

# NetSuite Integration Guidebook



# Introduction: Integration extends the value of NetSuite in a hybrid IT world

For line-of-business (LOB) executives, gaining the flexibility required to compete in today's fast-paced marketplace involves acquiring the latest tools that can help gain a competitive advantage. Increasingly, these executives are relying on cloud-based software as a service (SaaS) such as NetSuite because they offer innovative functionality, scalability and fast deployment over on-premises applications.

As a category, Gartner forecasts SaaS to grow at a compound annual growth rate (CAGR) of 19.5 percent per year from 2015 to 2018, with spend growing to \$59.9 billion in 2019.<sup>1</sup>

However, 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.

As the world's leading provider of cloud-based business management software suites, NetSuite Inc. enables companies to manage core key business operations in a single system, which includes enterprise resource planning (ERP), accounting, customer relationship management (CRM) and ecommerce on one SaaS multi-tenant platform. Even with its roots in ERP, the NetSuite platform is more than just an ERP solution. As companies rely more on NetSuite as the central hub from which business processes are run, they are moving away from legacy systems, or finding that they need to automate business processes and share data across legacy on-premises applications and the NetSuite platform.

In fact, most organizations need to automate business processes not only across NetSuite and on-premises applications, but across a variety of LOB applications, as well. The only way to do this effectively and at scale is with application integration.

According to Gartner, "Adding cloud-based ERP components to the ERP landscape multiplies existing challenges with integrations. Not all cloud-based components

will need deep integration, but those that do often come with a different technology platform that adds to the overall integration complexity."<sup>2</sup>

## Data disparity drives IT strategy.

The reality of business today is that data may be housed in a variety of applications and locations: in an ERP system sitting in a regional subsidiary, in a legacy application located on-premises at headquarters, in systems managed by a company's trading partners or even in several SaaS applications in the cloud. Creating a customer-centric view of the data may require sharing data across a combination of legacy on-premises systems that are managed in-house and SaaS applications managed in the cloud.

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

Companies need to be able to transfer data securely outside the firewall. And they need public cloud applications like NetSuite to share data with other applications or synchronize updates between several applications so there's no disparity between the data. Constant financial pressures mean companies will continue to demand faster integration deployment — and better integration economics — to support the explosion of endpoint growth.

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

But a true integration platform as a service (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.

<sup>1</sup> Gartner, Forecast: Public Cloud Services, Worldwide, 2013-2019, 1Q15 Update, published March 31, 2015

<sup>2</sup> Gartner Best Practices for Supporting Postmodern Hybrid ERP, 7 April 2014, Analysts: Pat Phelan, Christian Hestermann

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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 allows LOB managers to gain innovations in ERP, CRM, marketing automation 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.

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).”<sup>3</sup>

Unlocking the potential of a NetSuite investment involves implementing carefully designed and tightly integrated business processes between the front and back offices, and between cloud and legacy systems. A cloud-based iPaaS can extend the NetSuite platform by seamlessly integrating any combination of applications with NetSuite to automate critical business processes, whether they’re for human capital management (HCM), professional services automation, CRM or on-premises ERP — especially for two-tier ERP solutions.

A cloud-based iPaaS solution makes it easier to integrate applications, whether those applications reside in the cloud or on-premises, resulting in a faster time to value and improved data quality.

<sup>3</sup> “Dell Boomi AtomSphere,” Ovum, 24 June 2014

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# Common NetSuite 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 NetSuite.

Or, it may involve integrating two or more SaaS applications that must share data with each other, cloud to cloud, such as NetSuite ERP for financial management, and for sharing opportunity, account, invoice and other customer information with an application such as Salesforce Sales Cloud CRM for managing the sales and post-sales process.

The following chart shows the vertical industries served by NetSuite, along with examples of several common business processes that can benefit from the unified approach an iPaaS offers, as well as the types of applications involved and common scenarios.

