Salesforce Integration Guidebook

Boomi

Introduction: The state of the IT industry

In today's customer-driven, social business world, relationships are more valuable than ever, so retaining the best customers and fostering strong relationships remains critical for long-term success.

In the race to establish and maintain those strong customer relationships, line-of-business executives are increasingly turning to cloud-based, software-as-a-service (SaaS) applications such as Salesforce because of the innovative functionality, scalability and fast deployment they offer versus on-premises applications. As a category, Gartner forecasts SaaS to grow at a compound annual growth rate (CAGR) of 18.8 percent in 2018, with spend growing to $55.7 billion in 2018.[1]

With the growth of SaaS, cloud application integration has become a business requirement for midsized businesses and large enterprises alike.

But it's not without challenges. Companies must balance a history of legacy and custom applications already on-premises, the rise of social media applications, as well as the explosive growth of mobile device usage and mobile applications. Although it's an application integration challenge, having real-time access to synchronized customer data across all of these systems is a necessity. Achieving and maintaining the customer-centric focus that creates lasting business relationships depends on successful application integration — a challenge made even more complex because the disparate systems that must be integrated will only become more disparate.

As a result, many companies will need to manage a hybrid or distributed IT architecture for years to come.

Today, data likely doesn't reside solely within a company's four walls. Instead, it may be housed in an enterprise resource planning (ERP) system sitting in another region, a legacy application located on-premises at a subsidiary, in systems managed by a company's trading partners or even in a SaaS application in the cloud. Sharing data across a combination of legacy, on-premises systems that are managed in-house and SaaS applications managed in the cloud may be required in order to create a customer-centric view of the data.

Challenges aside, this hybrid IT environment introduces new application integration requirements.

Security is paramount — you'll need to be able to transfer data securely outside your firewall. Companies need public cloud applications, like Salesforce, to share data with other applications or synchronize updates between more than one application, so there's no disparity between the data.

And the relentless drive for value also means companies will continue to demand faster integration deployment — and better integration economics — to support the explosion of endpoint growth. In fact, analyst firm Ovum noted that, "The main driver for enterprise adoption of this class of iPaaS solutions is greater development flexibility at a lower total cost of ownership (TCO)." [2]

On-premises middleware simply wasn't built to address these demands.

There is a new alternative: integration platform as a service (iPaaS). A true iPaaS can address each of these concerns if it was developed 100 percent in the cloud with these disparate and distributed architectures in mind. An enterprise-grade iPaaS provides a unified approach and toolset to support today's disparate, hybrid IT landscape, offering benefits for companies of all sizes.

As a cloud-based platform, iPaaS supports cloud-to-cloud, cloud-to-on-premises and even on-premises-to-on-premises integration scenarios — and can handle business-to-business (B2B), extract, transform, load (ETL) and electronic data interchange (EDI) integration requirements.

Just as SaaS allowed line-of-business managers to gain innovations in marketing, customer relationship management (CRM), ERP and HR, iPaaS brings innovation gains to application integration and supports the approach most growing companies are taking to move away from more resource-intensive types of application integration.

How to use this guidebook

This guidebook provides a roadmap for companies seeking to automate business processes that can benefit from Salesforce application integration, to better connect the data that runs the business and to build better relationships with customers.

Whether application integration will be managed using in-house resources or guided by the expertise of a systems integrator, this discussion can help companies understand how to derive the greatest benefit from a Salesforce integration project and ultimately create more value for the customers they serve.

[1] Gartner, Forecast: Public Cloud Services, Worldwide, 2012-2018, 2Q14 Update
[2] "Dell Boomi AtomSphere," Ovum, 24 June 2014

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Common Salesforce business processes that benefit from iPaaS

While the need to support legacy on-premises applications will continue for the foreseeable future, there is also an ever-growing demand for cloud–based applications, ideally with a single shared infrastructure. That's where an iPaaS can help.

Application integration is about enabling the possibilities for business by effectively sharing data and automating common business processes. With the scale and anticipated growth in the number of applications companies will need to manage, finding a future-proof integration solution is a critical step. That means using a solution that is robust and unified — one that has the sophisticated capabilities of older, complex on-premises middleware suites on a single, easy-to-use, unified platform.

