied on custom code
- Migrate more workloads to the cloud
- Eliminate the need to support its own data center
- Operate more effectively with partners and suppliers

TECHNOLOGY CHALLENGES

Prior to using Boomi, Kelly-Moore Paints relied on database procedures and custom scripts for integration work that was largely outsourced. This reliance on outside consultants and services was expensive, time-consuming, and hampered agility. Plus, over the long term, it was not scalable.

The company required more speed and flexibility to remain competitive. It needed to continually improve how it met the demands of customers, partners and suppliers. Lack of an effective integration platform meant Kelly-Moore Paints couldn’t say “yes” to business requests due to costs or resource constraints.

HOW BOOMI HELPED

With Boomi, the Kelly-Moore Paints IT team can complete virtually any integration project on its own, including:

- Replacing 15 legacy integration processes that relied on Oracle dblinks
- Adding a customer payment portal through Billtrust, a cloud-based pay-cycle management application
- Importing orders into its point-of-sale database using Boomi’s email connector
- Enabling each Kelly-Moore Paints store to generate purchase orders for sundries suppliers
- Integrating with its supply chain planning application

BUSINESS OUTCOMES & RESULTS

Boomi supports nearly 40 business process integrations for Kelly-Moore Paints. Boomi has greatly increased the capacity and capabilities of a lean IT team while:

- Delivering significant cost savings by reducing the need for outside consulting and integration services
- Simplifying integration with third-party logistics, supply chain and customer payment applications
- Extending and automating business processes such as ordering to large suppliers and dealers
- Expanding the range of high-value integration use cases that can be carried out in house

KELLY-MOORE PAINTS™

CUSTOMER SPOTLIGHT

Market:	Manufacturing and Retail
Headquarters:	San Carlos, Calif.
Stores:	145+
Employees:	1,500+
Revenues:	~ \$700 million
Key Integrations:	• CRM • EDI • ERP • Point of Sale

“
We always look at Boomi first.
I haven’t seen a use case it can’t solve.
”

Grant Gouldon
IT Director, Kelly-Moore Paints

Secrid Puts Integration at the Center of Business Growth

Wallet innovator Secrid deploys Boomi's cloud-native integration platform to help drive its global business, including a stunning wallet collection that protects debit, credit and prepaid cards from "digital pickpockets."

“With Boomi, we can leverage different B2B and B2C ecommerce systems, integrate bespoke applications, connect our machines, and transform primary business processes.

Thomas Boogert
ERP & ICT Manager, Secrid

BUSINESS GOALS

Based in The Hague, Netherlands, Secrid's company culture focuses on innovation and positive change. Secrid takes the same approach to building its IT systems.

Now exporting products to more than 60 countries and reaching 5,000 distribution outlets, Secrid sought a partner that could ensure its back office was connected, efficient and easily scalable. This meant creating one view of its customers, easily managing resources, correctly forecasting revenue, accurately maintaining billing records and digitally coordinating production.

TECHNOLOGY CHALLENGES

Secrid already employs more than 100 people and adds an average of three new customers a day. It required an IT infrastructure that could accommodate growth.

Secrid wanted to ensure employees and business partners had the right data when and where they needed it. This meant

automating manual processes to improve accuracy while enabling staff to concentrate on strategic tasks and work smarter.

HOW BOOMI HELPED

Secrid initially used Boomi to integrate NetSuite ERP with its suite of applications. Then the company recognized that Boomi could dramatically boost automation and workflows throughout its operations.

Harnessing the Boomi integration platform as a service (iPaaS) and working with Boomi partner Cloud Connectors, Secrid now uses Boomi to run almost 50 integration processes. These include its Shopify online ecommerce platform, a B2B ecommerce platform, Oracle database applications and customer support applications.

BUSINESS OUTCOMES & RESULTS

Boomi made it possible for Secrid to automate processes end-to-end, including billing and customer relationship management. This ensures the customer experience remains consistent regardless of how much the company grows or expands its staff. In addition, Boomi allowed Secrid to:

- Build a better business
- Reduce time spent on manual processes
- Update the online store locator in real time
- Develop a custom application to manage packing and shipping

SECRID

CUSTOMER SPOTLIGHT

Market:	Consumer Goods
Headquarters:	The Hague, Netherlands
Employees:	90
Key Integrations:	• Oracle Database • Shopify E-Commerce • NetSuite ERP

“With Boomi, we draw a circle around all our software, maintaining everything through one language, using one platform.

Paul van Diepen
Game Changer, Secrid

Boomi Helps Easterseals Bay Area Transform Into a State-of-the-Art Healthcare Network

Anticipating a dramatic increase in patient referrals, Easterseals Bay Area turned to Boomi to build a digital infrastructure that would help the organization meet the needs of those affected by disabilities.

Boomi easily scaled our network capacity from a trickle of data to millions of transactions very quickly.

Robert Van Tuyl
Chief Innovation Officer, Easterseals Bay Area

BUSINESS GOALS

Easterseals Bay Area (ESBA) wants to continually improve the way behavioral health services are provided to those most in need. With the passage of a new law in California, the organization gained a great opportunity to dramatically expand the scope of its services.

To support such a large-scale healthcare network, the nonprofit recognized it needed to integrate and orchestrate the exchange of data among a group of cloud applications and healthcare information systems, creating a state-of-the-art digital healthcare information system and a behavioral health provider network.

TECHNOLOGY CHALLENGES

In 2012, when a new California law required insurers to cover behavioral health treatment, Kaiser Permanente, a leading healthcare maintenance organization (HMO) headquartered in California, contracted with ESBA to provide these services.

