Your Customers Expect Their Applications to Work Together

Your customers are running more applications than ever. With the rapid growth in “best-of-breed” cloud-based applications, businesses are dealing with an expanding landscape of software, systems and data. The need for integration has moved from a nice-to-have to a need-to-have.

Potential customers care more than just about the quality of your application. They also want to know how well it can integrate with the diverse mix of both cloud and on-premise applications that run in today’s hybrid IT environments.

Customers demand speed. Long gone are the days when customers would commit to a years-long integration cycle to bring on a new application. You need to help your customers quickly integrate with their other applications. If you can’t, your competitors will.

In today’s broad mix of cloud and on-premise applications, integration becomes a key differentiator for your software company and a competitive advantage that can drive your growth.

Interoperability has become a key criterion by which customers select applications. The quicker your customers can integrate your application into key data sources, the faster you can cycle your sales and boost customer satisfaction.

The speed and ease of integrating your application can make or break business. But integration is far from a simple task. Software vendors must account for integrating with a growing diversity of cloud applications and legacy systems.

You Don’t Want to Be in the Integration Business

Using your engineering resources for building and supporting integration drains focus from your core engineering efforts to create great software. But determining the best approach to integration can be daunting.

Many integration approaches are less than ideal. They often require custom-coding, provide limited integration capabilities, and lack the scaling capacity to adeptly support a continuum of simple to complex integration projects.

With the right integration partner, you flip a switch: Integration goes from being a sales barrier to a sales accelerator.

Why integration?

- Increase sales, renewals and revenue
- Onboard new customers faster
- Decrease customer churn, increase stickiness
- Extend application value across customer ecosystems
What Does Solving Integration Really Mean?

Integration scenarios are diverse. They can range from simple to sophisticated.

One customer might need to connect your application to QuickBooks. Another customer might need to integrate your software platform to an on-premise SAP system running in a data center — along with cloud CRM and marketing platforms.

The right integration partner gives you flexibility to handle any integration need your customers might have.

Your integration platform must be able to provide a range of options to your customers. They might need simple, out-of-the-box basic integration. Or they might need a custom integration. You might even need to provide integration as a managed service.

Some things to consider:

**Out-of-the-Box Integrations**
These can be embedded into your application using low-code, drag-and-drop configuration. Customers, or your team, can quickly design pre-built integrations utilizing templates.

**Custom Integrations**
These can leverage pre-built templates, low-code configuration and the ability to orchestrate even the most complex use cases with drag-and-drop ease. Custom integrations don’t have to mean slow integrations.

**Flexible Deployment Options**
Your integration platform should be able to address connecting to both on-premise systems behind firewalls and cloud-based applications. Such flexibility becomes increasingly important for tapping into the growing hybrid mix of data sources.

**Bullet-Proof Security**
Your integration platform should adhere to the most secure security constraints. This can be a major concern for most companies, especially ones in highly regulated industries, such as financial services and healthcare.

**Management and Reporting**
No matter where these integrations live (on-premise, in the cloud, behind a firewall, in your data center or in your customer’s data center) you should be able to monitor and maintain these integrations to support any customer service need or as a managed service.

“Boomi is a very important strategic partner to Handshake. They are vital in helping our customers be successful and get the most from our platform.”

— Mike Elmgreen, Chief Marketing Officer, Handshake
Data and application integration has been around for decades. You could choose from among dozens of vendors as your integration partner. What key characteristics do you need to examine when evaluating a potential partner?

**Cloud-native iPaaS.** Integration platform as a service (iPaaS) is by far the most flexible technology platform and the fastest-growing segment of the integration market. iPaaS is much quicker to implement and easier to maintain than traditional on-premise ETL tools or enterprise service bus (ESB) technology.

**Integration flexibility.** Your integration partner needs to support both cloud and legacy on-premise systems. While many integration vendors boast pre-built connectors, they should also offer generic technology connectors such as REST, SOAP, HTTP, as well as database connectors. As part of your need for integration flexibility, your integration platform should also make it easy for you to support both real-time and batch updating.

**No-coding required.** As a software company, you certainly have an expertise in code development. But you should avoid hand-coding your integrations. Custom code introduces unnecessary complexity, requiring testing, regression testing and extensive maintenance overhead. A low-code, cloud-native integration environment eliminates these challenges by streamlining development with drag-and-drop configuration and automated, centralized management.

**Rapid deployment.** Be sure your integration partner can support the rapid deployment of any type of integration. No-code configuration capabilities are a prerequisite for getting your customers up and running with the least amount of effort. Additionally, your integration partner should offer process libraries and reusable routines that you can apply to multiple customers with similar integration needs.

**Deployment flexibility.** While cloud systems are increasingly prevalent, most companies still have legacy applications and data that requires extra security protections. So it’s important that you can deploy your integrations in the cloud, in your data center, or in your customer’s data center.

**Self-maintaining.** One of the biggest benefits of native-cloud platforms is that the software is maintained and upgraded by someone else. You will want the benefits of a self-maintaining integration platform while still allowing for on-premise integrations that need to live behind a firewall.

**Breadth of functionality.** Connecting two disparate systems is just the start to supporting your customers’ integration needs. Other key capabilities include master data management (MDM), API management, EDI management, and workflow automation. As your relationship grows with each customer and as their needs expand, these additional integration capabilities become increasingly important.

**Market leadership.** Experience matters. Your integration partner should have a deep history in integration and an extensive track record of innovation and success. Your integration partner will be critical to your long-term success for driving sales and customer satisfaction. Conduct due diligence through analyst reports, proof-of-concept projects and customer references.

