

# Case Study: Realizing strategic benefits with a cloud-first strategy that exploits iPaaS and cloud-enabled MDM

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The value realized by Genesys via adoption of Dell Boomi AtomSphere iPaaS and MDM

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## Summary

### Catalyst

Genesys was quick to realize that with the center of gravity of its extensive business applications portfolio moving to the cloud, it was time to shift to a cloud-based integration platform (i.e. an iPaaS solution). Dell Boomi MDM (master data management), which is well integrated with Boomi AtomSphere iPaaS, enabled Genesys to significantly improve data quality and realize a single view of truth for consumption by users and enterprise information systems, thereby improving decision-making and efficiency of key business processes.

### Ovum view

"Keep it short and simple" is a phrase that does not relate to many enterprise-wide integration and data management initiatives. IT leaders often mix and match a set of solutions to meet the specific requirements of individual use cases and it is not uncommon to see a combination of on-premise and cloud-based solutions used for this purpose.

The adoption of Dell Boomi iPaaS and MDM by Genesys is a good case in point for espousing a cloud-first strategy across different cloud service layers (i.e., SaaS, PaaS, and IaaS). The visionary IT leadership at Genesys was quick to realize how a PaaS layer (i.e., integration- and data-centric PaaS) can be used for a range of integration and data management requirements to achieve faster time-to-value at a reasonable cost of ownership. A clear strategy, without an appetite for a trial-and-error approach, simplified what could have been a laborious process. It is equally true that not many vendors offer a well-integrated, cloud-enabled integration and data management platform designed to support the requirements and constraints of medium-sized enterprises, with scalability appropriate for large enterprise-scale IT initiatives. This is a key differentiator for Dell Boomi and a "good indicator" of how it has evolved over the last decade.

### Key messages

- Dell Boomi offers a well-integrated combination of iPaaS and MDM solutions, with "ease-of-use" and developer (user) productivity as key themes.
- Visionary IT leadership and a "cloud-first" strategy applied at both application and integration infrastructure levels enabled Genesys to realize faster time-to-value at a significantly lower cost of ownership. Not many enterprises have succeeded in making a major shift to cloud services (and of this scale) without a few hiccups and disappointments.
- The adoption of Dell Boomi AtomSphere iPaaS and MDM by Genesys is a good case in point for what could be achieved with a unified, cloud-based platform for application/data integration, MDM, and data quality services, and without implementation of expensive, heavyweight middleware and data management platforms.
- Enterprises should refrain from using bloated middleware stacks that can be "overkill" for their specific use cases/requirements. They should consider cloud-based integration and data management platforms for use-case scenarios where business "urgency" does not allow for the luxury of resource-intensive and time-consuming implementations.

## Recommendations for enterprises

### Agile cloud service integration calls for a right-sized solution

Given the nature of its business, it was important for Genesys to follow a simple approach to integration and data management that would improve data quality and enable a single view of truth for consumption by users and enterprise information systems. Without spending too much time to gauge the feasibility of using on-premise (traditional), heavyweight middleware and data management platforms, the IT leadership at Genesys opted for unified cloud-based integration and data management solutions.

Dell Boomi AtomSphere iPaaS enabled several dozen SaaS integrations in a time- and cost-efficient manner. Subsequent adoption of Dell Boomi MDM enabled implementation of enterprise-wide data quality and governance initiatives, and development of golden records (i.e., a single view of truth) from data pulled from different applications/information systems. Clearly, Genesys realized significant benefits in terms of agility and IT cost savings by adopting a right-sized solution.

### A "cloud-first" strategy, followed across different cloud service layers, can deliver greater agility at a lower cost of ownership

After adopting several SaaS applications, Genesys followed a cloud-first strategy for application and data integration, and master data management. In addition to realizing the benefits of cloud economics, Genesys also benefitted from a well-integrated, cloud-based integration and data management platform offered by a single provider, reducing the level of skill and effort required for developing SaaS integration and golden records for consumption by users and applications/enterprise information systems.

Given its business requirements, Genesys did not have an appetite for an extensive MDM initiative that would run for a longer period and involve a significant investment proposition. Dell Boomi iPaaS and MDM delivered requisite agility at a lower cost of ownership. The combination of AtomSphere iPaaS and Dell Boomi MDM offered a unified platform for data integration, MDM, and data quality services.