As part of this effort, ESBA needed to build a fully secure, digital information system compliant with HIPAA, the HITECH Act, and California regulations.

The project included a new electronic healthcare records and revenue management system from AthenaHealth, in addition to mobile and web-based applications, and various NetSuite modules. Application and data integration was a crucial component.

HOW BOOMI HELPED

For ESBA, scalability was paramount as it transitioned from manual, paper-based processes to a digital system that could track large volumes of data from patients and healthcare practitioners.

Boomi streamlined ESBA's transition by connecting and orchestrating data from its applications while providing the visibility, control and automation for managing clinical and business operations.

Using modern RESTful APIs and traditional EDI and HL7 interfaces, Boomi handled integrations with cloud applications such as Salesforce and NetSuite, and on-premise systems like AthenaHealth.

BUSINESS OUTCOMES & RESULTS

Before establishing its new digital infrastructure, ESBA accumulated a significant backlog in accounts payable. With Boomi, ESBA slashed its processing time for claims.

In addition, Boomi helped ESBA:

- Radically improve the quality of its data
- Increase the visibility and control of patient care
- Deliver transparency across the patient-care lifecycle
- Improve the efficiency of data sharing
- Rapidly develop custom applications, such as a mobile invoicing app
- Reduce the error rate for the administrative tasks required of therapists
- Rapidly grow services from supporting several hundred to 7,000 providers, while processing \$180 million in billings



CUSTOMER SPOTLIGHT

Market:	Healthcare (provider network)
Headquarters:	Walnut Creek, Calif.
Providers:	7,000+
Key Integrations:	• NetSuite • AthenaHealth EHR • Salesforce Health Cloud

Boomi improved data quality, efficiency, and the patient experience.

We couldn't ask for more.

Robert Van Tuyl
Chief Innovation Officer, Easterseals Bay Area

TRANSFORMATION

Boomi helps organizations transform processes to improve collaboration, increase engagement and become agile with automation.

Digital transformation is a top priority for many businesses, but true transformation requires a greater imaginative leap than simply swapping one technology for another.

A winning digital transformation strategy changes how a business engages with all its stakeholders: customers, partners and employees. It requires new, always-on collaboration methods for engaging with mobile users and meeting split-second demands.

Inevitably, digital transformation requires new business processes and introduces new best practices.

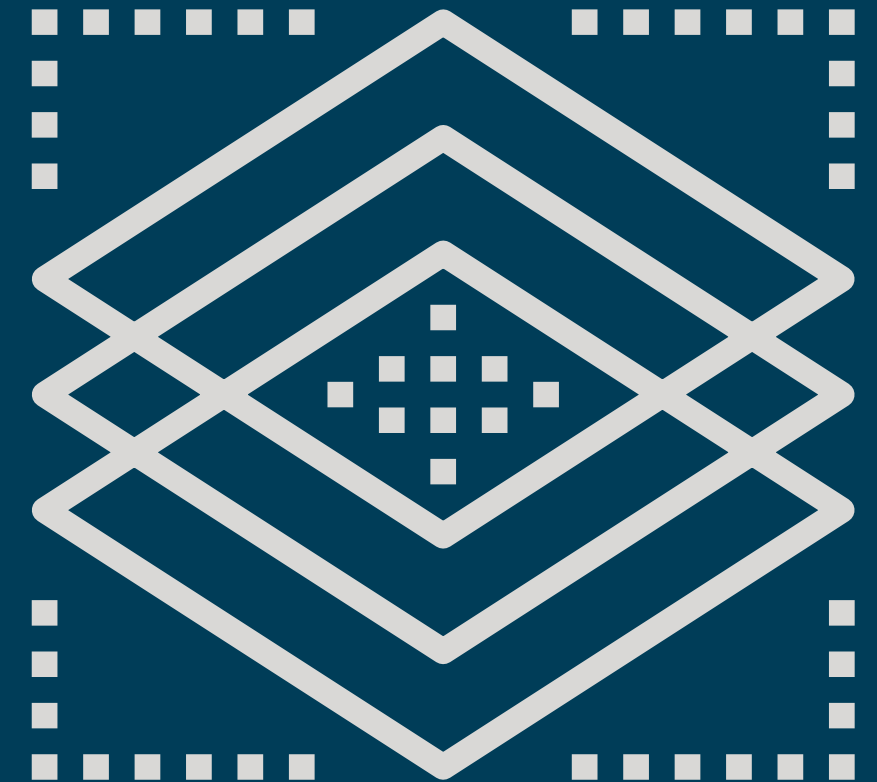
To meet these requirements, forward-looking businesses are tapping into AI, blockchain, the Internet of Things (IoT), big data, and other new technologies not simply to reinvent the old but to boldly invent the new.

Boomi powers all this work. The Boomi platform brings cloud-native, low-code power to bear on the most visionary efforts of businesses today.

This group of case studies shines a spotlight on remarkable transformations:

- A name-brand cloud storage company reinvents its HR processes to accommodate mind-boggling growth
- An energy company slashes costs by 90 percent
- A logistics company eliminates six staff weeks of manual work per calendar week

None of these companies opted for incremental improvements. They transformed themselves dramatically, and they used Boomi to drive these ambitious efforts.



Candy.com Fuels Impressive Growth of Shipping Business **With Bulletproof Boomi EDI**

With Boomi's EDI management platform, Candy.com saves more than 200 hours per week in manual processing while delivering mistake-free, next-day shipping for customers. Boomi ensures orders are processed, paid for, and out the door on time.

“
Thanks to Boomi, we have extreme confidence in our EDI process. Plus, more visibility and control over critical data.