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	Primary use cases/business process						Other use cases		
NetSuite vertical	Quote-to-cash, Lead-to-cash	HCM	Professional services automation	Wholesale distribution supply chain and EDI/B2B/B2C/X2X	Retail and/or ecommerce	Two-tier ERP	Billing	Expense	Marketing automation
Common applications	Salesforce Sales Cloud, SugarCRM	UltiPro, Workday, SAP SuccessFactors, Oracle Taleo	NetSuite OpenAir/NetSuite SRP, Salesforce Sales Cloud	VANs AS2s	Magento, Amazon, eBay	Oracle E-Business Suite, SAP, other ERPs	Zuora	Concur, Expensify	Marketo, Silverpop, Eloqua, Salesforce Marketing Cloud, Adobe Marketing Cloud
Software	X	X	X				X	X	X
Services (professional services, IT services, other)	X	X	X					X	X
Advertising, media and publishing	X	X	X					X	X
Retail	X	X		X	X			X	X
Ecommerce	X	X		X	X			X	X
Manufacturing	X	X		X	X			X	X
Wholesale distribution	X	X		X	X			X	X
General business — other industries	X	X	X	X	X	X		X	X
Enterprise, G500	X	X	X	X	X	X		X	X

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**Lead-to-cash (CRM to ERP/billing such as Salesforce Sales Cloud to NetSuite ERP):** 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 (MDM) component could also help with cleansing, enrichment and governance of data across the full application landscape.

**HCM — hire to retire:** Growing a business requires growing your team, and managing growth requires enabling business processes and sharing data across applications. HCM encompasses recruiting, core human resources functions and talent management capabilities that need access to data throughout the organization.

### Lead-to-cash (CRM to ERP/billing)

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

- NetSuite ERP
- NetSuite CRM
- Salesforce Sales Cloud/Service Cloud
- Marketo
- Eloqua
- SAP
- Oracle
- Zuora

#### Common scenarios

**Quote-to-cash:** Marketing automation applications such as Marketo or Eloqua are often used to help manage and track campaigns and other lead generation activities. Companies that integrate these types of applications with NetSuite and automate their business processes gain visibility and insight into the interactions that prospects and customers have with the organization. By integrating marketing automation applications with CRM or sales automation systems with NetSuite, companies can optimize their customer relationships, demand generation and lead management, and experience revenue growth with an end-to-end lead-to-cash process.

**Lead-to-cash:** Automation of the lead-to-cash process can share data between NetSuite and existing applications such as Salesforce Sales Cloud and marketing automation applications.

### HCM — hire to retire

NetSuite often touches various stages of the hire-to-retire HCM lifecycle — from onboarding a new employee and setting them up in various systems (including talent management or training), to making sure the employee is paid and all aspects of payroll are integrated across the apps involved.

#### Common applications

- Workday
- Oracle HCM
- UltiPro
- Concur
- NetSuite
- Salesforce Sales Cloud
- Cornerstone OnDemand
- ADP
- Ceridian

#### Common scenarios

For payroll integration, employee data may be sent from Workday (used for employee onboarding) to NetSuite ERP (for journal entries) to ADP (payroll) and back to NetSuite ERP.

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**Professional services automation (PSA):** For project-based businesses, NetSuite's OpenAir gives companies visibility and control for managing resources, projects, accounting or expenses, all while supporting a mobile consultancy workforce.

### PSA

As a professional services deal is sold, data entered into Salesforce Sales Cloud must also be shared with NetSuite OpenAir and NetSuite ERP from the opportunity through to invoicing for a project. Time and labor or expense entries may also need to be shared with other applications such as HCM (for resource allocation, payroll and/or commission purposes) or finance (such as for invoicing, reconciliation and revenue recognition).

#### Common applications

- NetSuite OpenAir
- Salesforce Sales Cloud
- NetSuite ERP
- Concur
- Expensify
- Workday
- Oracle E-Business Suite
- SAP

#### Common scenarios

Inbound lead information is entered as an opportunity in Salesforce Sales Cloud. Then, as the deal is closed, a project opens in NetSuite OpenAir to ensure the appropriate resources and project plans are established, moving the contact and account information over, as well. iPaaS assures seamless automation of key business processes such as an exchange of data between Salesforce opportunities and NetSuite OpenAir projects, Salesforce accounts and OpenAir customers, and Salesforce contacts and OpenAir contacts.

**Supply chain and EDI:** As manufacturers develop products and distribute them through ecommerce and retail channels via wholesalers and retailers, EDI is the standard by which all of this is tracked. Each channel has its own requirements for how and when this information is shared.

### Supply chain and EDI/B2B/B2C/X2X

A manufacturer or distributor connects NetSuite with value-added networks (VANs) and AS2 connections to meet the strict EDI compliance standards of key retailers who sell their product. Enabling and automating EDI can be complex, but an EDI-enabled iPaaS can significantly streamline this process and add an ability to scale it for growth.