## Solution selection

### Background

Genesys, headquartered in Daly City, California, is a provider of multichannel customer experience and contact center solutions. It has a global presence and reach with over 3,000 employees, and a customer base of more than 4,500 enterprises spread across 80 countries. There was a clear need for a new agile operational infrastructure after Genesys was spun off as an independent entity. Cloud services aligned well with the objective of achieving greater agility without any "big bang" implementations and major increase in IT costs.

Following adoption of several SaaS applications, the IT leadership of Genesys opted to follow a cloud-first strategy for integration and MDM use cases to rapidly automate workflows, synchronize data across key business processes, and enforce data quality and governance policies across the

enterprise. This was a well thought out strategy, and it made absolute sense to deploy integration and data management platforms closer to the center of gravity of its information systems portfolio (i.e., business applications and data stores).

## Selection criteria

Dell Boomi AtomSphere iPaaS was selected because of its "ease of use" for developers/users, with pre-built connectors and drag-and-drop integration process and automated data-mapping tools, which reduce the time and effort required for developing SaaS integrations. Given the pace with which Genesys was moving toward cloud services, the option of using traditional, heavyweight on-premise middleware was clearly impractical. Genesys opted for Dell Boomi MDM a year after adoption of Boomi AtomSphere iPaaS.

While iPaaS provided the capability to pull together data from different applications, MDM was needed to realize an accurate, 360-degree view of customers and partners for better decision-making and greater efficiency in key business processes (e.g., order processing).

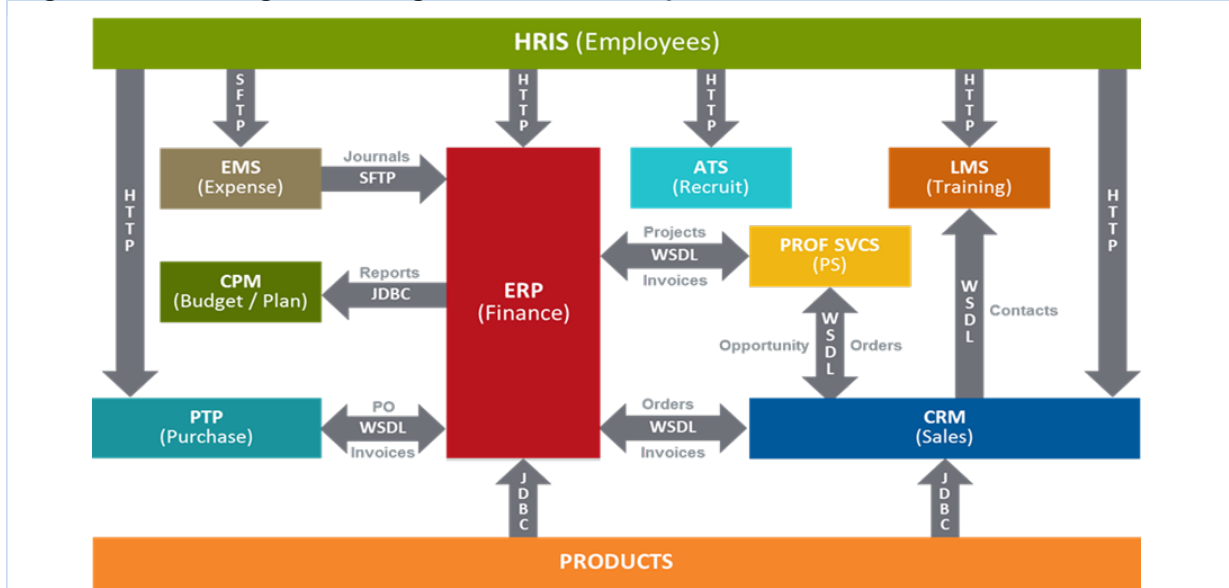
Dell Boomi MDM exploits the capabilities of AtomSphere iPaaS to orchestrate data synchronizations and ease the development of process flows, enabling movement of data between MDM and source systems. The solution enables users to resolve data duplication and data entry issues. Genesys did not have an appetite for a resource-intensive and time-consuming MDM initiative (and of course for addition of another variable to the IT costs equation). Dell Boomi MDM was a good fit on account of being an agile solution with a reasonable cost of ownership.