Gary Cifatte
Chief Technology Officer, Candy.com

- Bring EDI in house
- Boost speed of order entry
- Improve accuracy
- Automate manual processes

HOW BOOMI HELPED

Boomi easily manages the data input and output parameters for integration to Candy.com's ERP system. For example, translating "California" or "Massachusetts" from a purchase order to "CA" or "MA" for the ERP system happens automatically.

These and hundreds of other seemingly minor details could cause an order to fail or require extensive "death by a thousand cuts" of highly inefficient manual rework. Plus, if a communication link fails, Boomi automatically resends the EDI message until it successfully reaches a partner.

BUSINESS OUTCOMES & RESULTS

Boomi provided a modern, low-code, cloud-based EDI platform that Candy.com could quickly put into production while radically streamlining management of its B2B trading partner network. The error-free speed and efficiency of the company's Boomi-driven EDI system helped it:

- Save 200 to 250 hours in manual order entry, processing and financial reconciliation
- Reduce order entry time from as much as a day to between four to six seconds
- Increase data accuracy
- End EDI finger-pointing with trading partners

BUSINESS GOALS

Candy.com's sales have grown more than 50 percent annually over the past three years. That's very fast in any market but especially so for packaged goods shipping. Driving that growth is the company's ability to help partners consistently outperform their competitors. To do that, Candy.com maintains a laser focus on keeping its partner relationships operating smoothly so it can:

- Accommodate rapid growth
- Maintain its reputation for error-free, same-day shipping
- Deliver industry-leading service

TECHNOLOGY CHALLENGES

Candy.com CTO Gary Cifatte and his team considered several options as they searched for an EDI management platform. During their search, a supplier recommended Boomi as an option that could meet all the company's requirements, including its most pressing need: a platform it could put into production quickly. Candy.com needed to:



CUSTOMER SPOTLIGHT

Market:	Shipping and Logistics
Headquarters:	Braintree, Mass.
Key Integrations:	• EDI to ERP • EDI to Partners

“
Our industry success is built on Boomi EDI. **Our EDI is lightning fast and bulletproof.**

Gary Cifatte
CTO, Candy.com

Contraload Turns to Boomi to Transform Its Supply Chain Operations

A leading European supplier of eco-friendly plastic pallets and containers modernizes business and IT with Boomi, eliminating 120 hours of manual work a week and improving customer service and satisfaction.

“
We don't have to be that slow and cumbersome IT department — Boomi lets us go faster and deliver business results.

Raf Fonteyn
ICT Director, Contraload

BUSINESS GOALS

Contraload, which offers an eco-friendly supply chain service that lets companies rent from a shared pool of three million reusable plastic pallets and containers to move and transport goods, launched an initiative called “ICT Connect” to modernize its business and IT infrastructure.

The initiative's goals were to streamline operations, accelerate processes, enhance customer service and improve end-to-end visibility for more informed decision-making. Such IT modernization would help the Belgian company sustain its double-digit revenue growth and continue to rapidly expand its 3,000-plus customer base across 26 countries.

TECHNOLOGY CHALLENGES

Contraload had some limited custom scripting in place for data exchange, but mostly relied on manual data entry across siloed applications, including customer relationship management (CRM) and enterprise resource planning (ERP) systems. The need for robust, agile cloud integration was clear.

Contraload selected Boomi as a key component of ICT Connect for its ease of use and speed of development. Plus, the company foresaw using additional capabilities in the Boomi unified platform, such as Boomi Flow for workflow automation.

HOW BOOMI HELPED

With implementation by Boomi partner **B-flow**, Contraload quickly scaled its use of Boomi across eight integrations. In one case, Contraload uses Boomi to capture data from customer-based ERP systems to improve inventory tracking, billing and customer service. Boomi Flow is now being rolled out to give customer service reps new visibility.

In another case, Contraload uses Boomi to streamline order-to-cash processes and is implementing Boomi Flow to function as a configure, price, quote (CPQ) engine. In the future, Contraload will look to Boomi to integrate data from Internet of Things (IoT) sensors and radio frequency identification (RFID) tags to improve pallet tracking.

BUSINESS OUTCOMES & RESULTS

Contraload is reaping the rewards of Boomi-powered modernization to run a more agile, connected business focused on innovation and customer satisfaction with its sustainable supply chain service.

Contraload has reduced the manual work of IT and operational personnel by 120 hours a week — the equivalent of three full-time employees. Other results include:

- Improved customer service and satisfaction
- Efficient new services and processes
- Reduced troubleshooting time from weeks to minutes
- Up to 10X faster integration development vs. custom scripting



CUSTOMER SPOTLIGHT

Market:	Supply Chain (logistics)
Headquarters:	Aartselaar, Belgium
Customers:	3,000
Employees:	135
Founded:	2004
Key Integrations:	<ul style="list-style-type: none">• Microsoft Dynamics CRM• Bexter Avalanche ERP• Customer-based applications

“
Boomi helps us think differently about how we connect with our customers, **and how we connect our systems and employees internally.**

Raf Fonteyn
ICT Director, Contraload

Comprehensive HR Integration Drives Rapid Growth for Dropbox

SaaS leader Dropbox turns to Boomi and Deloitte Consulting LLP to help integrate its portfolio of leading cloud-based applications. The project brings order to HR operations as the company addresses the challenges of rapid growth.

“Our vision is an integration architecture that encompasses multiple best-of-breed SaaS solutions. Boomi makes that possible.”

Neil Frye
Global Head of Recruitment, Dropbox

BUSINESS GOALS

As Dropbox matured and built its human resources technology environment, the company committed to deploying cloud-based applications. Its HR systems needed to meet core business requirements while upholding the company's industry-leading user experience standards.