#### Common applications

- NetSuite ERP
- Warehouse/inventory management
- Order management
- Magento
- eBay
- Amazon

#### Common scenarios

Whether over an AS2 connection or a VAN, a manufacturer receives a purchase order (PO) from a retailer or an ecommerce website in the EDI 850 format (or EDIFACT for non-U.S. companies) via the iPaaS, which is automatically converted to NetSuite XML in the NetSuite sales order system. An outbound invoice (EDI 810) is generated from NetSuite and sent to the retailer.

For business-to-consumer (B2C) scenarios involving a consumer order with an online retailer that's fulfilled by the manufacturer, the order captured by NetSuite flows to the manufacturer, who ships it directly to the customer.

For a PO change, the retailer generates the EDI 860 and transmits it to the iPaaS, converts it to NetSuite XML and updates the sales order system.

For manufacturers using a third-party logistics provider (3PL), an iPaaS takes the order out of NetSuite and generates the EDI 940 to the 3PL. An EDI 945 is returned and updates fulfillment, indicating the product is ready for shipment. Dell Boomi iPaaS generates the EDI 856, updating the order status as fulfilled. When an EDI 943 or EDI 944 advises the 3PL to move the product, but it's stored in different warehouses, a company may tell the 3PL to send 100 units from Hong Kong to the warehouse. Once product is moved and the transaction completed, an EDI 944 is sent back to NetSuite, updating the inventory received, so it's clear the product is available to ship again.





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**Media buying/cost tracking (advertising, media and publishing):** Media organizations and/or ad-buying agencies selling advertising space must execute advertising campaigns and track placements from insertion order through fulfillment, reconciliation and invoicing.

## Media buying (advertising, media and publishing)

Ad inventory is pushed out to various online properties by publishers, each of which has its own cost structure based on attributes such as the number of views and clicks. Ad-buying agencies or direct customers need to be able to easily reconcile inventory and payments with actual performance and costs.

### Common applications

- NetSuite ERP
- Salesforce Sales Cloud
- DoubleClick by Google
- DoubleClick for Publishers
- Adobe Marketing Cloud
- ADTECH
- AdJuggler
- Microsoft Excel

### Common scenarios

Ad-buying agencies need to be able to source and purchase ad-space inventory from a variety of publishers, invoice clients for actual ad costs and/or reconcile estimated costs with actual costs, and manage the entire process seamlessly across a broad range of disparate applications.

Publishers need to be able to push out ad-space inventory, complex discount and cost structures, and reconciliation records and/or invoices at the push of a button. Technology complexities and the internet have made this process more challenging, with a greater need for accurate, real-time information in order to remain competitive.

**Two-tier ERP:** Companies of all sizes have some business-critical proprietary or legacy applications that can't be replaced. These applications may require connectivity via databases, web services or flat files (CSV). And although accounting is a competency of NetSuite, some businesses rely on legacy accounting systems such as Oracle Financials or SAP for corporate roll-up, but want to utilize NetSuite's capabilities in other areas of the business.

For instance, a subsidiary, division or business unit reports financial data roll-ups to headquarters (either real time, scheduled or event-triggered) and may have concurrent business operations running on different systems. The two-tier model lets you preserve your on-premises ERP investments in Oracle or other systems, while equipping global subsidiaries with a more agile, flexible cloud-based ERP/financials system and giving headquarters the real-time visibility it needs.

## Two-tier ERP

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

### Common applications

- NetSuite ERP
- SAP
- Oracle E-Business Suite
- Intuit QuickBooks

### Common scenarios

Customer data from an ERP system would track orders and fulfillment and send that data to NetSuite to handle the financial aspects — paying suppliers, processing invoices and rolling up the financial planning and financial statement information needed by headquarters.

# Using iPaaS to address integration challenges

When integrating applications with a cloud-based SaaS application like NetSuite, an iPaaS can seamlessly integrate any combination of applications to extend the NetSuite platform. For any of the business processes described in the previous section (and many others), 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.
- When selecting or re-engaging with a system integrator, evaluate the company's experience in working with NetSuite:
  - Have they completed engagements that are comparable in scope?
  - How many engagements have they completed?
  - Do they understand how to integrate NetSuite with other applications?  
(Note: Some system integrators may only customize NetSuite; they may not touch other applications that interact with NetSuite.)

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- 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

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."<sup>4</sup>

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 to enable companies to seamlessly automate business processes and extend the NetSuite platform.