Automating common business processes may require sharing data from legacy systems managed by an IT department (whether on-site or in another business location) with a best-of-breed, cloud-based SaaS application such as Salesforce. Or integrating two (or more) SaaS applications that must share data with each other, cloud-to-cloud, such as Salesforce Sales Cloud for managing the sales process and NetSuite ERP for the accounting department's billing management and invoicing.

The following are examples of several common business processes that can benefit from a unified approach that an iPaaS offers, as well as the types of applications involved and common scenarios.

Lead-to-cash (CRM-to-ERP/billing such as Salesforce to SAP, Oracle or NetSuite, etc.): Using an iPaaS solution allows the definition of simple to very sophisticated integration workflows to support various lead-to-cash (or quote-to-cash) workflows and functionality, as well as forecasting and reporting, according to your organization's requirements. Consider an iPaaS that is flexible and adaptable to existing workflows or business processes — one that doesn't force the use of specific workflow patterns. Depending on your organization's needs, adding a master data management component could also help with cleansing, enrichment and governance of data across the full application landscape.

Lead-to-cash

For CRM to ERP/billing, automation of data between the system of record where inbound lead information is stored, and moving or sharing that data as the lead is nurtured through marketing, converted to a customer, customer is invoiced and payment is received.

Common applications

- Salesforce Sales Cloud / Service Cloud
- Marketo
- NetSuite ERP
- ExactTarget Marketing Cloud
- SAP
- Oracle
- Zuora

Common scenarios

Synchronization of data from an on-premises CRM application (such as SAP) to Salesforce Sales Cloud, and automating the lead-to-cash process by integrating it with cloud-based email automation and ERP platforms.

Automation of the lead-to-cash process using Salesforce Sales Cloud and existing applications, either on-premises or in the cloud.

Migration to Salesforce: An iPaaS can be used when implementing Salesforce and migrating data to it, and can be especially useful if you need data transformation or data and application integration/synchronization with other applications. Migration to Salesforce is a common business process in post-merger or post-acquisition scenarios.

Migration to Salesforce

The migration of data to Salesforce from other applications as part of an IT transformation project and/or to create data redundancies between organizations and headquarters.

Common applications

- Salesforce Sales Cloud
- Legacy on-premises CRM applications
- Home-grown CRM systems
- Databases

Common scenarios

IT transformation projects moving sales data from an on-premises application to cloud applications.

Consolidation of applications (that were either acquired through acquisition of subsidiaries, or even sprawl) into single common application for managing data.

Unified integration strategy across multiple landscapes: Whether working within a finite set of applications, such as running 30 integrations between Salesforce and SAP, or integrating across numerous applications (such as Salesforce, SAP, Marketo, SQL database and Magento), an iPaaS can integrate all of them, even if they're also spanning cloud, on-premises and mobile.

Unified integration strategy for hybrid environments

The integration and/or synchronization of data across multiple applications, whether they are on-premises or cloud-based, across business units or regions.

May involve a limited set of applications with many integrations, or multiple apps and multiple integrations.

Common applications

- Salesforce cloud applications
- ExactTarget Marketing Cloud
- SAP, Oracle and other on-premises applications
- Magento
- SuccessFactors
- Cloud-based ERP, professional services automation / human capital management applications
- Oracle
- Marketo
- SQL database
- Zuora

Common scenarios

Companies composed of several multinational locations with multiple systems, moving to a cloud-first strategy to future-proof their IT infrastructure.

Organizations interacting with customers and partners through many different channels (social, mobile, cloud and partner network).

Send core HR data to payroll, benefits and time management solutions to create a strategic system of record and foundation for all talent decisions.

Integrate billing with front- and back-office applications to integrate with financial, ERP or CRM systems to streamline and automate your business processes.

Real-time, event-driven ecommerce orders and account management to Salesforce Sales Cloud: By providing an immediate view of the customer within the Salesforce user interface (UI), even if the data doesn't reside in Salesforce, an iPaaS can help various teams use one centralized application to access data from all the disparate systems, immediately, as it's needed.

Real-time, event-driven ecommerce orders and account management to Salesforce Sales Cloud

Provides a customer support interface between an ecommerce platform to Salesforce Service Cloud, so if a customer calls asking about their account, customer support can see customer information in real time and provide better, 360-degree support.

Common applications

- Salesforce Sales Cloud
- NetSuite ERP

Common scenarios

IT transformation projects moving sales data from an on-premises application to cloud applications.

Mergers and acquisitions: Organizations need to report data from cloud apps to headquarters' on-premises apps.

