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Role of Integration in Application Modernization

Dell Boomi



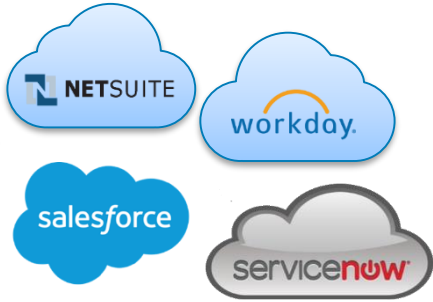
Linda Lindborg
Sales Executive, Dell Boomi NO&DK

At Dell Technologies We've got it all

What do your apps need to talk to?

Applications

Boomi Atom



What apps are going to be on your platform?

Software

vmware vSphere

Microsoft Pivotal Cloud Foundry

Where else does your data need to be accessed?

Hardware



Storage

Servers

Dell Boomi is the Industry Leader

Delivering the connections required for Digital and IT transformation



Billions of integration processes transacted annually



98%
Direct Business Renewal Rate



7,000+
Customers

130+ Fortune 500
Companies

Figure 1. Magic Quadrant for Enterprise Integration Platform as a Service



Vendor	Completeness of Vision	Ability to Execute	Quadrant
Informatica	High	High	Leaders
Dell Boomi	High	High	Leaders
Workato	High	Medium-High	Leaders
SnapLogic	High	Medium	Leaders
Intuit	High	Medium	Leaders
Gracie	High	Medium	Leaders
Microsoft	High	Medium	Leaders
Built.io	Medium	Medium	Challengers
Adaptiv	Medium	Medium	Challengers
Scribe Software	Medium	Medium	Challengers
Muskox	Medium	Low-Medium	Niche Players
Cloud Elements	Medium	Low	Niche Players
DBSync	Low	Low	Niche Players
Deligo	Low	Low	Niche Players
MuleSoft	High	Low	Visionaries
SAP	High	Low	Visionaries
IBM	High	Low	Visionaries

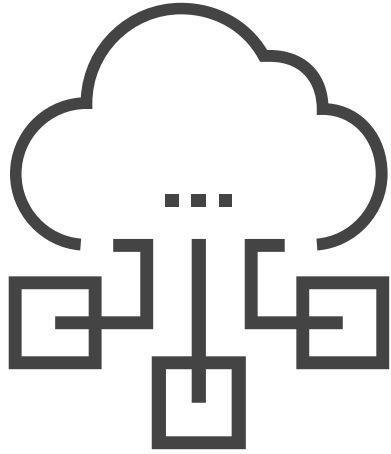
Leader - 2018 Gartner Magic Quadrant Enterprise Integration Platform as a Service

Connect To Any Of These...

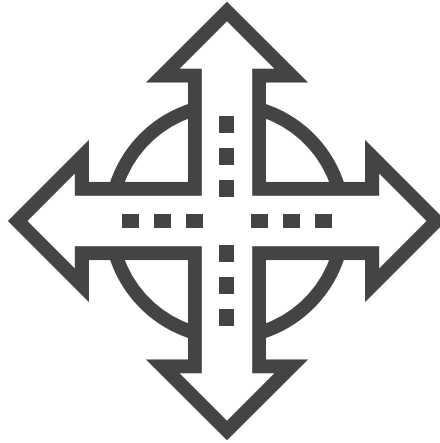


And More...

