



# Dell Boomi for Retail

Easily connect your legacy and cloud applications to create a seamless customer experience

The Dell Boomi AtomSphere integration platform as a service (iPaaS) connects your data silos to automate processes and orchestrate your customer interactions

## Tackle retail's most pressing challenges

Data and application integration is a key to realizing the ideal of customer-centric, omni-channel retail by delivering real-time visibility and cost-efficient automation across the business. The Boomi cloud integration platform lets you quickly and flexibly connect any system, from ecommerce storefronts and physical point-of-sale systems (POS) to customer support applications and ERP platforms.

By tying together your systems and data from across the business, retailers can meet demanding customer expectations for impeccable, customized service while eliminating the errors and delays of disconnected applications residing on-premises or in the cloud.

**Improve the customer experience.** Link multichannel orders and customer records together to bring a single view to your marketing and support services. Aggregate data from multiple systems to understand customers and deliver personalized experiences.

**Streamline omni-channel commerce.** Connect ecommerce, brick-and-mortar POS systems, and inventory databases to meet customer demands to buy, pick up, and return products through any channel. Dissolve barriers to give your employees complete visibility into customer relationships.

**Optimize inventory management.** Deliver real-time inventory data across ecommerce and physical stores to influence online purchasing and help store associates "save the sale." Gain new visibility to enhance demand planning and streamline replenishment.

**Speed order fulfillment.** Boost interoperability across order processing, inventory, warehousing, barcode scanning, and logistics systems. Get orders to destinations faster and more reliably. Eliminate inefficient manual work by automating the fulfillment lifecycle.

**Accelerate B2B transactions.** Easily manage EDI transactions to securely automate supplier interactions. Gain scale while saving time and money for your company and trading partners. Meet EDI requirements to expand with large online partners like Amazon and eBay.



Dell Boomi integrates ERP, Warehousing, POS, Inventory Management, and Ecommerce

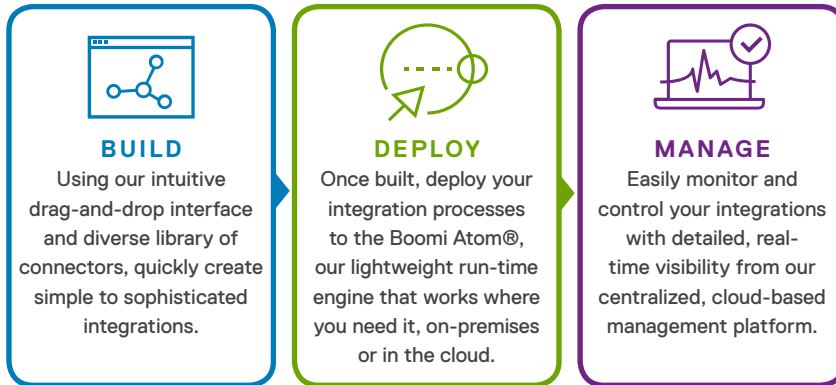
## Why Boomi?

### Cloud-Based Retail Integration

- Dramatically cut the time and cost of integration
- Implement integration projects in days or weeks, not months
- Gain real-time insights across the business
- Reorient core processes around the customer
- Improve data quality and consistency
- Flexibly scale and adapt to business needs

## Simplify retail integration in the Boomi cloud

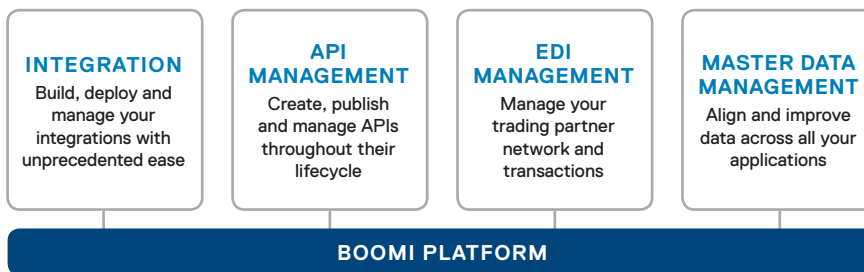
As a cloud-based integration platform, Boomi makes it easy to integrate your applications and data without the cost and complexity of traditional middleware or custom coding. Retailers can use our platform to connect any combination of cloud-based and legacy on-premises systems, transforming themselves into more transparent, data-driven organizations focused on delivering a superior customer experience.



## Flexibility across your retail business

Trusted by more than 5,000 organizations and powering 1.8 billion integration processes a month, the Boomi AtomSphere platform gives retailers market-leading integration and data management capabilities including:

- **Integration:** Boomi AtomSphere scales to meet high-volume needs in real-time, mobile, batch/ETL, and other environments.
- **API management:** Centrally create, publish and manage APIs and web services, extending access across a growing number of applications.
- **Master data management:** MDM provides a centralized hub among applications to ensure data is synchronized, accurate, and up to date.
- **EDI management:** Easily exchange and process data from your business partners through networks and systems of any size.



To learn more, visit us today at [www.boomi.com](http://www.boomi.com).

## Pure Cloud

- No hardware to install or maintain
- Automatic upgrades
- Predictable usage-based pricing
- Single instance multi-tenant architecture
- Accessible from any browser

## Robust Integration

- Proven connectivity to 1,000+ endpoints including 200+ applications
- Drag-and-drop integration development, no coding required
- Any-to-any integration across cloud and on-premises systems
- Intuitive, centralized integration management
- Community access to connectors, widgets, process maps
- Extensive crowd-sourced knowledge and guidance

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