Product catalog syncing with a financial application (Salesforce to SAP or NetSuite): Provides access to information about inventory, product descriptions and product availability that reside in other systems like SAP or NetSuite, or even a warehouse management system (WMS). This allows the support team to know whether a product is available or, if it's not in stock, what they can suggest as an alternative.

Product catalog syncing with financial application

Provides a customer support interface between an ecommerce platform to Salesforce Service Cloud, so if a customer calls asking about their account, customer support can see customer information in real time and provide better, 360-degree support.

Common applications

- Salesforce Sales Cloud
- NetSuite ERP

Common scenarios

Order placed, inventory availability is checked in real time in the WMS & out-of-stock items trigger related product offer.

Order placed in Salesforce, in real time, the WMS is updated.

Real-time business intelligence and analytics: An iPaaS can help expand on Salesforce reporting capabilities by allowing you to create more complex, customized reports or to build a local, on-premises repository for different types of reports to feed other applications. So whether the information is in the cloud, on premises or accessed via mobile devices or social apps, an iPaaS can sync data in real time to make it actionable business intelligence (BI).

Real-time BI and analytics

Extract Salesforce standard and custom objects such as accounts, opportunities, cases, etc. to external data repository.

Leverage more expansive reporting capabilities, consolidate with data sets beyond Salesforce.

Common applications

- IBM Cognos
- Teradata
- Oracle
- Salesforce Analytics Cloud
- Proprietary data warehouse or relational database

Common scenarios

Identify trends across customers, products and support incidents.

Gain insight into customer purchasing habits.

Salesforce UI integration: As a sales representative fills in the order and checks inventory in the ERP system, that data can be sent back into the Salesforce UI with some Salesforce customization and an integration process for real-time lookup from the ERP system. A master data management (MDM) solution can help synchronize Salesforce with more than two applications.

Salesforce UI integration

Salesforce UI integration with an ERP system, providing a single dashboard for sales reps to check.

Common applications

- Salesforce Sales Cloud
- NetSuite ERP
- MDM

Common scenarios

Sales rep fills an order, checks inventory in the ERP system; Salesforce integration allows a real-time lookup and displays the data in the Salesforce UI to show the sales rep.

Use MDM to synchronize customers between Salesforce and NetSuite, with a Salesforce customization to do a lookup to MDM (instead of the ERP system) and proactively test whether a record is a duplicate.

Integration with Salesforce's Force.com: An iPaaS can be used to handle platform-to-platform integration, such as with Force.com (the Salesforce application platform as a service, or aPaaS), and other applications like Apttus or Remedyforce.

Force.com integration

Organizations leverage Force.com aPaaS to build their own in-house custom applications.	Organizations adopt commercially available applications built on Force.com.

Common applications

• Small, reusable, mobile web-based applications developed in-house for better decision making, reporting, customer service, etc.	• Veeva • FinancialForce • Apttus • Remedyforce

Common scenarios

Automate data from multiple sources into Salesforce to help salespeople focus on the best opportunities.	• Integrate CRM for healthcare and life sciences organizations. • Integrate ERP billing, accounting and projects built on the Force.com platform. • Use an IT Infrastructure Library (ITIL) compliant help-desk application built on Force.com for ticketing systems to increase support team productivity. • Configure price, quote, contract management, revenue management and supplier relationship management (for example, working with business partners and supplier networks, shipping, third-party logistics [3PL]).

Organization-to-organization reporting: With mergers and acquisitions a frequent occurrence, different parts of the resulting organization or regions may adopt their own Salesforce instance, or lines of business vary so much that they have their own Salesforce instance, but they share their information up through a master organization in Salesforce. Alternatively, you may have a situation where subsidiaries, business units and/or acquired companies may use Salesforce while headquarters does not, and/or they may be running their own instances of Salesforce. Regardless, each entity needs to do its own roll-up reporting or sharing of data with headquarters' systems.

Organization-to-organization reporting

Multiple locations or subsidiaries share reporting or data with each other and/or with headquarters.

Common applications

- Multiple Salesforce instances
- Legacy applications such as SAP and Oracle

Common scenarios

Use a master organization in Salesforce to share information between multiple subsidiaries.

Use message queuing to drop data onto a queue with a publish/subscribe model, so subscribers can view it, allowing for asynchronous processing.