Connected Business: Better, Faster, Smarter



Connect
Anything

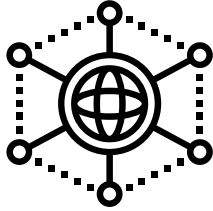


Engage
Everywhere

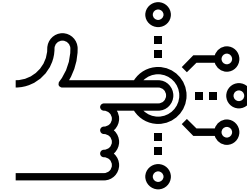


Run
Anywhere

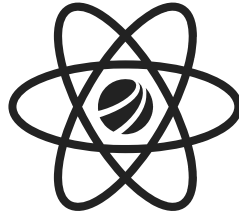
How Boomi Accelerates Business Agility



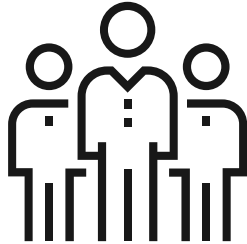
Unified Platform: multiple “integration” capabilities with a common UI, centralized management and monitoring



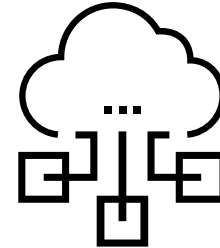
Team-based: collaborative environment with configuration vs code approach to increase productivity and visibility



Boomi Atom: patented runtime engine that can be deployed in cloud or on-premises environments

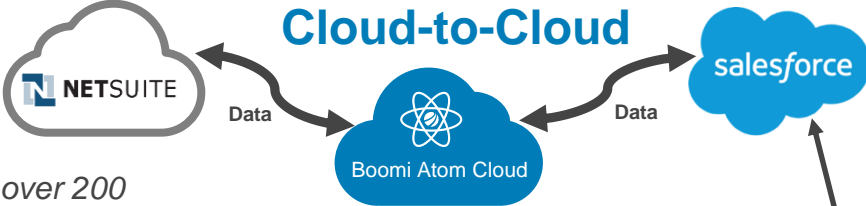


Crowd-source Intelligence: automated implementation assistance based on the best practices of the Boomi community



True PaaS: single-instance, multi-tenant architecture ensures every customer has access to the latest updates and innovations

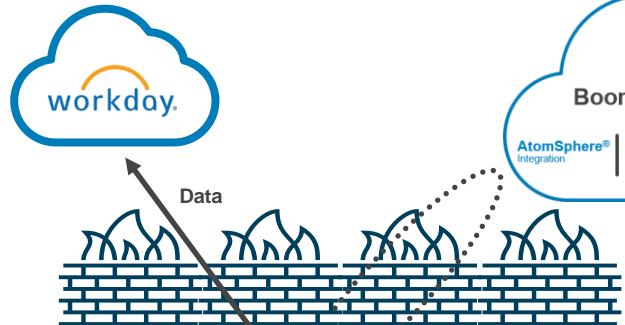
Boomi Connects Your Business



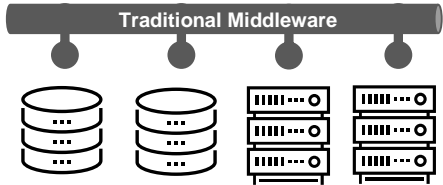
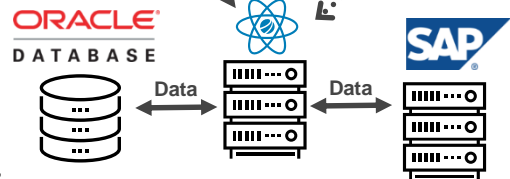
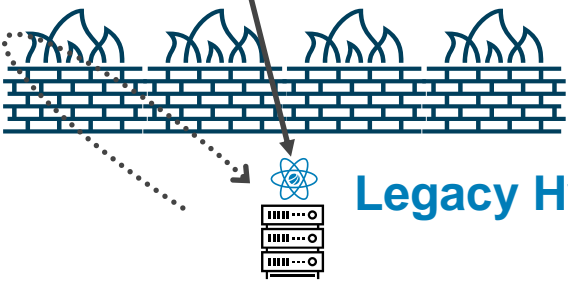
Proven connectivity to over 200 applications and 1,000 unique endpoints, in the cloud and on-premises.