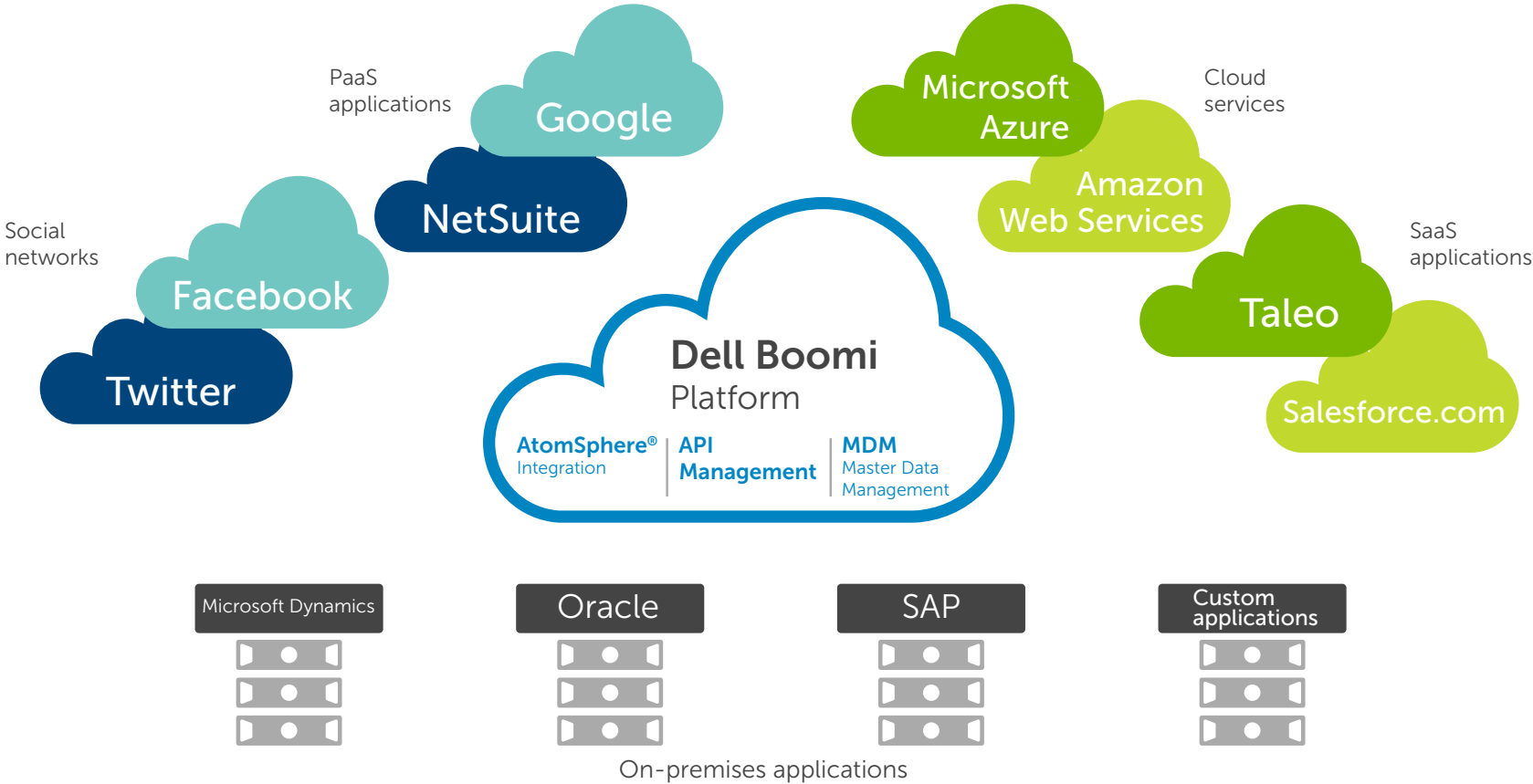
<sup>4</sup>"Integration platform as a service: a catalyst for hybrid cloud integration?" by Carl Lehmann, 451 Research, 27 Aug 2013.

# About Dell Boomi

Dell Boomi's iPaaS, AtomSphere®, offers a highly scalable, flexible and secure solution, with a depth of NetSuite integration experience that is unmatched in the industry, and offers a NetSuite connector so customers can share NetSuite 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.



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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 10,500 Atoms have been deployed in production as of March 2015.

## 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:

There are 690 NetSuite connectors currently in use.

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 NetSuite, the connection represents your NetSuite 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 NetSuite, Salesforce, SAP, 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](http://www.boomi.com/products/evaluate/supported_applications).