Using iPaaS to address integration challenges

When integrating applications with a cloud-based SaaS application like Salesforce, an iPaaS is a natural fit. For any of the business processes described in the previous section, the single-instance multi-tenant architecture of an iPaaS allows customers to quickly and easily share data between their applications, so companies can realize true business value from untapped data that has been hidden away in spreadsheets or burdened by overly manual processes.

With some iPaaS solutions, there's no coding required and no appliances to install. Instead, the iPaaS vendor will manage and update the software and infrastructure, regularly distributing these updates to all customers at the same time, as part of a subscription. It's an approach that provides scalability for enterprise companies seeking to future-proof their IT infrastructures, and allows faster integration and time to value while keeping costs predictable.

An iPaaS performs all integration development, management and monitoring in the cloud for centralized control. For deployment and integration execution, the integration process to share data among applications is packaged into a runtime engine that can be deployed in the cloud or on-premises, depending on a company's security and latency considerations.

An iPaaS also offers flexibility. In more complex technical environments or those with several SaaS applications to integrate, an iPaaS allows a company to connect any combination of legacy on-premises applications to cloud-based applications. Or, use it to move data from on-premises applications to cloud-based applications in a migration scenario. The hybrid IT capabilities of a true iPaaS will support any mix of on-premises and cloud application integration — whether on-premises-to-on-premises, on-premises-to-cloud or cloud-to-cloud integration — even across core information systems, subsidiaries, regions and partners.

Integration project implementation checklist

The checklist below lists high-level tasks that will help a company address key issues before proceeding with an integration project, whether on its own, through the integration provider or with the guidance and support of a system integrator.

Business goals and requirements

- ☐ Determine the business goals that involve integration.
- ☐ Outline the specific business requirements of the project.
- ☐ Establish the project timeline, and be sure to address:
  - ☐ Will the project be implemented in phases?
  - ☐ If so, what milestones have been established?

Staffing/Resources

- ☐ Determine what internal resources are available to support the project and in what capacity.
- ☐ Evaluate whether an in-house team has the skills and is capable of handling any issues that may arise, since the initial project needs may change over time.
- ☐ Calculate the cost-effectiveness of an in-house team taking on this initiative, given any reassignments from existing projects (consider conducting a SWOT or risk analysis when making this determination).
- ☐ Assess whether in-house team members are capable and available for integration configuration, testing, implementation and/or management.
  - ☐ If yes, calculate the costs, risks and rewards.
  - ☐ If no, calculate the costs, risks and rewards of outsourcing, in whole or in part.

System integrator considerations

- ☐ When selecting or re-engaging with a system integrator, evaluate the company's experience in working with Salesforce.
  - ☐ Have they completed engagements that are comparable in scope?
  - ☐ How many engagements have they completed?
  - ☐ Do they understand how to integrate Salesforce with other applications? (Note: Some system integrators may only customize Salesforce; they may not touch other applications that interact with Salesforce.)
- ☐ Determine whether the system integrator is trained on the integration platform the business has chosen (or the integration platform the system integrator recommends using).
- ☐ Obtain customer references for the system integrator; ask each reference to evaluate their experience, especially where it aligns with your project.

How to evaluate an iPaaS vendor

A system integrator should have the expertise to make recommendations about integration platforms and providers. But if this determination will be made within the organization, the following questions will assist you in evaluating an iPaaS vendor:

- ☐ When was the integration or iPaaS product brought to market?
- ☐ How many paying customers does the vendor have for the products being evaluated?
- ☐ If offered as a subscription, what are the renewal rates?
- ☐ How does the vendor ensure compliance with specific industry and regional regulations or standards?
- ☐ How does the vendor ensure interoperability of product offerings?
- ☐ How many integration processes are run on the vendor platform per day or per month?
- ☐ How does the vendor provide auto/elastic scaling?
- ☐ Are there additional license implications to support auto-scale?
- ☐ How does the vendor support a converged integration pattern landscape?
- ☐ What is their strategy for API management?
- ☐ How does the vendor support development, quality assurance and production environments and the associated operational procedures?
- ☐ What tools are available to support centralized monitoring, development and operations across distributed architectures?

Summary

Integration platform as a service (iPaaS) provides a viable solution to support the complex application and data integrations that most companies require both now and for the future.

This hybrid IT landscape is evolving steadily, along with the rapid increase in applications and the shift in responsibility to the business, away from IT.