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“We need to provide high-quality, reliable service to our customers and scale according to the growth of our business. That’s what pushed us to go to the next level and choose Boomi.”

— Mark Ebersole,
Principal Application Architect, Certent
The Dell Boomi Difference

Dell Boomi is your best choice for an integration partner. Since introducing the industry's first cloud-based integration platform in 2007, Boomi now supports more than 6,200 customers with enterprise-grade integration for building their connected businesses.

Partners are a critical part of our success. More than 240 software vendors, systems integrators and service providers partner with Boomi to grow their businesses and help their customers drive digital transformation, modernize their IT environments, and reach their strategic goals.

Boomi fast facts

- 6,200 global customers
- 240 strategic partners
- 200+ pre-built connectors
- Proven connectivity to 1,000+ endpoints
- Over 690 million integrations processed per month
- 23 patents

The Boomi Partner Program includes go-to-market assistance and flexible terms. Go to market assistance includes:

- Joint press and co-marketing
- Co-created case studies, videos and blog posts
- Marketing campaign co-development
- Event opportunities (webinars, Boomi World)
- Training for partner sales teams
- Business plan co-development
- “Strategic deals” sales support

Boomi ensures your success and the satisfaction of your customers. Our partner teams include:

- Technical success managers
- Partner success managers
- Partner marketing managers
- Partner product managers
- Partner business managers

“We chose Boomi for the simplicity of connecting once to its platform and being able to immediately integrate with the entire Boomi network of applications.”

– Phil Fernandez
CEO, Marketo
The Boomi Approach to Integration

**No-Code Configuration:** The Boom platform is a cloud-native, low-code integration development environment, with drag-and-drop configuration and pre-built process libraries. No hardware or software to deploy.

**Flexible Deployment Options:** Once created, your integration can be deployed anywhere: in the Boomi Cloud, in your own private cloud, or in your customer’s data center. This is easily done with the Boomi Atom®, our lightweight run-time engine that works where you need it, on-premise or in the cloud.

**Centralized Management:** No matter where an integration takes place, they all report back to the Boomi web-based console for central, anytime/anywhere reporting and management.

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*Dell Boomi integration is a differentiator for us. When integration is included, our average new deal size is increased by 25 percent.*

– *Tim Madewell, Senior VP of Professional Services, Innotas*
Address Any and All Integration Needs

With its unique single-instance, multi-tenant architecture, Boomi equips you to deliver custom, out-of-the-box or managed services integrations.

Parent and child accounts, process libraries and integration packs are essential tools for managing multiple customers and their unique integration needs.

**Parent and Child Accounts**
Native to the Boomi iPaaS platform is the ability to establish parent and child accounts. Parent accounts can share common resources with child accounts, such as private cloud run-time environments, private connectors, process libraries and integration packs.

**Process Libraries**
Process libraries act like templates, allowing you to create a blueprint of a process and publish it to customer child accounts. Process libraries allow you to onboard customers quickly with maximum flexibility.

**Integration Packs**
Integration packs allow you to create a hardened blueprint of a process and publish it to customer child accounts, where only “last-mile” customizations can be modified.

**Embedded Integrations**
You can embed integration packs in your product or business workflow via an API. Your users or customers can search and configure their own integrations, all natively within your application.

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“Boomi’s agile cloud integration is a natural fit to meet our growing customer demand for seamless and reliable data integration.”

– Matt Crawford, Director of Product Management, Workiva
Provide Maximum Flexibility to Your Customers

The Boomi integration platform allows you to address any of your customers’ integration needs, all on a single, unified platform. This simplifies your integration management and reduces the costs of learning and using multiple integration tools.

Boomi can support any integration scenario you might have, from creating standardize, repeatable integrations strategic to your application’s functionality to highly custom, one-off integrations to address the specialized needs of a given customer.

“Boomi has helped us streamline our processes and allowed us to scale faster, which means we can onboard more customers faster.”

– Nannette Ray
Chief Performance Officer, AnesthesiaOS

Integration Packs
Easy to Deploy and Scale

Custom Integrations
For Complex Needs

Embedded Integrations
Customer Self-Service

Process Library
Repeatable & Customizable
Checklist: Evaluating an Integration Partner

**Experience**

Protect your brand by finding an integration partner that has a strong reputation
- Have you researched news and analyst reports?
- Have you consulted with integration experts?

Evaluate experience with independent software vendors.
- How many software partners does the vendor have (case studies and references)?
- What percentage of its business is with software vendors?

Assess the integration vendor’s dependability as a partner.
- What is the trajectory of its business?
- What is the vendor’s long-term financial viability?

**Technical Capabilities**

Establish the success criteria:
Request a proof-of-concept that mimics a standard and non-standard customer environment, including both on-premise and off-premise data sources.

For each evaluation consider:
- Ease of designing the integration
- Ease of deploying the integration across environments and geographies
- Security and data flow of the integration
- Ongoing upgrades and support across the customer base

Assess the platform:
- Reusability of the assets across customer base
- Ongoing upgrades and support
- Management of integrations
- Flexibility to handle unique customer demands or scenarios

**Business Support**

Is vendor willing to support your proof-of-concept project?

Does the integration vendor offer partnership models that can meet both your requirements and your customers’ needs?

Post-partnership support:
- What level of investment does the vendor make to ensure your success?
- What technical support does the vendor provide? Is there a fee?
- What kind of onboarding and enablement support does it offer?
- What resources does it dedicated to your success?
- What training does it offer? What are the associated costs?

Learn more about the Boomi partner program boomi.com/partners/

Speak with a Boomi integration expert

View all customer stories at Boomi.com/Customers

Connect on social

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