Dell Boomi Builds on Integration Cloud Leadership with Latest Release; Empowers Customers to Be More Productive and Move Faster with Increased Confidence
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Improved user experience, application integration accelerators, plus data governance and security and new deployment management top list of new features

[Dell Boomi](#) (Boomi) announced the Fall 2016 release of its award-winning integration Platform as a Service (iPaaS) to help organizations rapidly and cost-effectively integrate data across applications in hybrid IT environments of cloud-based and legacy on-premises systems.

The latest release enables Boomi customers to more efficiently build a connected business at scale, with new features to increase user productivity, accelerate implementation and provide unparalleled control of integrations.

"Cloud adoption is driving a dramatic surge in integration requirements across business applications, as well as creating new opportunities for enterprises to connect with customers and partners," said Chris McNabb, CEO of Boomi. "This means integration teams are under ever-increasing pressure to demonstrate agility and deliver more, at an accelerated pace. With this release, our platform provides organizations with the speed and confidence to better engage their customers and leapfrog the competition."

The release furthers Boomi's position as the number one integration cloud for companies of all sizes. Boomi introduced the industry's first complete iPaaS solution in 2007 and now supplies more than 5,000 customers with enterprise-grade capabilities for any-to-any data and application integration, master data management (MDM) and API management within its unified platform.

Boomi's Fall 2016 release includes more than 200 features that have been added over several months and are now generally available. Highlights include the following.

Increased Productivity with User Experience Enhancements

Boomi pioneered ease of use in cloud integration with a simple drag-and-drop user interface (UI). In this release, Boomi delivers an enhanced UI to offer improved guidance and assistance for users throughout the platform, including more robust search functions and embedded help. These enhancements allow new Boomi users to rapidly become proficient, and provide existing users easier access to the functionality they need to implement, deploy and monitor their integrations.

In addition, users can now easily tailor the interface to show or hide different configuration components based on what is needed, as well as to provide additional space for working on large, multi-step integration processes.

Faster Implementation with Boomi Connectors and Application Integration Accelerators

Boomi continues to reduce implementation complexity through pre-built connectors, allowing customers to easily handle their ever-growing need to integrate across a diverse landscape of applications.

Boomi has expanded its list of connectors for popular applications and cloud services, and its set of configurable technology connectors for common types of integrations. With this release, Boomi has added or updated connectors for Amazon Simple Storage Service (Amazon S3), Amazon Simple Notification Service (SNS), DoubleClick by Google, Hobsons, Intuit QuickBooks 2016, Magento, Marketo, Microsoft Azure Blob Storage, Microsoft Azure SQL Database and SQL Data Warehouse, Microsoft Dynamics CRM, MQTT, NetSuite, Oracle Taleo Cloud Service, Salesforce, SAP, Slack, SugarCRM, and UltiPro.

In addition to the extensive set of Boomi Connectors, this release provides the following implementation accelerators:

- **Boomi Process Library**: available directly within the Boomi UI, customers can now access more than 25 pre-built integration processes that serve as examples and starting points for implementing their own integrations. The process library will continue to add new integration best practices from

experienced practitioners within Boomi.

- **Integration Pack User Interface**: available as an open source project that has been contributed by Boomi, this web application provides Boomi partners and customers with a complete reference to accelerate development of their own custom interfaces for provisioning, configuring and managing integration packs. Using the source code (available at https://bitbucket.org/boomi-community/), which includes the entire library of Boomi APIs, integration pack applications can be rapidly developed, customized and stylized for the purposes of embedding within company portals, partner applications and marketplaces.

New Data Governance and Security Features to Ensure Compliance

A natural consequence of an integration-enabled organization is the need to maintain data governance and security policies.

In the area of Master Data Management (MDM), Boomi has added a number of new capabilities that allow for more effective governance of data across the enterprise. Records that have been quarantined based on data quality rules can be selectively merged with their associated golden records when a quarantined record includes relevant or more current data. And with the new historical reporting feature, data stewards can easily create and view reports using multiple parameters to gain insights on data quality trends. Another new feature is the ability to create custom data stewardship roles that can be applied to groups of users based on the specific data governance needs of an organization.

To help Boomi customers ensure the security of data passing between different applications and systems, Boomi's certificate management feature helps customers replace a certificate quickly and easily. This release provides the ability to review certifications at least once a month for any that might be expiring, to import and deploy certificates any time before the expiration date and have them ready for use when needed and to review an audit history of who changed a certificate and when.

Better Control with New Deployment Management

The Boomi platform provides a unified solution for handling all types of data interactions that take place within an organization and includes integration as well as features for MDM, electronic data interchange (EDI) and API Management. With this release, Boomi has further improved its capabilities for ensuring visibility and control over what has been deployed into production.

Customers using Boomi for EDI transactions now have a new feature for viewing how they are interacting with their trading partners. The "where used" tab in the trading partner setup shows all processes that reference the selected trading partner, along with the deployment status for each process.

Also, in the area of API Management, Boomi now has an API deployment console, offering customers a central screen to view all their APIs and providing a single location to track the deployment status of each published API for easier, more efficient management.

Visit the Dell Boomi blog to read more about the new capabilities and enhancements in the Dell Boomi Fall 2016 Product Release.

Supporting Quotes

Thanks to Boomi's drag-and-drop interface and pre-built connectors, we are able to provide our stakeholders with the data and automation improvements they need in far less time. We use Boomi across our SaaS ecosystem to seamlessly connect our corporate data. This makes our company more agile and facilitates better decision-making across the various teams in Zendesk. We appreciate Boomi's partnership in developing features that enable IT to be responsive and scale in a smart way.
– Mindy Lieberman, Senior Director, Information Technology, Zendesk

Dell Boomi provides flexible and easy ways to move data into our Radius CRM, which is critical for our clients' success. We needed a tool that could be automated, provided a means to transform and clean data, and, most importantly, was easy for users to consume -- Boomi's integration templates provide a preformatted means to map data to custom fields, transform values to match institutional definitions, and automate the process to increase efficiency. The product team at Hobsons leveraged the configuration tools and support resources available through the Integration Pack User Interface (IPUI) to build integration

templates that address all of these needs.
– Jennifer Beyer, Director, Product Management for Hobsons

Analyst Perspective

"By 2019, iPaaS will be the integration platform of choice for new integration projects, overtaking traditional, software-based integration platforms for the first time."
– Gartner, "Selecting the Most Suitable Platform for Cloud Service Integration," Keith Guttridge and Massimo Pezzini, October 24, 2016

"iPaaS is a key building block for creating platforms that disrupt traditional integration markets due to a faster time to value proposition."

"iPaaS is a key enabler for an API strategy and therefore the API economy. APIs are implicit to facilitating digital, mobile and IoT, while mesh application and service architecture (MASA) and "API first" integration patterns are increasingly becoming in vogue."

– Gartner, "Emerging Technology Analysis: Integration Platform as a Service," Bindi Bhullar, Massimo Pezzini and Fabrizo Biscotti, August 18, 2016

About Dell Boomi

Dell Boomi delivers the first and only multi-purpose PaaS for [AtomSphere integration Platform as a Service](#) (iPaaS), [Master Data Management](#) (MDM) and [API Management](#), and enables customers to integrate any combination of cloud and on-premises applications without software, appliances or coding. Organizations of all sizes, from growing mid-market companies to very large enterprises, enjoy rapid time to value as a result of drastically reduced implementation times and substantial cost savings over traditional integration, MDM, and API management solutions. Visit http://www.boomi.com for more information.

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