According to 451 Research, "IPaaS represents an evolutionary step, and will play a pivotal role as the means to assimilate cloud services into enterprise IT architecture and, thus, become the enabler of hybrid cloud integration."[3]

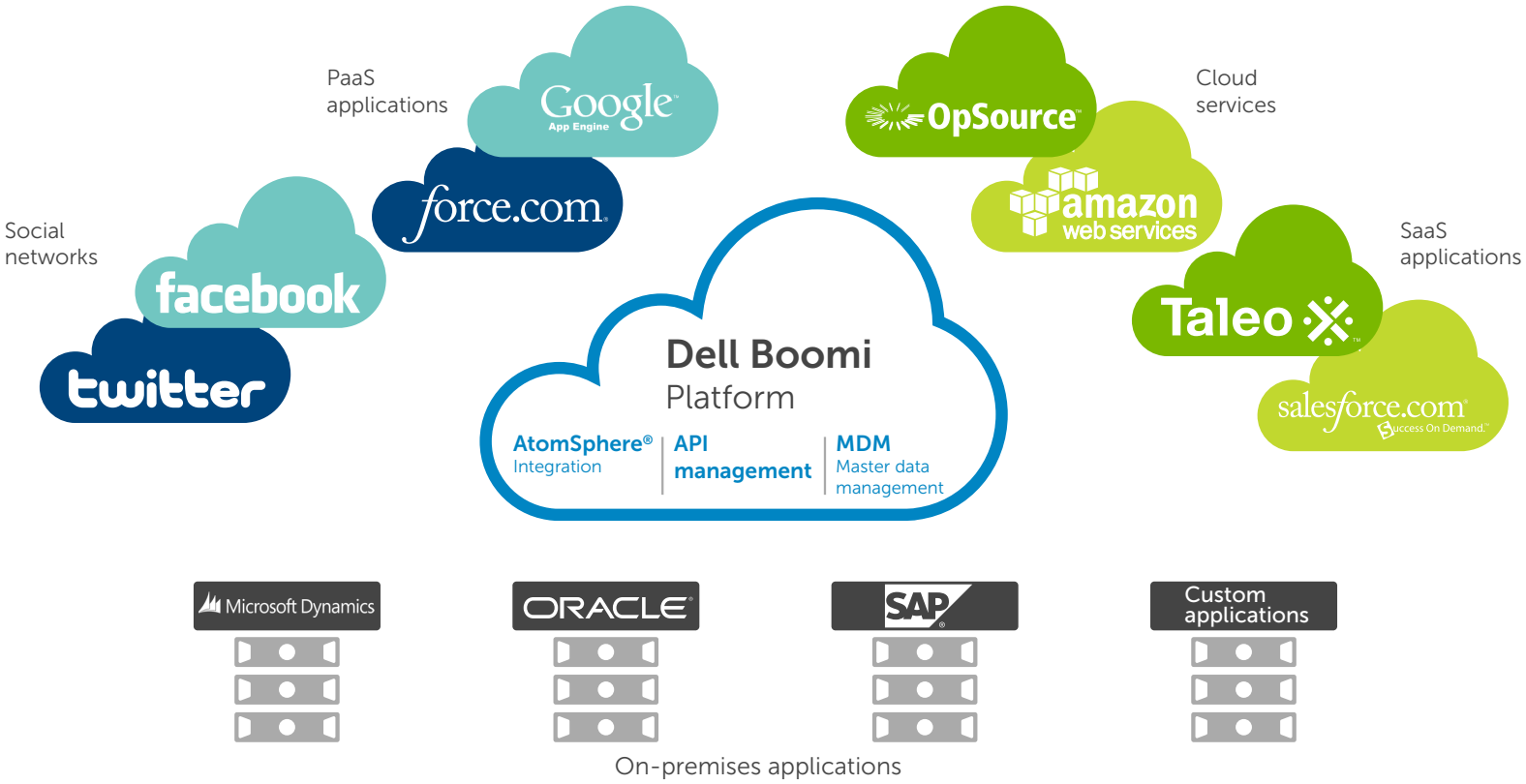
As discussed in the business processes described in this guidebook, an iPaaS can offer unprecedented flexibility to successfully integrate a wide range of business applications that enable companies to connect with their customers.

[3] "Integration platform as a service: a catalyst for hybrid cloud integration?" by Carl Lehmann, 451 Research, 27 Aug 2013.

