Sweet Data Gold

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Applications and the data they hold drive business value
Harnessing the **data deluge** can be a challenge

**Application sprawl**
- On-premise, Cloud
- Home-grown, Best of Breed
- Excel and Databases

**Application silos**
- Regional
- Departmental
- Shadow IT
Applications and data everywhere

Partners
Suppliers
IoT / devices

HR

SALES

MARKETING

Customers
IoT / devices

Distribution
ERP
Accounting
Cust Service

App/DB
App/DB
App/DB
App/DB

Infrastructure
Infrastructure
Infrastructure
Infrastructure
In a multi-cloud world, **disconnected** applications kill digital transformation.

Connected Organization
Do more with less

Redefine how your organization integrates its data and applications

- Speed projects by up to 1000%
- Reduce costs by up to 50%
- Achieve ROI of up to 300%

Source: Forrester Report: The Total Economic Impact Of the Dell Boomi Platform
Dell Boomi Platform

**Engage**
- Web
- Mobile
- Social
- Analytics
- IoT

**Connect**
- Applications
- Data
- People
- Hub
- Exchange
- Integrate
- Flow
- Mediate

**Run**
- Cloud/SaaS
- IaaS/PaaS
- On-Prem
- Gateway Devices

Applications  |  Data  |  People

Cloud/SaaS

Gateway Devices
Customer integration project: before and after

PRIOR TO BOOMI

6-12 Months

14 Developers

WITH BOOMI

40 Days

3 Developers
Customer Use Cases
## Innovation Success

Streamlining to automate customer support processes

<table>
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<tr>
<th>Challenges</th>
<th>Results</th>
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<tr>
<td>Rapid subscriber growth added more pressure on their customer service team</td>
<td>Connected more than 100 data sources for agents</td>
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<td>Customer service impacted with service calls and costs</td>
<td>Built intelligence into IT systems with 69% inquiries via self-service mobile app</td>
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<td>Needed to resolve technical issues and inquiries faster and efficiently</td>
<td>Resolve most problems in five clicks or less, saving $7.7 million</td>
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Modernization Success

Creating a single source of truth across the retail stores

Challenges

- Data consistency issues
- Many sources of Master Data information
- Data quality issues were unknown

Results

- In 2 months, deployed 9 APIs and 29 web services
- Retail store data model allows for newer entities to be added easily
- Easy integration process to add new consuming systems
Transformation Success

Designing a fast, fun employee experience at scale

Challenges

Run a 100% SaaS business
Enable rapid growth at scale
Onboard employees in less time

Results

Transformed onboarding in 6 months
Save 80+ hours/week by automating provisioning
Increased collaboration and engagement
Powering Success With Dell Technologies
Foundation for your Digital Future

APPLICATION & DATA INTEGRATION
Pervasive connectivity in a multi-cloud world

CLOUD/APPLICATION ORCHESTRATION
Further abstracts Infrastructure as Code (IaC): Containers & Functions

INFRASTRUCTURE MANAGEMENT
Abstracts physical infrastructure and automates deployment

PHYSICAL FOUNDATIONS
Physical compute, storage, networking that runs the enterprise
Enabling Synergies With Dell Technologies
Application Transformation

Legacy Stuff

IoT

Data Lake

API

New Apps

Modernization
Human Capital Management (HCM)
Migration to Workday Cloud

**Business Challenge**
Migrate HCM functions from legacy organizations to Workday

**Solution**
Boomi’s real-time, bi-directional integration enabled a smooth transition from 2 large on-premise legacy HCM systems to 1 instance of Workday

**Benefits**
- **Reduced Time to Market:** Boomi’s pre-built connectors and intuitive UI enabled Dell to implement integrations in a rapid no-code fashion
- **Reusability:** Multiple applications in Dell could leverage the same set of integrations, reducing point-to-point integrations
Customer Service
VxRail growth analysis – Dell Tech’s CI/HCI solution

Technical efficiencies manage significant Install Base growth

YTD the number of VxRails shipped is up over 3 times growth (338%), while the number of service requests hasn’t even doubled (1.8x’s) and the Time-To-Close (TTC) has been reduced by 41%.
Providing superior customer support

Business Challenge
Converged and hyper converged products required cross-business collaboration to effectively resolve service request and a single customer experience

Solution
Boomi’s enabled real-time, bi-directional integration, providing a unified view across business units
Flexibility to add partners as business needs evolve with time

Benefits
• Customers received unified communications from a single source
• Streamlined processes for resolving common issues
• Improved knowledge sharing across Dell’s business units
Employee Engagement
Dell Tech Employee Onboarding

- Data entry for employee onboarding was outsourced, manual; added time, cost and potential for errors to the process
- Boomi synchronized data between Workday and ServiceNow and automated data entry
- Onboarding solution is reliable and responsive; provides a unified experience for HR, IT and new hires
Welcome to the My Ethics & Compliance Education Portal

By Mike McLaughlin, Chief Ethics & Compliance Officer

Our customers and partners trust Dell Technologies to deliver unparalleled products and solutions which drive their digital transformation. Trust and integrity are core values at Dell, embedded in our Culture Code and modeled by our team members each and every day. We act trustworthy and with integrity because it’s the right thing to do and because
Business impact

- Faster Time to Value
- Higher Efficiency
- Higher Engagement
The faster and smarter path to better business outcomes

Dell Boomi