

Workiva Speeds Customer Onboarding and Expands Sales with Boomi

Boomi iPaaS fuels rapid growth for Workiva, helping the enterprise software company easily connect new data sources without the costs of hand coding.

Workiva helps teams work more efficiently with its collaborative work management platform, Wdesk. The Wdesk platform creates a single source of data used in finance, accounting, compliance, and other reporting functions.

Wdesk connects data and documents into a single cloud reporting environment that supports Sarbanes-Oxley compliance, SEC reporting, audit, internal reporting, risk management and similar initiatives. CFO Magazine calls Workiva technology “as essential to the offices of the CFO and the controller as oxygen.”

Critically, Wdesk becomes more powerful the more data sources it consolidates. To make integrating data sources fast and easy, Wdesk customers can take advantage of a new Workiva managed service powered by [Dell Boomi's integration platform as a service](#) (iPaaS).

In partnership with Boomi, Workiva gives customers the option to offload integration tasks to the Workiva managed services team rather than using internal or third-party

developers to connect enterprise resource planning, general ledger, human resources and other applications to Wdesk.

Boomi's unique low-code approach to integration, reusable components, and intuitive user experience make it easy for the managed services group at Workiva to connect to virtually any application used by Wdesk customers.

Workiva can add new data sources without the overhead of custom integration or hand coding. And because Boomi is a multi-tenant cloud service, the Boomi partner can easily apply integration best practices from one customer integration across all its accounts.

Boomi also makes it possible for Workiva to onboard customers much more rapidly, accelerating the company's revenue growth.

“By partnering with Boomi, we help our customers focus on using Wdesk to improve productivity and deliver insights without having to worry about the technical details of integration,” said Matt Crawford, director of product management at Workiva.

“Our developers find Boomi very intuitive and easy to use, so they can very quickly connect to systems and build integrations.”

Matt Crawford
Director of Product Management, Workiva

Partner Spotlight

- **Software Market:** Enterprise Management
- **HQ Location:** Ames, Iowa
- **Founded:** 2008
- **Customers:** 2,800+
- **Employees:** 1,200+



New Flexibility for Workiva Integration

Boomi has significantly expanded the integration capabilities of Workiva, which, since its founding in 2008, has grown into a leading provider of collaborative work management cloud software used by more than 2,800 organizations, including over 70 percent of the Fortune 500.

Beyond financials, Wdesk is increasingly used in business areas such as performance reporting and budgeting. Boomi's cloud-native flexibility makes it a natural fit as Wdesk expands across multiple business functions.

"Boomi's flexibility helps customers broaden their use of our collaborative platform to bridge the gap into other areas of their business," said George Hadjiyanis, Workiva's senior director of industry marketing.

The Boomi-based managed service for Wdesk also leverages Boomi's [master data management \(MDM\)](#) governance features, including version control, audit trail management and security. These features give Workiva and its customers critical visibility and confidence that data is well managed and secure.

"Our primary focus is to help our customers get set up and productively using our service as quickly as possible. Boomi's intuitive, low-code integration platform is a big part of that."

George Hadjiyanis
Senior Director of Industry Marketing, Workiva

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Rapid Low-Code Development

Wdesk architects assist customers in defining data sources and designing reporting processes that align with business objectives. Workiva then uses Boomi's low-code iPaaS to quickly build, deploy and manage integrations for its customers across both cloud and on-premise applications.

Workiva evaluated several potential iPaaS partners to support its managed service before teaming up with Boomi.

"Boomi is certainly the leader in the iPaaS market, and we wanted a platform that could scale," Crawford said. "Our developers find Boomi very intuitive and easy to use, so they can very quickly connect to systems and build integrations."

Boomi's low-code, drag-and-drop configuration environment lets Workiva build integrations far faster than custom-coding and without the cost and complexity of traditional on-premise middleware. The company's developers particularly appreciate Boomi's 200+ pre-built connectors to leading applications, as well as standard technology connectors for REST, SOAP, HTTP, ODATA, ODBC, FTP, HL7 and others.

In addition, Boomi's ability to connect with any application gives Workiva agility in meeting a growing array of unique customer requirements.



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Project Overview

- **Business Goals:** Workiva wanted to complement its enterprise management platform with managed service integration for customers
- **Integration Challenges:** Customers could face time-consuming work to connect Workiva Wdesk to ERP and other applications
- **How Boomi Helped:** Boomi iPaaS gives Workiva an agile foundation to meet customer demand for rapid, seamless integration

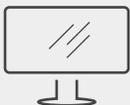
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Future-Proof Integration Flexibility

Many of Workiva’s customers need to connect Wdesk with ERP and financials systems such as NetSuite, Intacct, Oracle, SAP and others, both cloud-based and on-premise. As Wdesk deployments expand, customers are looking to integrate Wdesk with Salesforce CRM and HR systems from such companies as Workday and ADP.

Boomi’s future-proof flexibility is an ideal complement to the Workiva technology stack as the company continues its rapid growth. Workiva was named to Deloitte’s 2016 Technology Fast 500 as one of North America’s most promising companies. It is also a Leader in Gartner’s 2016 Financial Corporate Performance Management Magic Quadrant.

“We’re looking forward to a long and successful partnership with Boomi,” Crawford said. “Boomi’s agile cloud integration is a natural fit to meet our growing customer demand for seamless and reliable data integration.”



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