Modern Hybrid

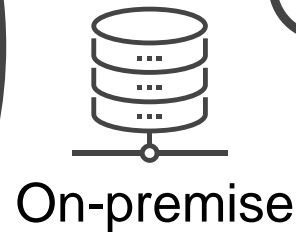
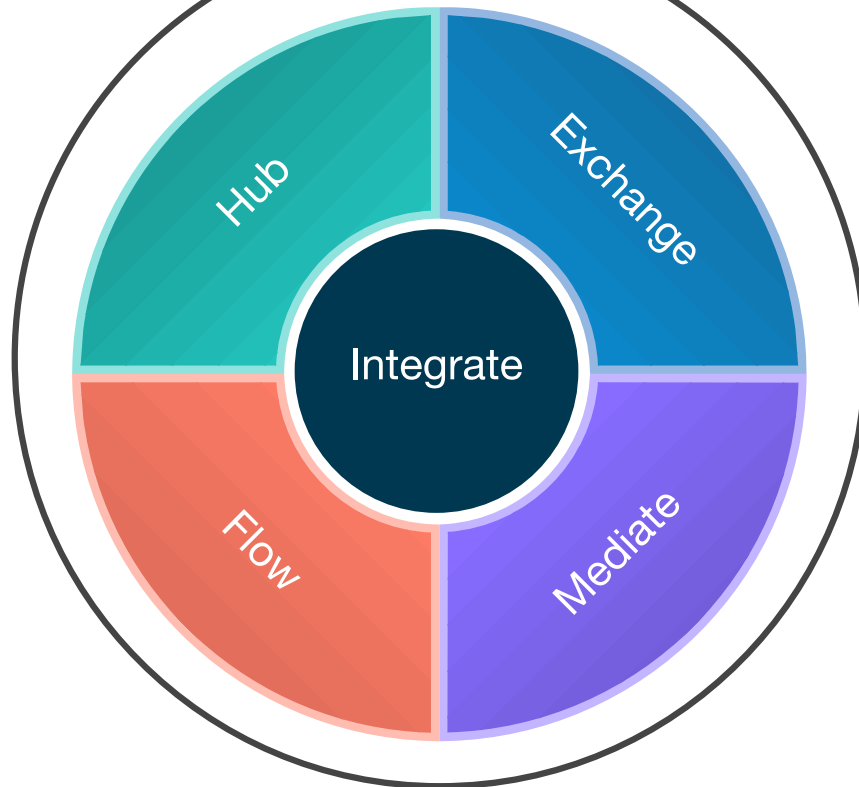
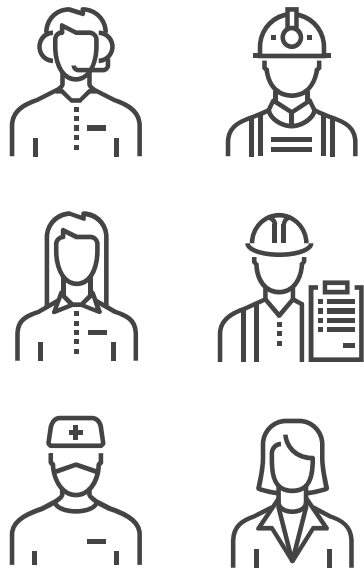


Legacy Hybrid



Dell Boomi's Unified Platform

Intelligence



Scenario #1: Modernization



New Apps

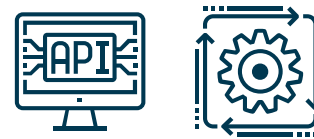
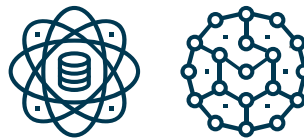
Modernization

Legacy Stuff

IoT

Data Lake

API



Human Capital Management (HCM)