Yet, with rapidly evolving companies like Dropbox, what worked yesterday won't necessarily work tomorrow. Human resources systems and processes are no exception. Dropbox wanted to efficiently accommodate rapid customer and employee growth while making quality HR data more accessible for decision-making.

TECHNOLOGY CHALLENGES

Dropbox needed to integrate six-plus HR applications, while improving data movement among applications and devices. After a market analysis and assessment of current engagements at Dropbox, the company turned to Boomi and Deloitte Consulting LLP.

The two helped Dropbox quickly sort through its integration challenges and rapidly transform the workflows across HR functions. Deloitte had certified Boomi resources ready to go, which meant Dropbox didn't have to go through the lengthy process of finding, hiring and onboarding them.

HOW BOOMI HELPED

Boomi and Deloitte created a highly scalable and flexible integration architecture to support Dropbox's continued growth. Boomi provided point-to-point integrations among Workday (the company's primary human resources system) and various applications ranging from equity tracking to sales compensation.

Boomi also offered native-cloud API management and supported real-time data exchange among key applications. Boomi's expansive set of prebuilt connectors, which went beyond HR, could support greater innovation and more sophisticated integrations with less effort from the Dropbox team.

BUSINESS OUTCOMES & RESULTS

The Dropbox HR integration project exceeded the expectations of the company's executive leadership. It was a fast-track digital transformation that, in spite of its complexity, was completed on time. With Boomi integration and API Management, Dropbox was able to:

- Reduce cloud application onboarding from weeks or months to days
- Free data from siloed applications for streamlined workflows
- Support deep analytical exploration of employee data through self-service access of the central data warehouse and data visualization dashboards



CUSTOMER SPOTLIGHT

Market: Software
Headquarters: San Francisco, Calif.
Employees: 1,900+
Revenues: +\$1 billion

Key Integrations:

- Workday to Greenhouse for Recruiting
- Bswift for Employee Benefits
- Redcat for Compensation Planning
- Shareworks for Equity Tracking
- Xactly for Sales Compensation
- Culture Amp for Employee Feedback

“The Boomi connector library and its GUI-based design and development approach **made it much easier for me to review designs, troubleshoot, and do root cause analysis without the hassle of a full code review.**”

Neil Frye
Global Head of Recruitment, Dropbox

Boomi Integration Drives Business Agility and Digital Transformation for ENGIE

Boomi's integration cloud unites legacy and cloud applications, helping European energy giant ENGIE become more agile in a swiftly changing market.

Boomi is easy to use and has many advanced features. We can deal with most of the situations we encounter without having to resort to custom coding. This saves us a lot of time and expense.

Alain Abenhaim
Information Security and Systems Architect, ENGIE E&C

BUSINESS GOALS

ENGIE is committed to creating the energy environment of the future, addressing climate change and the changing ways in which people and organizations use energy.

ENGIE's Enterprises & Collectives (E&C) business unit focuses on helping its commercial customers become more energy efficient with new technologies and energy management practices.

ENGIE E&C needed a way to rapidly respond to business requests for new cloud applications and data dashboards, and wanted an integration platform that would support its digital transformation efforts.

TECHNOLOGY CHALLENGES

ENGIE must be able to innovate and respond swiftly to changes in the market to achieve its goals. Digital transformation is key to ENGIE's strategy. Without it the company would lack the speed and agility required to implement new services for improving energy management.

The company realized that a cloud-native, low-code development environment would bring far greater speed and efficiency to its integration projects and increase its ability to quickly respond to customers.

HOW BOOMI HELPED

Boomi's flexible, scalable integration platform has tied all ENGIE's workflows together, eliminating barriers among siloed business applications and data across cloud and legacy systems.

All ENGIE E&C's applications are now connected via the Boomi platform, including its SAP invoicing system, several company and partner websites, its customer databases and its Salesforce CRM, which communicates with the rest of the information systems.

With Boomi, ENGIE has end-to-end visibility for each and every business process.

BUSINESS OUTCOMES & RESULTS

ENGIE's integration projects resulted in implementation of 250 processes, ranging from the straightforward to the highly complex — completed in eight months by a three-person team. With Boomi, ENGIE was able to:

- Cut costs by a factor of 10
- Obtain end-to-end data flow visibility
- Roll out new services significantly faster
- Gain greater agility across IT and business operations

Thanks to the significant savings realized through Boomi, ENGIE can now invest in functional, strategic changes to its information systems.



CUSTOMER SPOTLIGHT

Market:	Energy
Headquarters:	Paris, France
Employees:	150,000 (parent company)
Revenues:	\$66 billion (parent company)
Key Integrations:	• Salesforce CRM • SAP invoicing system • Customer databases • Multiple websites

Because we can quickly and easily adjust our processes, we are in a far better position to manage change.

Alain Abenhaim
Information Security and Systems Architect,
ENGIE E&C

European Technology Consultancy Expands Customer IT Connectivity

With Boomi, NNIT can deliver integrations 4X faster than legacy middleware while providing mission-critical reliability and high-performance IT management services for its customers.

“
We got what we hoped for with Boomi — we got stability, we got scalability, and we got efficient development.”

Mikkel Iversen
Director of Cloud and Integration, NNIT

BUSINESS GOALS

NNIT, a leading IT services and infrastructure provider in Denmark, wanted to streamline its monitoring and management operations and improve resilience for itself and its customers.

The company determined that the best way to achieve this would be for its clients to run their own IT service management (ITSM) applications while simultaneously using NNIT's ITSM system. And they wanted to get customers live on the combined system as quickly as possible.

