

# Dell Boomi for Software Vendors

Remove integration as a barrier to customer adoption and boost your sales.

The Dell Boomi integration platform as a service (iPaaS) is the fastest, easiest way to provide application and data integration to your customers, so you can stay focused on product innovation.

## Boomi delivers seamless integration for ISVs

Your customers demand better ways to quickly and easily connect across their application portfolio as they struggle to keep pace with the demands of the digital economy.

Such integration challenges can be a barrier to your sales. Without robust and user-friendly ways for customers to connect your software to their other key systems, your application's value decreases and growth can suffer.

Boomi's native-cloud iPaaS delivers unmatched capabilities for both independent software vendors (ISVs) and their customers to rapidly integrate applications in fast-changing IT environments.

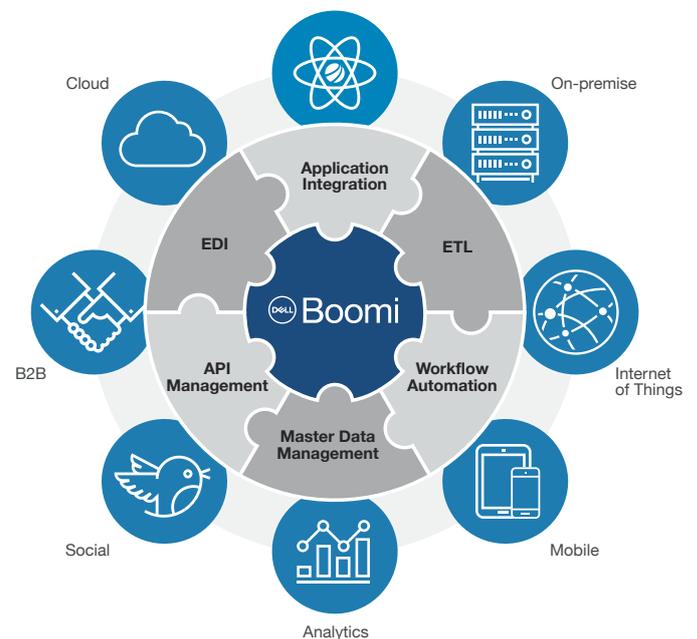
**Accelerate time-to-value.** Boomi's broad portfolio of connectors are ready-made for the widest range of integration scenarios, providing proven connectivity to more than 1,000 endpoints. And with Boomi's process library functionality, your customers can use integration templates addressing common use cases.

**Refocus your development resources.** Partnering with Boomi removes the overhead and maintenance of custom-developed integration capabilities, so your product team can focus on building new, differentiated offerings. Boomi supports a wide range of integration patterns, so it can easily handle your product's specific needs.

**Scale to meet your business growth.** Your team can create easily maintainable, purpose-built connectivity using Boomi's integration packs, which can be instantly provisioned as you add new customers. And Boomi

handles billions of integration processes annually, so you can be sure it can scale to meet your most demanding performance requirements.

**Leverage machine data.** Take advantage of sensor-based IoT systems by facilitating the movement of machine data from field production systems, distribution grids, and other connected devices for integration with operational and analytic systems.



Boomi provides a deep range of capabilities that make it easy for ISVs to connect applications and data with their software.

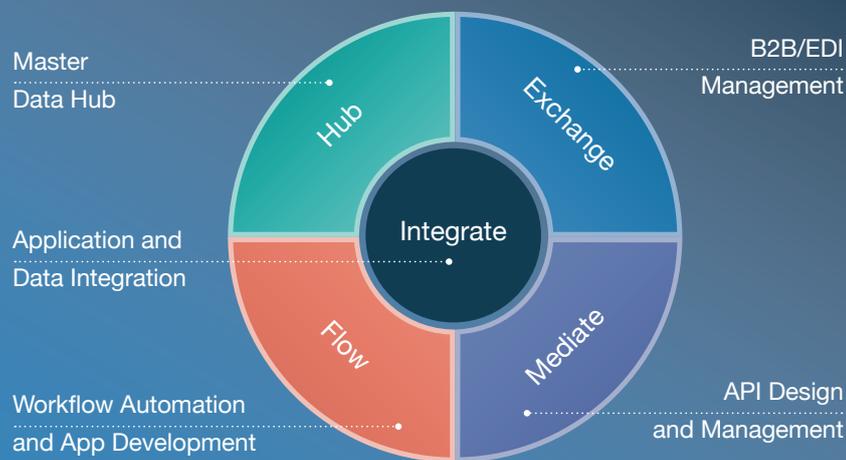
*“We were looking for a leader in the industry, someone who understood data security and application integration, with the toolsets our customers use... Dell Boomi had it all covered and made it easy to make a decision.”*

Scott Barndt, Senior Director, Software Support and Services for Assurance Software

## Boomi is a partner-ready solution for ISVs

Dell Boomi was made for partnering — it's in our DNA — and more than 65 ISVs rely on Boomi as their integration solution.

The partner-focused functionality built into our platform makes it easy for you to embed our integration capabilities into your software. And with Boomi, your applications can easily integrate into any on-premise, cloud, or hybrid IT ecosystem.



## Why Boomi is the right choice for ISVs

Some of the many benefits for ISVs include:

Boomi's single-instance, multi-tenant architecture simplifies updates to your customers.

Our process libraries allow each partner to provide pre-built integration templates.

Integration packs let you embed configurable integration solutions into your service.

Our platform easily integrates with both on-premise or cloud-based applications and data sources.

You retain ownership of contracting, billing and invoicing to stay connected to your customers.

Patented Boomi technology automatically analyzes each customer's usage metrics to identify potential issues and suggest ways to increase success.

## The Industry's Leading Integration Platform

- Gartner Magic Quadrant for Enterprise iPaaS (2017)
- Forrester Wave: iPaaS for Dynamic Integration (Q3, 2016)
- Forrester Wave: Hybrid Integration for Enterprises (Q4, 2016)
- Ovum Decision Matrix: Middleware as a Service (2017)

## An Established, Proven Technology

- Integration platform as a service launched in 2008, pioneering the market
- 5000+ customers, including more than 130 Fortune 500 companies
- Billions of integration processes transacted annually

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