Migration to Workday Cloud

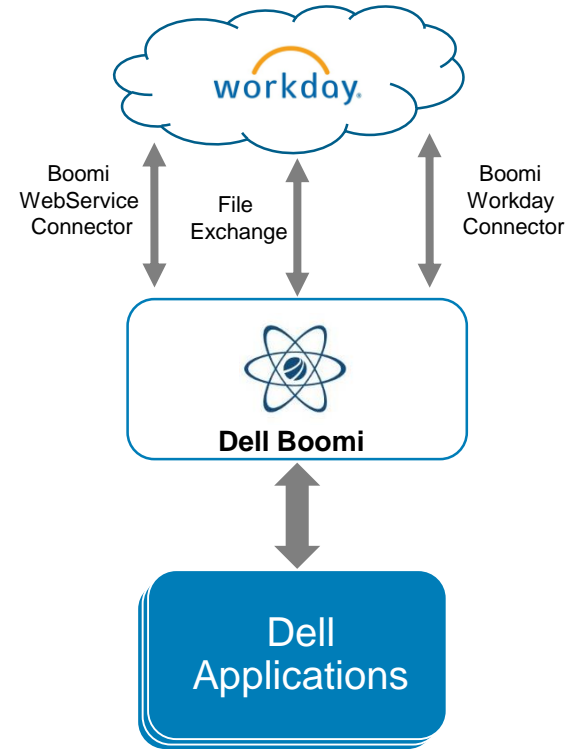
Business Challenge: Migration of HCM functions from the Legacy organizations to Workday, requiring a large set of integrations with on-premise applications

Solution

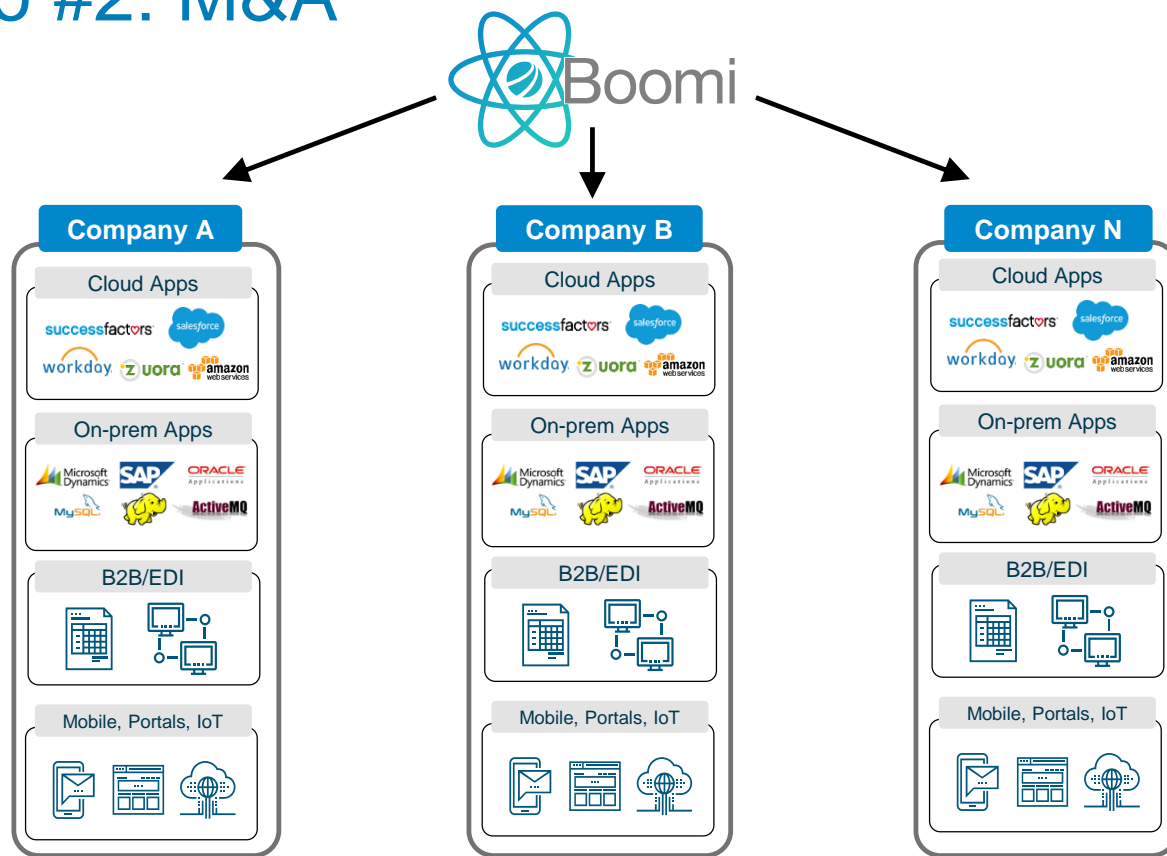
Boomi's real-time, bi-directional integration played a crucial role in the smooth transition from 2 large on-premise legacy HCM systems to 1 instance of Workday.