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## Crowd-sourced intelligence

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

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 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.

### Dell Boomi Fact:

More than 15 million mappings have been indexed as of March 2015.

## 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](http://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 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 NetSuite connector — sharing your data with MDM to centralize the repository — you can enrich data in NetSuite and enrich the data in other applications that your company chooses to integrate with NetSuite. 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

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 from its customers and received recognition from the analyst community: On March 23, 2015, Gartner recognized Dell Boomi as a leader in its Magic Quadrant for Enterprise Integration Platform as a Service, Worldwide.<sup>5</sup>

<sup>5</sup> Gartner Magic Quadrant for Enterprise Integration Platform as a Service, Worldwide, March 23, 2015. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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Dell Boomi's customer satisfaction is a real-world testament to our success: The AtomSphere customer renewal rate has risen to 95 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."<sup>6</sup>

For more details on how AtomSphere can help your company, visit [www.boomi.com](http://www.boomi.com).

<sup>6</sup> "Dell Boomi AtomSphere," Ovum, 24 June 2014



# How Dell Boomi helps customers integrate NetSuite

Our customers and their NetSuite integration success stories are a testament to the power and scale of Dell Boomi's iPaaS solution. Read how the AtomSphere iPaaS seamlessly integrates any combination of applications to enable them to extend the NetSuite platform by integrating their data according to the needs of the business.





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“NetSuite and Salesforce.com are essential to our information infrastructure, and Dell Boomi is the glue and the key enabler for this strategy. You’d need 10 people to do this without Dell Boomi to get the same efficiency of all transaction elements.”

— **Sudheer Yerabati**, Director of Business Systems and Integrations,  
Mindjet

As a cloud-based company, Mindjet understood the potential for realizing efficiency by including Dell Boomi AtomSphere in its implementation of Salesforce CRM and support to integrate with NetSuite, on the advice of their system integrator, WDCi.

Over time, Mindjet expanded beyond those two initial applications, relying on Dell Boomi AtomSphere as its iPaaS to connect with trading partners in the Americas and EMEA (via EDI) and broadened and deepened its NetSuite and Salesforce integration.

[Read the full case study](#)



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“Using Boomi, we solved our on-premises and cloud integration issues and cut operational costs by 80 percent.”

— **Felix Chandra**, Business Systems Manager, ESOMAR

ESOMAR (European Society for Opinion & Market Research) needed a faster, more efficient way to integrate its website front-end, back-end database and NetSuite CRM application. They sought to eliminate manual processes and data discrepancy to speed and enhance customer acquisition and service. ESOMAR also wanted their in-house staff to perform integrations to control costs and slash development times.

ESOMAR enhanced business agility and reduced costs by integrating its website, on-premises SQL database and NetSuite CRM+ in the cloud with Boomi AtomSphere. The organization was able to quickly develop efficient, automated processes that capture customer data from the website and transfer that data to the CRM system, as well as to store the data in a database for retrieval as needed for online purchases or publishing in the online directory.

[Read the full case study](#)



# Resources

### Customer case studies:

- [Global software developer simplifies application integrations](#)
- [ESOMAR speeds cloud-to-on-premises application integration](#)

### Additional information:

Read more on integrating NetSuite ERP with Salesforce CRM in our white paper: [Automating Key Business Processes with NetSuite ERP & Salesforce CRM](#)

Watch a series of short video clips on how Dell Boomi AtomSphere can connect your EDI process with a NetSuite implementation:

[Integrating NetSuite with EDI: Self-Guided Product Tour](#)

Identify key touch points for integrating NetSuite in our white paper:

[Integration: The key to unlocking the potential of NetSuite](#)

For more details about AtomSphere and NetSuite, visit:

[www.boomi.com/solutions/NetSuite](http://www.boomi.com/solutions/NetSuite)

To learn how to integrate with OpenAir, visit:

[www.boomi.com/OpenAir\\_Solutions](http://www.boomi.com/OpenAir_Solutions)

Watch Dell Boomi's application integration for anything, anywhere, anytime video:

[www.boomi.com/application\\_integration\\_video](http://www.boomi.com/application_integration_video)

Browse our list of system integrator partners:

[www.boomi.com/partners/type/system\\_integrators](http://www.boomi.com/partners/type/system_integrators)

We also invite you to visit [trust.boomi.com](http://trust.boomi.com), where we provide complete transparency on our reliability and scalability.

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