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
In a multi-cloud world, disconnected applications kill digital transformation.
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
Boomi Connector Examples
Boomi Atomsphere
Boomi Suggest for Easy Mappings
Dell Boomi – Master Data Hub

- Validation, Enrichment and Matching
- Golden record and quarantine repository
Customer integration project: before and after

PRIOR TO BOOMI

6-12 Months

14 Developers

WITH BOOMI

40 Days

3 Developers
Customer Use Cases
Modernization Success

Budget airline lifts customer experience with Boomi to fuel data analytics

Challenges

Outdated, code heavy integrations for their connectors led to limited communication between systems and restricted access to data

Manage 3x expansion of fleet, employee and customer data

Results

Use a 360-degree view of business and customers to deliver best-in-class service

Part of overall strategy to integrate data from acquired airline, TigerAir to the Scoot Brand

Less up-keep of the product means Scoot can achieve more with less
“Boomi gives us a dedicated, cloud-based integration tool that aligns to our all-cloud strategy, and is therefore able to handle high volumes of system-to-system data transfer that our business model requires.”

Jason Chin
Vice President of Information Technology - Scoot Airlines
## Transformation Success

**Leading social networking site needed to improve sales process**

<table>
<thead>
<tr>
<th>Challenges</th>
<th>Results</th>
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<tr>
<td>Connect their Salesforce instance with Oracle eBusiness Suite.</td>
<td>“Dell Boomi is doing to the integration industry what Salesforce did to the CRM industry 10 years ago.”</td>
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<tr>
<td>Streamline their Lead to Cash process.</td>
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“Dell Boomi is doing to the integration industry what Salesforce did to the CRM industry 10 years ago.”
Innovation Success

Speeding time to market for a global spinoff

Challenges

- Move to cloud-first infrastructure
- Deploy new front-office cloud apps
- Integrated with parent’s IT systems

Results

- 120 integrations completed in ¼ time
- Completed by lean IT team
- $0 to $20B revenue in 3 months
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
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

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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
We did it again!

For the SIXTH consecutive year, we have been recognized as one of the world’s most ethical companies by The Ethisphere Institute, a prestigious honor that is awarded to just a select group of companies each year who demonstrate trust and integrity in how they do business.

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 CultureCode 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