Benefits

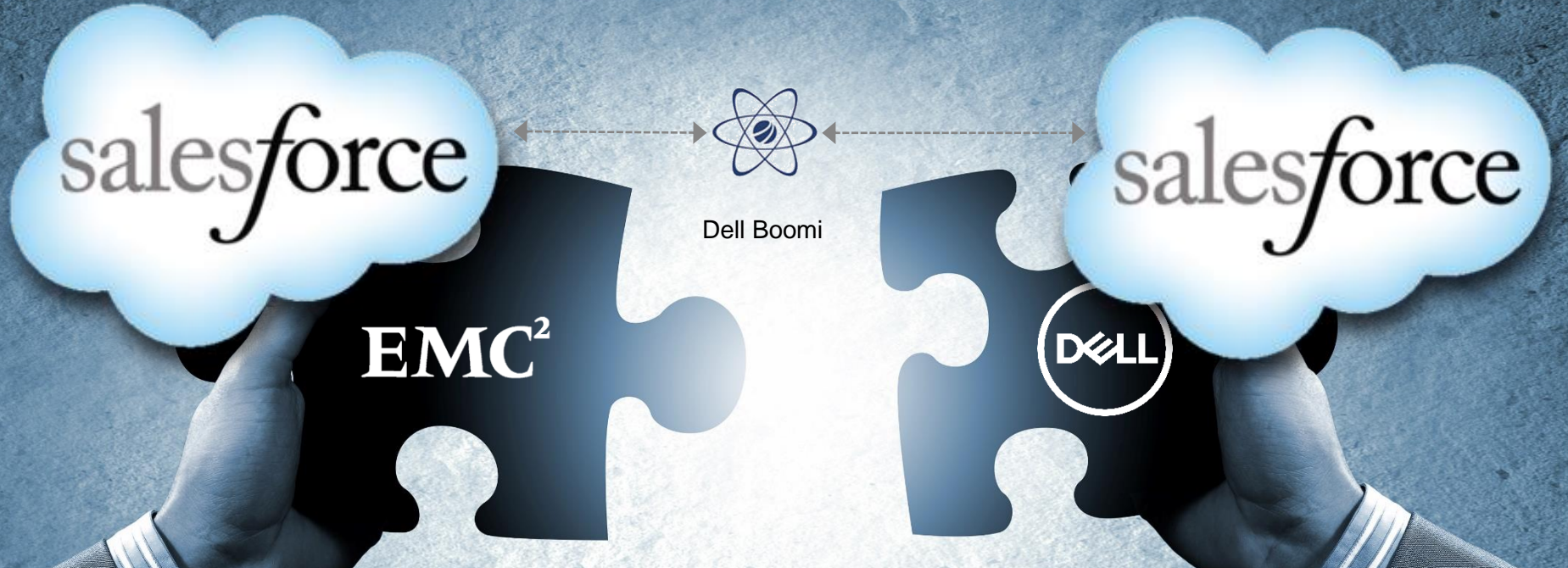
- **Reduced Time to Market:** Boomi's Workday Connector and Web Service connector along with the intuitive mapping capability enabled Dell to implement integrations in a rapid no-code fashion.
- **Reusability:** Enabled multiple applications in Dell to leverage the same set of integrations resulting in reduction of point-to-point integrations