About Dell Boomi

Dell Boomi's iPaaS, AtomSphere®, offers a highly scalable, flexible and secure solution, with a depth of Salesforce experience that is unmatched in the industry, having offered a Salesforce connector for more than six years so customers can share Salesforce data with a broad range of business applications.

Whether applications reside in the cloud, on-premises or even with trading partners, AtomSphere can manage those integrations. AtomSphere is a true, enterprise-grade iPaaS, allowing companies to share data using many different types of integrations — from EDI to real-time application integration — all from the same platform.



Developed with the hybrid IT environment in mind, AtomSphere integration configuration takes just three steps:

1. **Build:** Using a visual tool as you build integrations, you can access a library of prebuilt connectors. Just point and click or drag and drop to build simple to very sophisticated integration processes with exceptional speed — no coding required. Dell Boomi has also simplified the creation of application, data and B2B integration processes with a series of common integration components you can use to create an end-to-end integration workflow.
2. **Deploy:** After building and testing your integration processes, deploy them to a lightweight runtime engine known as a Boomi Atom, which lets your integration processes run on-premises or in the cloud, whether hosted by Dell Boomi or a third party.
3. **Manage:** Regardless of where you deploy Boomi Atoms or the number of integration processes you run, the Atom's unique architecture lets you centrally manage all integrations, so you can monitor the health and activity of integration processes and review detailed process logs.

Dell Boomi Fact:
More than 8,000 Atoms have been deployed in production.

Dell Boomi's connectors

The Dell Boomi iPaaS platform enables the building and running of a customer's business processes, spanning applications that in today's world make up the disparate, hybrid environment that often extends beyond a customer's firewall. Sharing application data involves using connectors, whether those applications reside on-premises or in the public or private cloud, whether integrating between SaaS, legacy or homegrown applications. Connectors are a core part of the Dell Boomi platform, which send data into and out of processes (the steps that are run to integrate the data between systems).

Dell Boomi Fact:
Salesforce connectors are among the most popular, with more than 1,200 paid connectors in use and counting.

Connectors are composed of two components: a connection and an operation. Think of the connection as the "where" and the operation as the "how." For example, when extracting customer records from Salesforce, the connection represents your Salesforce organization account user name and password, and the operation represents the "query customer" action.

Dell Boomi offers hundreds of prebuilt connectors for the most common applications used by businesses of all sizes, including branded connectors for Salesforce, SAP, NetSuite, Oracle CRM On Demand/Siebel CRM On Demand, Oracle E-Business Suite, SAP Customer OnDemand/Cloud for Customer, Taleo BE and SuccessFactors, as well as generic connectors for disk, database, FTP, HL7, HTTP and many others. If a specific branded connector isn't available, Dell Boomi's extensibility still makes it possible to integrate any application.

For more details on the applications Dell Boomi supports, visit www.boomi.com/products/evaluate/supported_applications.

Dell Boomi AtomSphere's single-instance, multi-tenant architecture offers even more advantages that are key differentiators among iPaaS vendors.

Crowd-sourced intelligence
Unique to Dell Boomi, our user community and multi-tenant architecture make it possible to leverage the crowd-sourced intelligence of the community to provide innovation and value for all users through the following crowdsourcing features:

- **Boomi Suggest** is the industry's first community-driven suggestion wizard for integration. It leverages more than 11 million data mappings and 60,000 map functions created by AtomSphere users to provide you with data mapping suggestions — up to 90 percent of data mapping can be generated automatically. On average, users are offered 85 Boomi Suggest mappings, and they accept 90 percent

Dell Boomi Fact:
More than 11 million mappings have been indexed as of September 2014.

of those suggestions. Boomi Suggest also lets organizations benchmark their maps against the community.
- **Boomi Assure** delivers crowd-sourced regression testing — you can quickly and easily submit your integration processes and test data to AtomSphere. Those regressions will then be run against every future AtomSphere release, and AtomSphere won't be released until all regression tests are passed.
- **Boomi Resolve** delivers crowd-sourced resolutions for errors. When you encounter a common error, resolutions are automatically suggested for you.

Predictive assistance for proactive support
Dell Boomi's Predictive Assistance service is another key differentiator, integrating patented, near-real-time customer usage metrics with a CRM system. Predictive Assistance allows our Customer Success team to proactively help you identify potential issues and suggest ways that could increase your success and optimize use of your AtomSphere implementation.

