

Integration Practice

Sales Enablement

04/16/2020



Agenda

01

30 Minutes - Vinit

Practice Overview

Service Offerings

Why Integration, EDI, MDH

Accelerators

First Call - Qualification

02

15 Minutes - BK

GTM – East Coast

Qualification

03

30 Minutes – Phil (Boomi)

Boomi Product

Jade – Boomi Partnership

Sales Battle Card

04

15 Minutes

Q&A

Suggestions

Integration Practice

Accelerated Business Outcomes.

Integration Practice

Helping Customers Connect Every Part of Their Business to Transform How They Do Business



60 +

Boomi Experts

Team of 60+ Certified and Experienced Boomi Architect, Leads, Developers and Administrators

50+

Boomi Customers

Served more than 50+ Boomi Customers and helped them connect most of leading Cloud, On-premise and home-grown applications.

100+

Successful Projects

Successfully implemented 100+ Boomi Implementation Projects leveraging all suites of Boomi product (Integration, EDI, MDH, FLOW, API Management)

275+

Boomi Certifications

Large number of Certifications in all of the Boomi Product offerings – Integration, EDI, MDH, FLOW, API Management



Team

Delivery Unit

Arun Menon

Global Delivery Head

Atul Pareek

Integration DU Head - Offshore

Rajesh Nair

Integration DU Head - Onsite

Composition

Role	Onsite	Offshore
Architect	14	48
Lead		
Developer		
Manager		

LOB/Practice

Anant Soni

BU Head

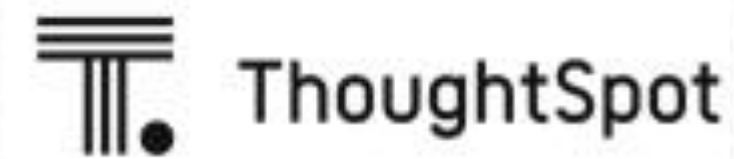
BK Srinivas

GTM, East Coast

Vinit Verma

Practice Lead

Our Boomi Customers



Some of Our Implementations



Dell Boomi – Salesforce, Workday, Hive, Oracle Fusion Cloud, On-Premises and custom applications etc.

Dell Boomi – Salesforce, NetSuite, Zuora RevPro, Coupa, Workday etc.



Dell Boomi – Salesforce, Oracle Fusion Cloud, RightNow, Flexera, RevSym, **EDI**, On-Premises and custom applications etc.

Dell Boomi – SAP S/4 HANA, MES, Coupa, ADP, EDI, On-Premises and custom applications etc.



Dell Boomi – MuleSoft to Boomi Migration, SAP Hana S4, Dynamics etc.

Dell Boomi – Salesforce (ServiceMax), Oracle EBS



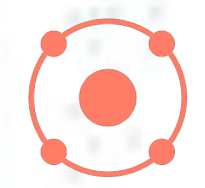
Dell Boomi – Salesforce, Workday, CPQ, NetSuite, Google DFP, DBM, and RevPro, SQL Server, Coupa etc.

Dell Boomi – Workday, NetSuite and **EDI** integrations



Dell Boomi – Salesforce, CPQ, SAP, Legacy On-Premises and custom applications, **MDM** etc.

Dell Boomi – Dynamics CRM, PPM, Intacct, **MDM**



Boomi
AtomSphere
Platform



Integration



Master
Data Hub



B2B
Management



API
Management



Flow



Some of Our Implementations



Dell Boomi – Salesforce, NetSuite, RevSym	Dell Boomi – Apple, Google Android, Stripe, Paychex, Oracle Cloud etc.
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Dell Boomi – NetSuite, SQL DB, Java based legacy applications	Dell Boomi – Health Check, Molecule Setup
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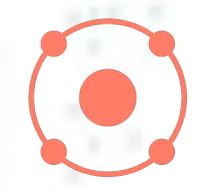
Dell Boomi – RecVue, NetSuite, Oracle EBS	Dell Boomi – Workday, NetSuite, Salesforce, Open Air, MDM
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Dell Boomi – Oracle Cloud, QuickBase, DWH, Oracle Service Cloud	Dell Boomi – Shopify, NetSuite, ShipStation, Amazon Seller and cloud and on-premises applications
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Dell Boomi – Salesforce CPQ, NetSuite, Gmail	Dell Boomi – NetSuite, Legacy Apps and YapDM DWH
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Boomi AtomSphere Platform



Integration



Master Data Hub



B2B Management



API Management



Flow

Our Services

Boomi Integration

Connect and integrate applications and data
Example – Integrate Salesforce, NetSuite, Oracle, SAP, Workday etc.