Scenario #2: M&A



Day 1 integration – Visibility for cross-sell



EMC to Dell

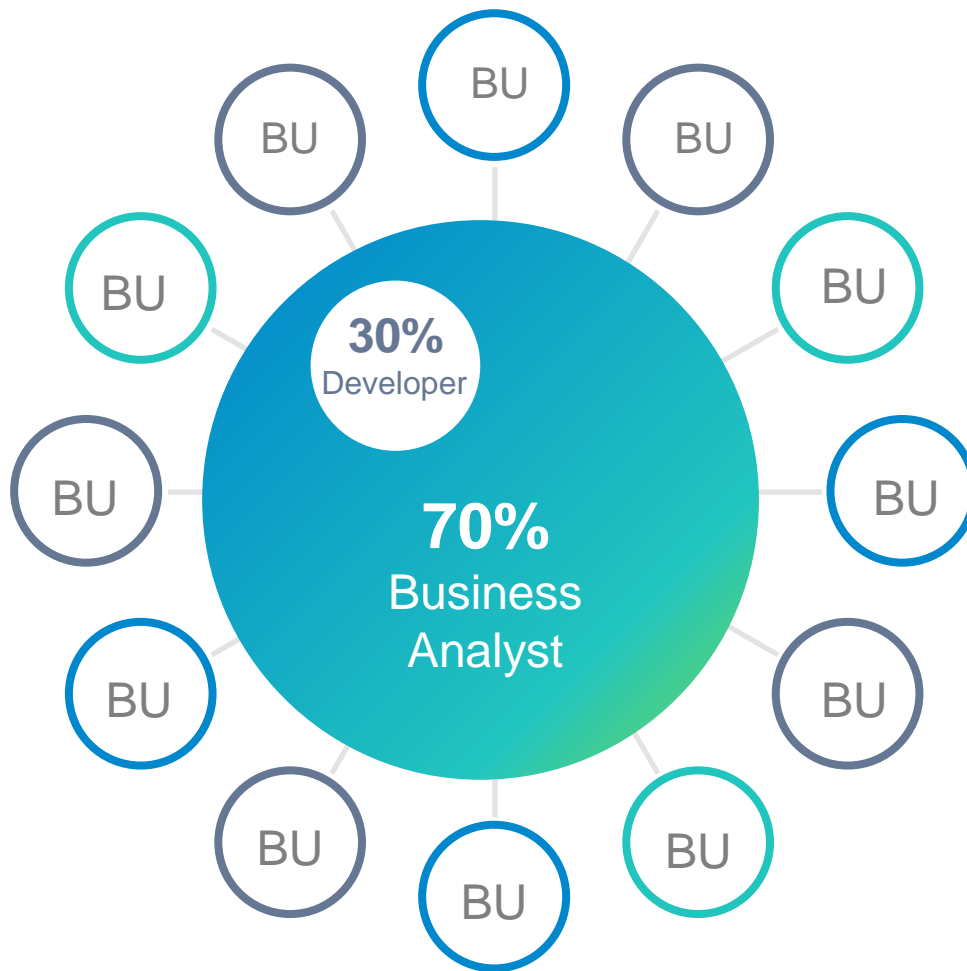
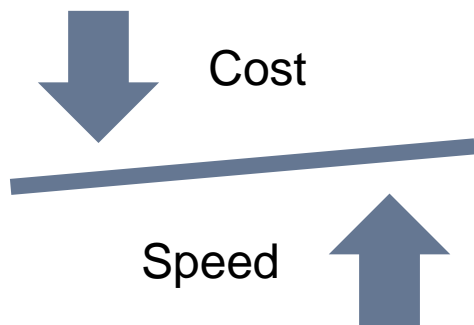
- Opportunity Create
- Opportunity Update
- Account Sync