To make this initiative viable, NNIT needed highly reliable, real-time connectivity between its customers' applications and NNIT's ITSM system.

TECHNOLOGY CHALLENGES

Integration across complex ITSM environments needed to be real-time, reliable and scalable.

For NNIT, a typical ITSM project involves connecting NNIT's BMC Remedy ITSM application to a customer's ITSM system — typically based on BMC, ServiceNow or Cherwell Software. NNIT needed to synchronize data exchange around incidents, service requests, changes and problems between customers and NNIT applications.

NNIT runs Microsoft BizTalk to handle internal integrations, but was concerned about scalability and the time needed for development and integration builds

HOW BOOMI HELPED

NNIT chose the low-code Boomi platform for its reliability, scalability, speed of development and ease of use.

Now, Boomi exchanges 29,000 transactions and 130,000 documents per day in four types of integrations between customer and NNIT ITSM applications. And work is underway for Boomi to connect ITSM systems for five more NNIT customers, with dozens more in the pipeline.

NNIT is also ramping up its use of Boomi API Management to further accelerate the process. And NNIT is now a Boomi partner!

BUSINESS OUTCOMES & RESULTS

Boomi delivers the mission-critical stability and speed that NNIT needs while facilitating rapid integration development. Boomi-powered integration is helping NNIT better meet customer demands, extend its service offerings and introduce new speed and sophistication to its IT service management.

The consulting firm has realized both quantifiable and qualitative results, including:

- 4X faster integration development compared to legacy ESB systems
- Reliability and high throughput in mission-critical integrations
- Transparent monitoring and reporting to ensure process integrity
- New IT service offerings for customers



CUSTOMER SPOTLIGHT

Market:	IT Services
Headquarters:	Copenhagen, Denmark
Founded:	1994
Customers:	400
Employees:	3,330
Key Integrations:	• BMC Remedy • Cherwell Software • ServiceNow

“
An IT disruption can impact a business severely. **Boomi is one of the most key pieces of our infrastructure because it helps protect against that scenario.**”

Mikkel Iversen
Director, Cloud and Integration, NNIT

Boomi Gets Top Marks

Helping University Move to the Cloud

With legacy tech no longer making the grade, the University of Technology Sydney (UTS) chose to adopt a cloud strategy for the purpose of alleviating constraints, rather than reducing costs.

The UTS implementation of Boomi went better than we could have expected.

We finished on time, under budget, and even squeezed extra features in.

David O'Connor

Web and Applications Manager
University of Technology Sydney

BUSINESS GOALS

The computing infrastructure for UTS had been an ongoing challenge. The university knew that it needed to shift to a cloud-based strategy to be more agile and deliver services to its students and prospective students, faculty, staff and alumni.

Financial savings, while desired, weren't the main driver for a cloud shift — speed was. The university's Application 2020 Strategy was designed to simplify its infrastructure, and through a phased approach, migrate to a cloud and software-as-a-service (SaaS) environment.

TECHNOLOGY CHALLENGES

With a primarily on-premise integration architecture, processes worked but were slow and inefficient. The university had a single-source system but had two different teams taking data out using completely different technology stacks and processes, increasing the risk of duplication and error.

As part of the new cloud strategy, its application integration, business intelligence and data teams were brought together under one management structure to mitigate this duplication.

HOW BOOMI HELPED

UTS chose to use Boomi because of its ease of use, as the university believed it would provide the agility and speed it desired. That hope was realized, with the implementation finishing on time and under budget.

UTS believes that the cloud-based integration approach that Boomi provides will help it open its data in new ways, powering innovation across the university.

BUSINESS OUTCOMES & RESULTS

Boomi exceeded UTS' expectations, delivering more features and functionality for no extra cost and with no extra implementation time.

With Boomi's cloud-native, low-code integration platform, the university has been able to quickly and easily connect all of its applications. A handful of big projects are currently in the pipeline, including ERP and learning management replacements.



CUSTOMER SPOTLIGHT

Market:	Higher Education
Headquarters:	Sydney, N.S.W., Australia
Students:	44,000
Employees:	4,000
Key Integrations:	• Amazon RedShift data warehouse

Financial savings, while desired, weren't the main driver for a cloud shift. **Boomi was selected due to its ease of use, as the university believed it would provide speed to market, which was of high importance.**

David O'Connor

Web and Applications Manager, UTS

INNOVATION

Boomi helps organizations create new products, design new experiences and invent new business models. Using Boomi, visionaries can embrace pioneering IT paradigms and create products and services to drive strategic advantage in unexpected ways.

Boomi abbreviates the distance from inspiration to realization. Whether in the cloud, on-premise or at the edge, Boomi brings data and workflow innovation to life—quickly, easily, reliably.

These next case studies showcase the power of the Boomi platform to drive innovation:

- A visionary startup builds a first-of-its-kind IoT platform for healthcare
- A pharmaceutical company adopts a cloud-only strategy to accelerate medical breakthroughs
- A logistics company harnesses the IoT for managing some of the world's busiest ports

What stands out in all these case studies? Boomi's innovations in integration, data management, cloud architectures and automation supporting bright minds around the world. With Boomi, they're bringing new innovations to life in industries as varied as education, healthcare, logistics, and retail. There's no limit to what companies can do with Boomi.



Integration Creates the Foundation for Groundbreaking IoT Healthcare Platform

Boomi partnered with the Nalta Group to help pioneering Dutch start-up digitalAngel create one of the world's first open-IoT platforms for connecting and managing data from any smart healthcare device.

