

Dell Boomi for Retail

Easily connect your legacy and cloud applications to create seamless customer experiences.

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.

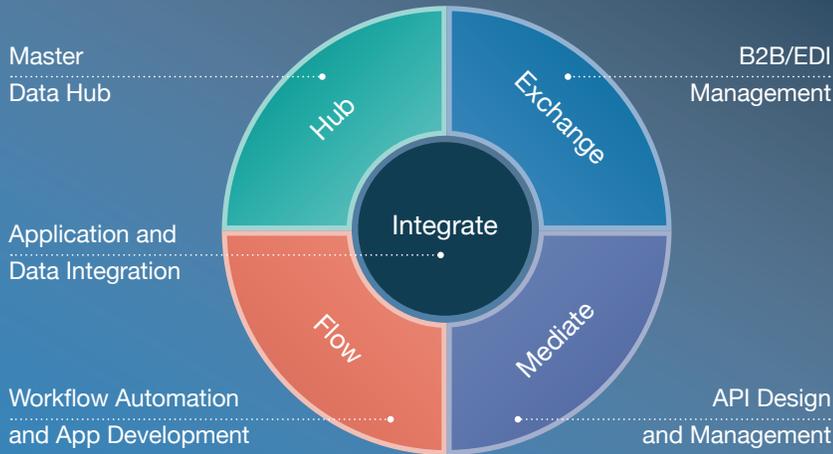
Accelerate B2B transactions. Easily manage EDI transactions to securely automate supplier interactions. Gain scale while saving time and money for your company and trading partners. Meet EDI requirements to expand with large online partners like Amazon and eBay.

“Boomi is a foundational element of our omnichannel commerce strategy. Boomi’s flexibility and speed mean that we spend a lot less time building and managing integration and can focus our resources on customer-centric innovations.”

Kyle Pretsch,
Director of Omnichannel and Integrations,
Lucky Brand

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 7,200 organizations, the Boomi integration platform provides educational institutions a market-leading set of integration and data management capabilities including:



Boomi Integration: Boomi AtomSphere scales to meet high-volume needs in real-time mobile, batch (ETL), and EDI environments.



Boomi B2B Management: rapidly onboard trading partners, support traditional EDI standards as well as newer web services, and monitor all your partner interactions in real time through a centralized portal.



Boomi Master Data Hub: Synchronize and enrich your data through a data hub, so the organization has trusted data to make business decisions.



Boomi API Management: Centrally create, publish and manage APIs and web services, extending access across a growing number of applications.



Boomi Flow: Provide a low-code development platform to create customer journeys and automate simple and sophisticated workflows to efficiently drive your business.

Pure Cloud

- No hardware to install or maintain
- Automatic upgrades
- Predictable usage-based pricing
- Single instance multitenant 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 onpremises systems
- Intuitive, centralized integration management
- Community access to connectors, widgets, process maps
- Extensive crowd-sourced knowledge and guidance

To learn more, visit us today at www.boomi.com