Dell to EMC

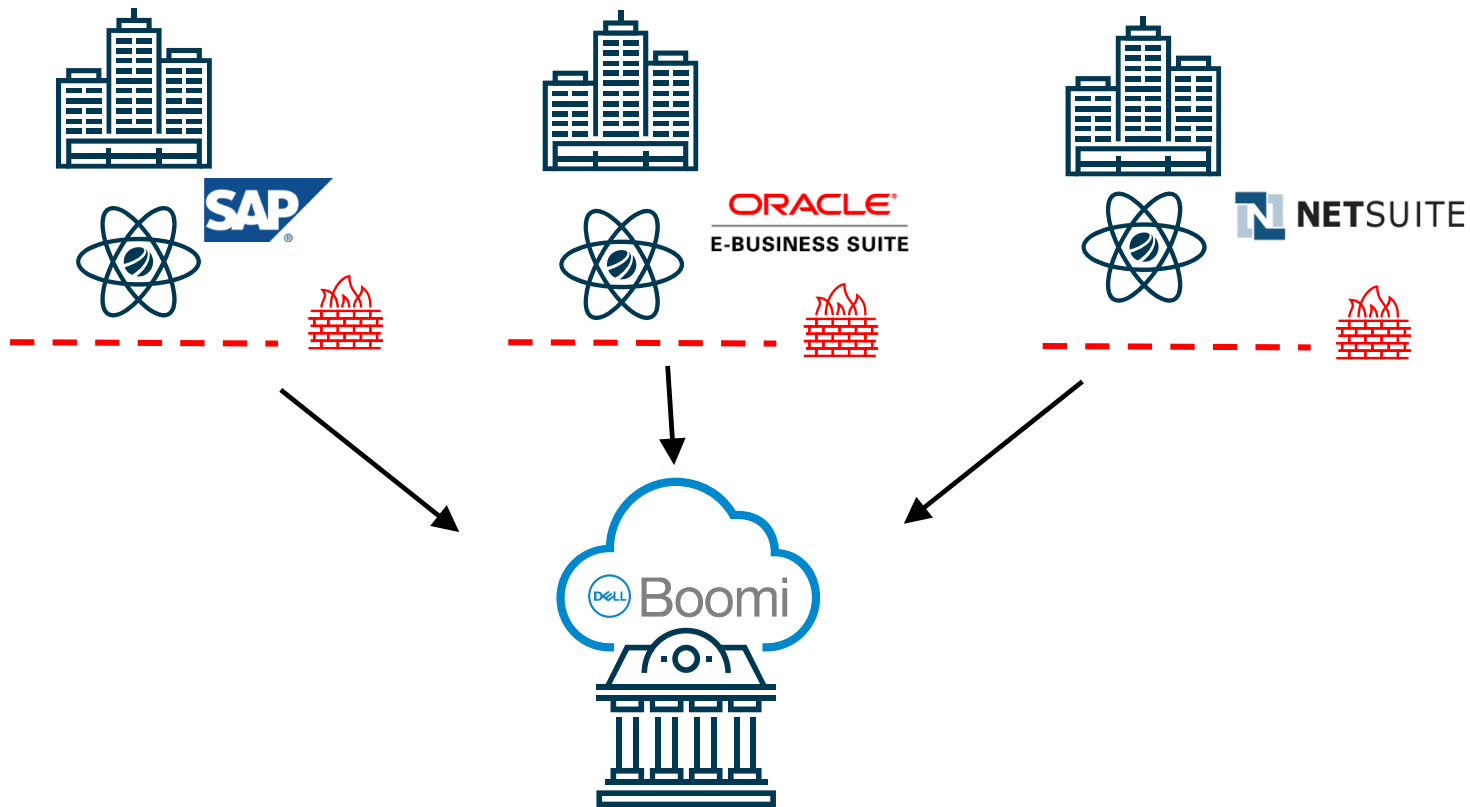
- Opportunity Create
- Opportunity Update
- Account Sync

Scenario #3: CoE

Commoditize
Integration



Scenario #4: Commercial OEM



Questions?

Thank you!

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