## Solution analysis

### Solution deployment and outcomes

Dell Boomi AtomSphere iPaaS continues to be the backbone for SaaS application and data integration infrastructure for Genesys. Figure 1 provides an overview of integrations achieved using Boomi AtomSphere iPaaS.

**Figure 1: SaaS integration using Dell Boomi AtomSphere iPaaS**



Source: Genesys

The people, process, and technological aspects of an enterprise-wide MDM initiative for enforcing proper data quality and governance policies are often complex to manage. Given the number of applications and the variety of data entities involved in this implementation, any gaps in the initial planning phase could have led to major issues. Genesys followed a well-structured approach to its implementation of MDM, with essential participation from the business-side stakeholders.

The benefits, key features, and capabilities of Dell Boomi MDM were demonstrated to business users via a proof-of-concept for an MDM use case involving Salesforce and NetSuite applications. A customer MDM questionnaire was presented to cross-functional business teams to gather requirements across several areas, such as "as-is" (current) business processes, high-level data analytics, domain model definitions, data governance policies, data-cleansing analysis, and source application changes.

A key component of this initiative was the involvement of business-side stakeholders from the initial stages. Onsite workshops were conducted to identify key stakeholders, applications/information systems containing customer data, and master fields. Requirements for data governance between customer data systems and cross-functional teams were also gathered as part of this exercise. Thereafter, requirements sign-off was obtained from the business team. As a result of this implementation, Boomi MDM synchronizes customer data bidirectionally among finance, sales, and other reporting applications.

Key benefits/results achieved via this implementation included:

- realization of a 360-degree view of customers based on data pulled from various source applications/information systems
- availability of required, accurate information to sales and other teams for better decision-making
- centralized customer data repository that can be exploited for surveys, business intelligence, and reports, with proper rules enforced to ensure data synchronization
- more-efficient order processing

- ability to push customer data to new applications, which reduces data entry effort and enables a single system of record for professional services applications
- comprehensive data enrichment capabilities around profiling, matching, standardization, and information validation.

**Table 1: Key improvements realized via adoption of Dell Boomi iPaaS and MDM**

Integration scenario/use case	Average time	Productivity improvements	Operational metrics
Sync (synchronize) employee data from Workday with other SaaS applications, such as Salesforce, NetSuite, Concur, Coupa, Silkroad, and Cornerstone	< 60 seconds	Integration saves ten minutes of an application user's time for each application	Reduction of at least ten minutes in time taken by IT support team for debugging user login issues
Sync sales order data between Salesforce and NetSuite applications	< 120 seconds	Integration, on average, saves 15 minutes of a business user's time for each sales order	Reduction of 15 minutes (on average) in time taken by IT applications team in debugging sales order issues
Sync invoice data between Salesforce and NetSuite applications	< 60 seconds	Integration saves five minutes of a business user's time for each invoice	Reduction of at least five minutes in time taken by IT applications team in debugging an invoices issue
Sync customer data between Salesforce, NetSuite, and OpenAir applications	< 60 seconds	Integration saves ten minutes of a business user's time for each customer	Reduction of at least ten minutes in time taken for debugging customer data-related issues
Sync product data between Salesforce, NetSuite, and OpenAir applications	< 60 seconds	Integration saves five minutes of a business user's time for each product	Reduction of at least five minutes in time taken by IT applications team in debugging product issues
Sync PS (project/invoice) data between Salesforce, NetSuite, and OpenAir applications	< 120 seconds	Integration, on average, saves ten minutes of a business user's time for each project/invoice	Reduction of at least 15 minutes in time taken by IT applications team in debugging project/invoice issues

Source: Genesys

## Appendix

### Methodology

- Discussion with Kris Krishan, Vice President, Enterprise Applications at Genesys.
- The views expressed in this case study are based on our ongoing research into the middleware market and take into account observations from briefings with middleware vendors, as well as analyzing opinions of integration practitioners, developers, and solution/enterprise architects, including those available on public communities and forums.

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