Boomi was at least two years ahead of any vendor in the market, especially for speed and ease of use.

Peter de Lange
Managing Director, digitalAngel

- Using Salesforce Identity Cloud for hosting information related to partners, customers and users
- Supporting a care portal providing information on patients' sleeping activity
- Enabling alerts on mobile devices

HOW BOOMI HELPED

digitalAngel selected Boomi because it could deliver scale, flexibility, high availability and resiliency by combining any number of Atoms (Boomi's runtime integration engine) into a Boomi Molecule.

Speed is also critical. For the digitalAngel platform to take hold, it must rapidly develop and introduce new technologies and capabilities much faster than traditional integration projects. With Boomi integration, tasks that used to take weeks or months now take only hours or days, digitalAngel reports.

BUSINESS OUTCOMES & RESULTS

Boomi helps digitalAngel run faster and much more efficiently by seamlessly connecting and managing all of its data. With Boomi, digitalAngel and Nalta can run independent development, test and production environments while maintaining only one code base, greatly streamlining integration project work.

Boomi also filled digitalAngel's requirement to partner with "A" list vendors, ones that digitalAngel could depend on throughout the long, evolving life of its IoT platform.

And Boomi's flexibility ensures that digitalAngel can explore its seven "domains" of smart healthcare: smart living, smart medication, smart entertainment, smart activity, smart nutrition, smart communication and smart mobility.

BUSINESS GOALS

As technology rapidly transforms healthcare, digitalAngel wanted to create a single platform that manages IoT-driven, sensor-based medical devices, mobile applications and wearable technologies.

digitalAngel's aim is to provide comprehensive information, unified on a single platform, to automate tasks and lower costs while efficiently sharing data and delivering better insights for improving patient care.

By partnering with Boomi, digitalAngel has been able to quickly integrate devices, data and applications into a unified, massively scalable, highly secure and reliable digital infrastructure.

TECHNOLOGY CHALLENGES

digitalAngel's first project focused on intelligent mattresses. Wired with temperature, pressure and movement sensors, these mattresses alert staff to unusual sensor readings while monitoring patient health.

The company chose not to build the platform from the ground up but to assemble best-of-breed components. Working closely with Boomi and Nalta, digitalAngel met several integration challenges, which included:



CUSTOMER SPOTLIGHT

Market:	Healthcare
Headquarters:	Utrecht, Netherlands
Employees:	4
Partners:	45
Key Integrations:	• Salesforce • IoT gateway • Database API

While the mattress project was ambitious and challenging, working with Boomi made our life easy.

Mike Veldhuis
Managing Partner, Nalta Group

Boomi Integration Helps DJO Global Improve the Patient Experience

Boomi's low-code, cloud-native integration platform made it possible for DJO Global to merge usage data from its devices with patient records to improve patient care and streamline the billing process for doctors.

“
We needed a product that was capable of securely moving data across all formats while being cost-effective for our customers. The Boomi integration cloud was that product.

Mike Peters
Chief Information Officer, DJO Global

BUSINESS GOALS

DJO Global is a leading global provider of high-quality orthopedic devices, with a broad range of products used for rehabilitation, pain management and physical therapy.

The company needed to ensure that doctors and administrative staff using its products could easily combine data from the devices with patient information. This would help streamline management of patient care and automate how doctors could track patient services for billing.

With the widespread adoption of healthcare billing and revenue management software, electronic medical records (EMRs) and practice management systems, the company needed an approach to data integration that would deliver the right information at the right time, while adhering to HIPAA security regulations.

TECHNOLOGY CHALLENGES

DJO Global knew that integrating data between its MotionMD orthopedic software and patient records could address several key challenges faced by healthcare providers using its devices.

But with organizations using hundreds of different EMRs and other software solutions, the company needed MotionMD to share data with a variety of applications. It also needed to offer healthcare providers the ability to easily access patient and other medical systems information to maintain practice efficiency and reduce error-related claim rejections.

HOW BOOMI HELPED

To solve the data-sharing problem for its customers, DJO Global used the Boomi integration platform to create DJO Integrator — an interface that shares patient demographic data from client EMR systems with MotionMD.

With DJO Integrator, MotionMD gives healthcare providers a complete view of the patient record. It simplifies diagnosis-driven protocols, dispensing and billing so the physician can prescribe the most appropriate treatment. Regardless of the data formats used, DJO Integrator ensures they all work together.

BUSINESS OUTCOMES & RESULTS

Boomi proved easy to install and manage, and DJO Global customers like the ability to control access to patient data to ensure security. The Boomi-powered DJO Integrator interface allows healthcare practices to:

- Simplify data sharing
- Minimize paperwork
- Streamline office processes and boost efficiency
- Eliminate redundancy
- Reduce errors and lower costs
- Standardize durable medical equipment (DME) protocols
- Improve inventory control, order replenishment and warehouse restocking



CUSTOMER SPOTLIGHT

Market:	Healthcare
Headquarters:	Vista, Calif.
Employees:	5,200
Revenues:	\$59.5 million (Q4 2017 EBITDA)
Key Integrations:	• Billing management • Electronic medical records • Practice management • Revenue management

“
Boomi's small footprint and powerful capabilities are critical to making MotionMD and DJO Integrator a success.

Donald Singelyn
Customer Automation Solutions, DJO Global

Flinders University Builds a Connected Digital Campus With Boomi

Ad hoc, point-to-point and manual integrations couldn't support Flinders University's vision for a digital campus. Flinders chose Boomi for integration, data quality management, API management and workflow automation in a single platform.

Boomi is central to our ability to quickly roll out new digital services, as well as more easily respond to any technology or market changes. It is helping us deploy integrations far faster and with much greater flexibility than we ever thought possible.