Trust Site
Dell Boomi is transparent with customers regarding the performance and availability of the Dell Boomi AtomSphere cloud. The Dell Boomi Trust site (trust.boomi.com) displays a system health dashboard so you can see exactly how the system is operating.

Pure cloud MDM
Dell Boomi's MDM (master data management) is a full cloud data management platform that allows you to switch between AtomSphere and MDM within the same interface, because it's on a single platform. Dell Boomi's expertise in the cloud has made it possible to deliver capabilities that are secure, scalable and reliable, with benefits such as fast implementations, low TCO and shorter time to value.

When leveraging the AtomSphere out-of-the-box Salesforce connector — sharing your data with MDM to centralize the repository — you can enrich data in Salesforce and enrich the data in other applications that integrate with Salesforce. That's because Dell Boomi's MDM technology allows bidirectional synchronization and real-time integration capabilities, allowing seamless changes between applications.

For MDM, the innovative Boomi Suggest feature offers crowd-sourced domain modeling. Drawing from the knowledge of the entire Dell Boomi user community, models are automatically suggested as a baseline or best practice based on others using similar modeling, which results in a reduced time to implementation.

Bringing value to the enterprise

Since introducing its first Salesforce connector more than six years ago, Dell Boomi has built a reputation for understanding the business requirements and the use cases that bring the greatest value to the enterprise. Dell Boomi has attracted attention not only from its customers, but also from the analyst community: On January 27, 2014, Gartner recognized Dell Boomi as a leader in its Magic Quadrant for Enterprise Integration Platform as a Service.[4]

Dell Boomi's customer satisfaction is a real-world testament to our success: The AtomSphere customer renewal rate has risen to 94 percent today, well above the industry average of 90 percent.

Ovum recognized that Dell Boomi's focus on developer productivity and customer support has helped "establish a strong foothold in the large enterprise segment, while also developing deeper relationships with SaaS, system integrator (SI), and ISV partners. As a result, Dell Boomi has achieved significant business growth, via both standalone AtomSphere subscriptions and the packaged integration business model."[5]

For more details on how AtomSphere can help your company, visit www.boomi.com.

[4] Gartner Magic Quadrant for Enterprise Integration Platform as a Service," January 2014
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[5] "Dell Boomi AtomSphere," Ovum, 24 June 2014

How Dell Boomi helps customers integrate Salesforce

Our customers and the success stories they share regarding their Salesforce integrations are a testament to the power of Dell Boomi's iPaaS solution. Read how AtomSphere iPaaS has helped them create strong customer relationships by integrating their data according to the needs of the business.

NOVARTIS

"With AtomSphere iPaaS, the POC was completed in 25 hours."

"AtomSphere delivered cost savings of around $18,250 or 73 percent when compared to existing on-premises middleware solutions."

Ovum Case Study: Adoption of Dell Boomi AtomSphere iPaaS by Novartis[6]

Novartis wanted to replace two expensive, inflexible on-premises solutions and, with AtomSphere, they improved agility, lowered total cost of ownership (TCO) and supported cloud and mobile integration. Dell Boomi AtomSphere iPaaS provided scalability, speed, ease of use and lower TCO, and Novartis then deployed twice the integrations in one-sixth of the time they'd normally require, cut operating expenditures by 30 percent and reduced server capacity requirements by 50 percent.

Read the Ovum case study:
Adoption of Dell Boomi AtomSphere iPaaS by Novartis

[6] "Case Study: Adoption of Dell Boomi AtomSphere iPaaS by Novartis," Ovum, 17 September 2014

"No business wants to put their customer data or lead generation data at risk. Supporting Dell security policies was no problem using the Boomi Atom and distributed architecture."

— **John Miles**, Vice President of Business Information, Dell

At the time when Dell acquired Boomi, the Boomi sales group and the Dell sales group each ran its own instance of the Salesforce CRM application. Both groups used it to generate leads, assign teams to follow up on opportunities and track results. The Dell IT group used AtomSphere to unify the Salesforce.com instances, enabling fully integrated and synchronized customer data, as relevant, across sales groups and business processes. In addition to strengthening data security, Dell shortened integration time to value by 75 percent, eliminated 100 percent of manual processes and lowered solution TCO by 30 percent.

Read the full case study

KELLY-MOORE PAINTS™

"With some help from the experienced Dell Boomi Professional Services Team we were able to quickly implement our own integrations, and manage them with greater confidence."

