DELL Boomi

Dell Boomi for Integration & Low-Code App Development

Boomi Integrate connects systems. Boomi Flow connects people. Together, they can transform your business.

It's the connectivity paradigm. Processes, applications and data — whether on-premise or in the cloud — united across people and devices. Serving customers. Empowering employees. And engaging partners. But the technology of connection cannot overlook user experience. That's why Boomi Flow is such a key component of the integration equation.

Low-Code, Lightweight Application Development Extends the Effectiveness of a Modern Integration Layer

Low-code development platforms accelerate delivery of applications and workflows through process automation.

But their value is significantly diminished if they can't easily connect across your diverse application and data ecosystem — from a portfolio of SaaS applications and legacy systems to data stores across your hybrid computing ecosystem.

In other words, your application development platform needs to integrate with your integration platform.

That's what we've done with Boomi Flow and Boomi Integrate. Now, you can focus on developing applications that use your data to deliver transformative business improvements. That's what really matters.

Improve the customer experience

There are many tasks, activities and processes for which lightweight applications with seamless access to the right data can deliver measurable results for employees, customers and partners.

Take the pain out of onboarding. Companies can realize huge gains in productivity, cost-efficiency and employee engagement using applications that unify and coordinate data sources to automate key processes for new hires.

Boomi used its own integration platform to make onboarding more efficient. Application development time accelerated 2x while the solution saved 3.4 hours of administrative work per new hire for system provisioning.

Create digital assistants with chatbots. Customers expect your website to swiftly deliver highly relevant information. With chatbots, companies provide exceptional service while driving sales and gaining insights into the customer journey.

Many chatbots are either rules-based or AI-driven, but chatbots powered by Boomi Flow and Boomi Integrate combine both approaches. This reduces chatbot training time, creates greater contextual awareness from connected applications, and accurately routes customers and prospects as needed.

Companies using Boomi-powered chatbots have realized a 7x increase in the number of hot leads from their websites.

Help service agents in the field. Many field service tasks are still assigned manually. Siloed teams, processes and systems, with little to no mobile support, result in slow response time and higher risk of errors — leading to customer dissatisfaction.

Origin Energy, Australia's leading energy provider, uses Boomi Flow, Boomi Hub and Boomi Integrate to increase the productivity of field services by 25 percent through automating manual workflows and providing offline connectivity to field agents.

Boomi's Secret Sauce: API-First Architecture, Flow Services and Flow Connectors

API-First Architecture

Boomi Flow has an API-first architecture, which means its user interface and tools are built as layers on top of the platform and interact with the platform through APIs. *See Figure 1.*

APIs empower customers developing Flow applications to create modern and highly scalable applications. Applications can make API calls to validate application parameters. These calls, set up with Flow's built-in API editor, can be scheduled to run at any time during the software development lifecycle.

This decoupling of the application from the architecture makes it easy for customers to optimize, extend and replace application services as needed. With little effort, they can add more applications to a business process, workflow or customer journey. Flow's architecture supports multiple devices and can scale to meet business demands.

The Flow architecture also radically reduces coding. Application page layouts, logic, business rules, permissions, etc. are defined using metadata, not code — and are managed for you in the cloud.

Flow Services

Flow Services are "hooks" to help users easily and seamlessly invoke a connector call.

Flow Services can be created within an integration. When an integration process running in AtomSphere (the Boomi platform) needs to be accessed from a Flow application, Flow Services generates that connectivity. This tight coupling between AtomSphere and Flow speeds development when Flow applications need to call AtomSphere connectors to applications like Workday, Salesforce or ServiceNow, as well as FTP sites or databases.

We can deploy Flow Services on a Boomi runtime Atom, which can live virtually anywhere — in the cloud, on-premise behind your firewall, or at the network edge on mobile and smart devices.

Think of a Flow Service as a microservice that specializes in invoking an integration process in Flow, executing in a Boomi Atom's runtime environment.

The Atom also offers a Web services layer, so it can expose an endpoint — a URL that combines the integration process and the Flow Service — which can then be added, along with access credentials, to the application in the Flow development environment. Instantly, the application is connected to the integration process and the data required.

Flow Connectors

A Flow connector provides a reverse-loop from AtomSphere to a Flow-based application. It provides a user interface, with a friendly look and feel, to an integration process.

A Flow connector can trigger a Flow app, while passing input parameters to the app from an AtomSphere process. The Flow app can also call an AtomSphere process through Flow Services to complete a round-trip journey.
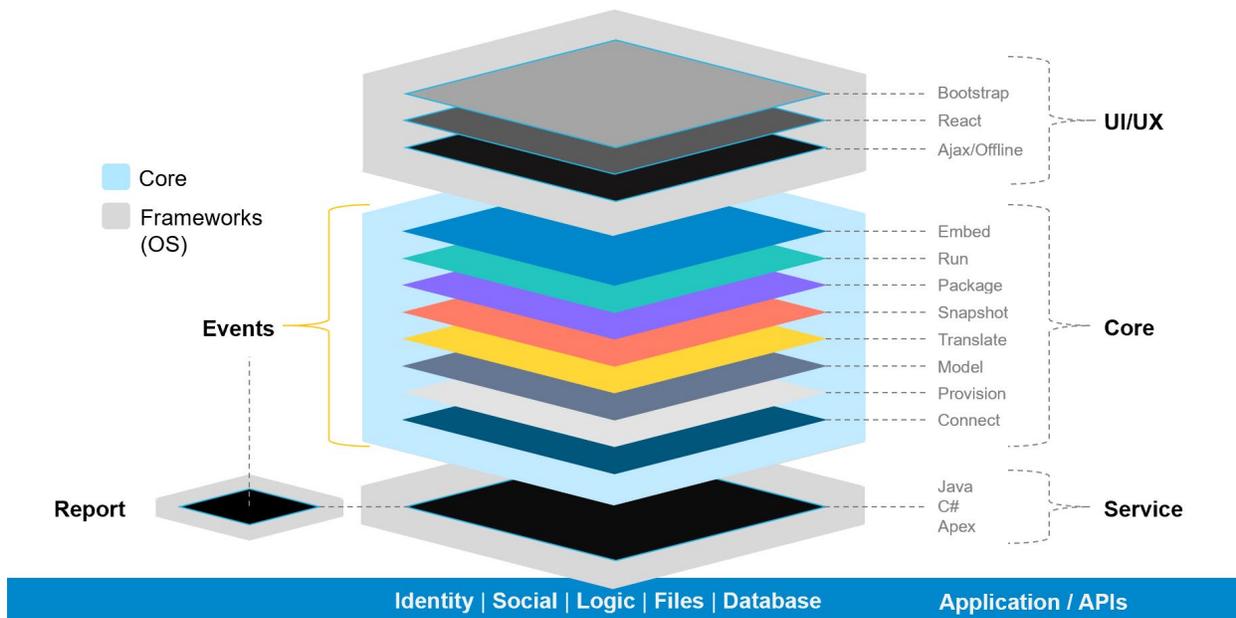

Figure 1. Flow's API-first architecture increases flexibility for replacing, improving and extending application services

Get hands-on with the Boomi unified platform - sign up for a free trial of Flow today

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