Nicole Fishers
Deputy Chief Information Officer, Flinders

BUSINESS GOALS

Flinders University, a top-ranked academic and research institution, provides education to more than 27,000 students. The university's visionary initiative, "Making a Difference: The 2025 Agenda," is supported by a five-year digital transformation strategy that includes moving up to 90 percent of its applications to the cloud.

Through a cloud-first approach, Flinders aims to:

- Deepen engagement throughout the student lifecycle
- Deliver personalized and customized experiences to its students and staff
- Provide seamless access to education across the channels of students' choice

TECHNOLOGY CHALLENGES

Flinders needed to modernize its infrastructure to better support the educational needs of its students. This meant finding a cloud-native integration platform that would allow it to:

- Support migration of its student management system and financial software from on-premise to software-as-a-service (SaaS)
- Quickly connect a diverse array of cloud and on-premise applications accessible across online, offline and mobile channels
- Ensure data is up-to-date across all applications so it can accurately map student journeys

HOW BOOMI HELPED

Boomi's low-code, cloud-native platform allowed the university's six-person integration team — whose members had no previous integration experience — to quickly ramp up and successfully replace many legacy integrations with Boomi's flexible connections.

Using Boomi, the team reworked and replicated 130 integrations among the student management system, its financial system and other applications, including systems for learning management, human resources, customer relationship management and admissions.

BUSINESS OUTCOMES & RESULTS

Flinders is using the Boomi platform to enrich and streamline student experiences, from recruitment and onboarding to graduation and alumni relations. With Boomi, the university has been able to:

- Reduce integration development time by at least 2X
- Support rapid deployment of 130+ integrations
- Streamline onboarding and lower administrative overhead
- Establish an integration center of excellence
- Provide students with anytime, anywhere learning capabilities



CUSTOMER SPOTLIGHT

Market:	Higher Education
Headquarters:	Bedford Park, South Australia
Students:	27,000+
Employees:	5,000+
Key Integrations:	• Student Management System software • Financial software

Boomi's integration capabilities ensure our apps operate concurrently and consistently so that students can learn through a modernized environment that is accessible on their terms — on mobile, at any time, from any location.

Kelvin McCarthy
Solution Architect, Flinders University

Accelerating Biomedical Innovation With Cloud-Native Integration

The cloud-first company Moderna Therapeutics needed to integrate a large portfolio of applications to speed biomedical innovations that could improve lives. Boomi's cloud-native integration platform helped Moderna scale by integrating systems, automating complex, cross-platform business transactions and, most important, helping its scientists focus on their research.

We use Boomi because it works, and it's so easy to deploy. And with Boomi Master Data Hub, our data is correct everywhere, whether it's flowing to our HR applications, finance applications or scientific tools.

Marcello Damiani
Chief Digital Officer, Moderna

BUSINESS GOALS

Moderna Therapeutics began in 2011 with a clear vision of its future. To speed biomedical innovations that could improve lives, it would be a cloud-first company, using only SaaS applications. This approach required integration for a portfolio of applications, including SAP (ERP), Workday (HR), Solium (equity plan management) and Concur (expense reporting).

TECHNOLOGY CHALLENGES

To automate business processes, scale on demand and free scientists from administrative overhead, Moderna built a new kind of biotechnology company — one that uses the full power of the cloud.

But to harness that power, Moderna needed to integrate its best-in-class, on-demand applications and data. That's when the company turned to Boomi.

Boomi's integration platform allowed Moderna to scale efficiently by integrating systems and automating complex, cross-platform business transactions that included budgeting, vendor payments and human resources management.

HOW BOOMI HELPED

The combination of Boomi's integration platform with its data quality management capabilities through Boomi Master Data Hub allowed Moderna to scale operations and remain agile without increasing administrative staff.

Master Data Hub makes it possible to enter data once in a system of record, which in Moderna's case was the Workday HR system, and have it flow to all systems across the company. With Boomi, Moderna could validate, enrich, aggregate and synchronize data in any domain.

BUSINESS OUTCOMES & RESULTS

Thanks to Boomi's integration and data orchestration capabilities, Moderna could:

- Achieve cost savings in platform administration and maintenance
- Automate complex, cross-platform business transactions
- Support rapid growth without increasing G&A staff
- Minimize data errors while increasing process visibility
- Streamline application migrations
- Simplify integration mapping — reducing the cost of additional master data connections
- Speed employee onboarding by automating access to applications and resources
- Improve permissions management reliability, consistency and documentation



CUSTOMER SPOTLIGHT

Market:	Biotechnology
Headquarters:	Cambridge, Mass.
Employees:	414
Revenues:	\$36 million (1H, 2016)
Key Integrations:	• Workday with SAP, Solium and Concur

When you can enter data once and have it connect everywhere, that's a tremendous advantage.

Marcello Damiani
Chief Digital Officer, Moderna

European Port Drives Revenue, Speeds Business With Innovative IoT Platform

North Sea Port is using an intelligent IoT platform powered by Boomi to streamline ship registrations — improving revenue, cash flow, port security and operational efficiency.

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The Boomi-powered Harmony app is delivering an increase in revenue, quality and safety, and a decrease in cost and lead time.

Rick van Sluijs
IT Manager, North Sea Port

BUSINESS GOALS

North Sea Port, which operates three harbors in the Netherlands and Belgium handling 50,000 cargo ships a year, wanted to streamline registration of ships docking at the port. Its existing process was time-consuming and error-prone, requiring the visual scanning of port waters and manually entering data into a port management system.