— **Julius Mercado,** Retail Applications Analyst, Kelly-Moore Paints

Kelly-Moore, one of the most recognized names and largest privately held companies in the paint industry, needed to give their sales organization one view of all customer records, quickly. They had recently selected Salesforce as their CRM solution due to its flexibility and ability to grow along with their needs and business requirements. Kelly-Moore needed to integrate information from ERP and POS systems into their new CRM system before launching the latter to their sales organization. Dell Boomi enabled a completely centralized view of all customer accounts, making essential data more accessible to the Kelly-Moore sales organization. Kelly-Moore enjoyed cost savings, rapid development and implementation, and time to value.

Read the full case study

RITCHIE BROS. Auctioneers

"Ritchie Bros. needed an integration platform that is capable of handling a high volume of transactions across many integrations, both reliably and in a way that scales. Dell Boomi's integration platform, AtomSphere, is delivering exactly as expected, and it's a critical part of our overall business transformation."

— **Kelly Gilchrist**, Program Director, Ritchie Bros. Auctioneers

As the world's largest industrial auctioneer, Ritchie Bros. Auctioneers (RBA) established a five-year transformation program to re-engineer all of its business processes and supporting systems to keep up with business growth. At its core, the transformation program design would rely on cloud-based applications, such as Salesforce Sales Cloud. RBA deployed Dell Boomi AtomSphere as its enterprise integration platform to support all 30 of its transformation projects, increasing worker productivity and system efficiency.

Read the full case study

mozy BY EMC

"Our customers can scale their backup instantly so we need systems that can respond as fast as we do. With Dell Boomi, we get the scalability, performance and throughput that helps us achieve that."

— **Mark Goetz**, Manager of eServices, Mozy

Mozy offers cloud backup and access services for more than 6 million home and business users. Mozy uses an automated, online infrastructure to speed implementation, backup and maintenance services for customers. When a customer signs up for the service on the Mozy website, information is captured in Mozy's backend database and populated into Mozy's Salesforce Sales Cloud and Service Cloud. As the customer makes changes or initializes backups, the updated information is also populated into Sales Cloud and Service Cloud. Mozy sales and support professionals use this data to inform sales activities and to support customers. With Dell Boomi, Mozy selected a scalable, rapidly deployed integration solution to meet the high-performance throughput needs of its business and reduce the amount of server infrastructure to manage and lower the TCO.

Read the full case study

"This integration through Dell Boomi AtomSphere immediately eliminated duplicate manual data entry, which led to greater efficiencies, fewer errors and cost savings."

— **Venki Kumar**, Oracle Solutions Architect, A10 Networks

A10 Networks — a growing and highly successful private application network company — needed to move away from QuickBooks to Oracle E-Business Suite (EBS) Financials for ERP. As a prolific user of Salesforce for CRM, A10 Networks wanted to integrate the new ERP and its CRM systems to ensure the seamless flow and integration of data between these two systems. A10 Networks recognized the importance of having a scalable cloud infrastructure and sought a cloud solution to meet its integration goal while keeping head count and IT operational costs manageable. By integrating through Dell Boomi AtomSphere, A10 Networks decreased data errors by 90 percent, lowered IT application costs by 10 percent and reduced staff hours by 40 percent.

Read the full case study

Resources

Customer case studies:

- Adoption of Dell Boomi AtomSphere iPaaS by Novartis
- Dell and Boomi Integrate Their Sales Forces with Boomi AtomSphere and Speed Time-to-Value by 75 Percent
- Kelly-Moore Paints Gains Efficiencies with Integration
- Ritchie Bros. Auctioneers Bids on AtomSphere
- Mozy: Business agility in the cloud
- A10 Networks: CRM and ERP integrated in the cloud

Additional information:

Read more on integrating NetSuite ERP with Salesforce CRM in our white paper: Automating Key Business Processes with NetSuite ERP & Salesforce CRM

Also, read what Salesforce.com customers are saying about Dell Boomi AtomSphere for Integration on AppExchange.

For more details about AtomSphere and Salesforce, visit: www.boomi.com/solutions/salesforce

Dell Boomi's application integration for anything, anywhere, anytime (video): www.boomi.com/application_integration_video

Browse our list of system integrator partners: www.boomi.com/partners/type/system_integrators

We also invite you to visit trust.boomi.com, where we provide complete transparency on our reliability and scalability.

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