The port envisioned reduced costs, increased ship registrations and improved security. Achieving those goals required tapping into an Internet of Things (IoT) data source — tracking information openly broadcast by ship transponders.

TECHNOLOGY CHALLENGES

To size up the challenge, North Sea Port engaged Nalta, an IT consultancy with expertise in IoT and a top Boomi partner in Europe. Nalta compared data in the port management system with Automatic Identification System (AIS) data broadcast by the ships.

Discrepancies between the two data sets showed that the ship data, based on the industry standard AIS protocol, could help the port register ships. The trick was building an application to store that data, and integrating it with the port management system.

HOW BOOMI HELPED

Boomi was deployed for data exchange between the port management system and Harmony, a cloud-based desktop and mobile app custom-built by Nalta. Advantages that North Sea Port realized with Boomi include:

- Integration development 3X faster than custom coding
- Native support for IoT data
- Security by design and scalability across diverse architectures
- Flexibility to incorporate additional IoT data and applications

In addition, Boomi's flexibility allows North Sea Port and Nalta to readily adapt the system as they market it for use at other ports.

BUSINESS OUTCOMES & RESULTS

North Sea Port is reaping impressive business benefits with the Boomi-powered Harmony app, which port officials believe is the first of its type in Europe:

- Increased ship registrations by 25 percent, driving new revenue
- Ship invoicing processes reduced from weeks to hours, speeding cash flow
- Eliminated 40 hours a week of manual work
- Improved port safety, security and operational visibility

Plus, the port is capturing more and better data because ship crews can interact with Harmony and add information on crew, route and cargo, such as dangerous goods.



CUSTOMER SPOTLIGHT

Market:	Transportation (maritime shipping)
Headquarters:	Ghent, Belgium
Employees:	250
Customers:	50,000 vessels a year
Key Integrations:	• Custom-built Harmony IoT application • Port management system

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The Harmony app with Boomi as its foundation shows the value of innovating with modern technology like IoT to drive better business outcomes.

Rick van Sluijs
IT Manager, North Sea Port

British Media Company Realizes Massive ROI With **Boomi-Powered Customer Self-Service Platform**

Sky uses the Boomi platform to create an innovative application that helps customers quickly resolve service issues, resulting in a big boost to customer satisfaction and savings of £6 million within the first year.

“We use Boomi as an intelligent black box. **It’s data-driven, it logs every fault, cause and resolution, and we use it to drive innovation.**”

Ramish Imran
Assurance Workflow Analyst, Sky

BUSINESS GOALS

British telecommunications provider Sky wanted to improve customer service by resolving technical issues and customer inquiries faster and more efficiently.

The company, which provides broadband and telephone services throughout the U.K., also wanted to offer its customers additional options for troubleshooting.

“We needed to move into something transformational, to connect all of the underlying data sources and process them with intelligent algorithms,” says Olive Perrins, service strategy manager at Sky.

TECHNOLOGY CHALLENGES

Previously, the only way for Sky’s 24 million customers to receive help was to call Sky’s tech support team.

That team was using 21 different tools to run checks on its communication systems. Customer support was tedious and inconsistent, resulting in frustration all around.

Sky envisioned empowering customers through an intuitive self-service application for troubleshooting, creating a unified view of the disparate systems and technologies running its networks.

HOW BOOMI HELPED

After surveying the vendor marketplace, Sky selected Boomi as the platform and “brains” powering its innovative Future Assurance View (FAV) application.

Boomi collects live data from customer equipment, diagnostic applications and business systems. Then it applies configurable business rules and logic, and responds through a simple API. Customers are presented with recommendations on how to solve their issue.

The innovative digital self-service application improved customer service and agent satisfaction — and won the 2019 U.K. National Technology Award for Best Enterprise Project.

BUSINESS OUTCOMES & RESULTS

The outsize return on investment (ROI) that Sky has realized with its Boomi-powered system includes:

- £6 million in savings in the first year through less call center agent time, fewer engineer service appointments and less replacement hardware
- 40 percent decrease in support service costs
- 69 percent increase in digital-first customer engagement
- 75 percent faster repair times
- 20 percent reduction in repeat faults
- 55,000 customer service engagements per day
- 190,000 unique customer users per week
- 10-point gain in net promoter score



CUSTOMER SPOTLIGHT

Market:	Media & Entertainment
Headquarters:	London, U.K.
Employees:	31,000
Customers:	24 million
Revenues:	£13.6 billion in 2018

“**Sky’s mission is to connect customers to more of what they love.** Boomi’s ability to connect data, processes and people has an extremely positive impact on the experience Sky provides its 24 million U.K. customers.”

Olive Perrins
Service Strategy Manager, Sky

Boomi: An Engine for Digital Enterprises

Organizations today face a rapidly growing array of choices for software development, data integration and workflow automation.

But to Boomi customers, the choice is clear:

The Boomi platform is the obvious and trusted foundation for building connections, modernizing IT investments, realizing transformation strategies, and innovating at the speed of digital business.

The Boomi unified platform brings revolutionary capabilities to organizations looking to gain mastery of their diverse and rapidly evolving hybrid IT investments — investments that are essential for growth, competitive fortitude and ongoing innovation.

Boomi works with more than 9,000 organizations from around the globe and across industries to help them drive their digital transformation initiatives and become connected businesses.

From our work with customers and partners, the Boomi unified platform — native, distributed, low-code, unified and open — has proven to be the future for integration, data governance, API lifecycle management, B2B communications and workflow automation.

Contact us today to find out how the Boomi platform can bring greater agility, speed and intelligence to your organization.

View all customer stories at boomib.com/customers

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