Boomi MDH

Synchronize data between 2 or more applications
Example – Create a single source of truth for Customer records between CEM, ERP and other apps

Boomi API Management

Design, Manage and Secure APIs
Example – Create API-Led Connectivity to expose legacy data to external systems

Boomi FLOW

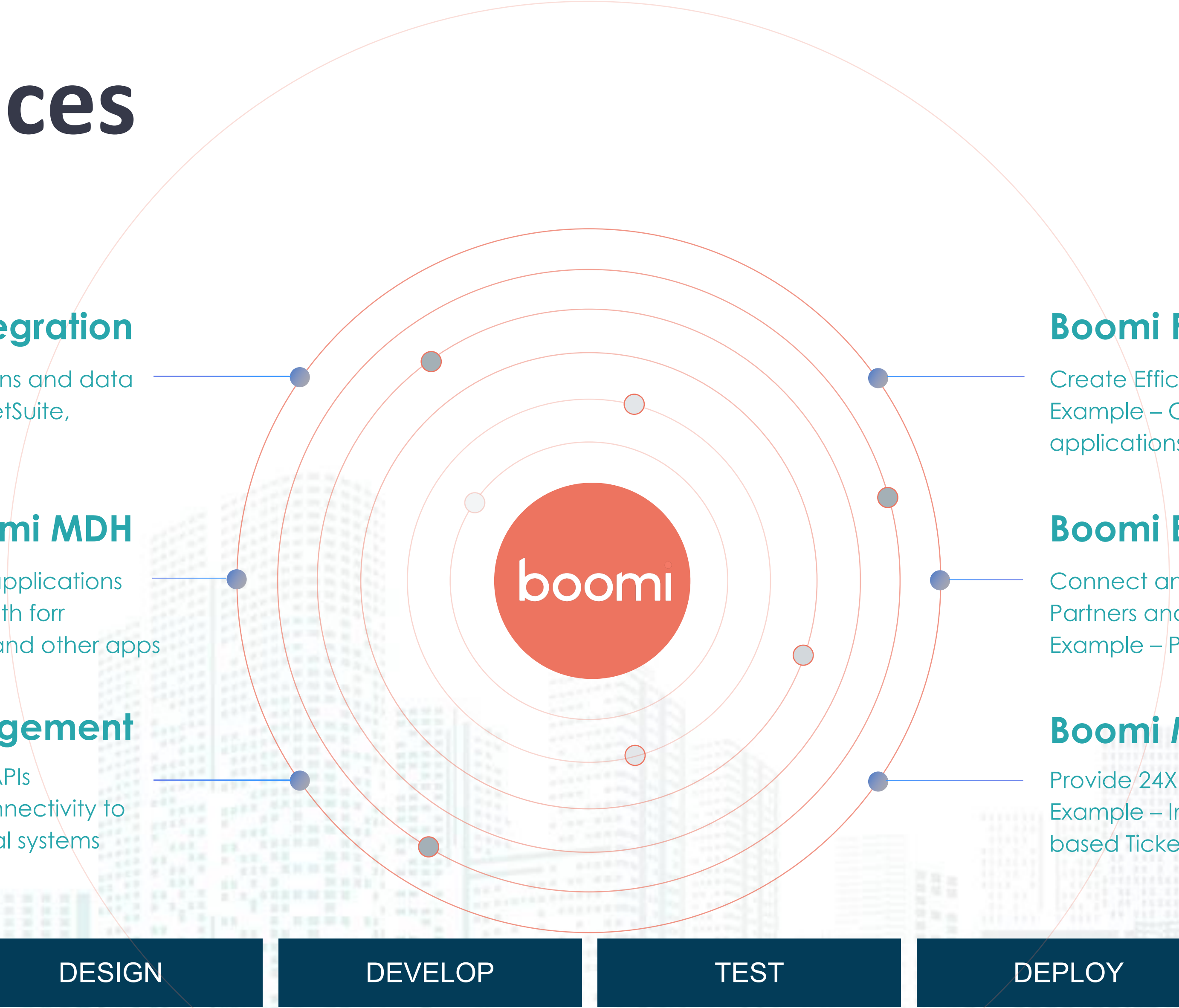
Create Efficient Workflows
Example – Create Employee Onboarding web applications or create customer support portal

Boomi EDI

Connect and Automate transactions with Partners and Suppliers
Example – Purchase Order, Invoice etc.

Boomi Managed Services

Provide 24X7 support
Example – Integration Monitoring, SLA based Ticket resolutions etc.



We Accelerate Business Outcomes for our Customers with Our ELITE Boomi Implementation Services

Why Integration?

Connected business is necessity of Digital Transformation. To deal with the unscaled adoption of new applications, as well as to improve ability to connect everything in this new digital business environment, Organizations need to think about integration as a strategic capability.



Connected applications help building the **efficient business processes** – E.g., Quote to Cash, Order Management etc.



Real time and **improved data accessibility** for people in the organizations

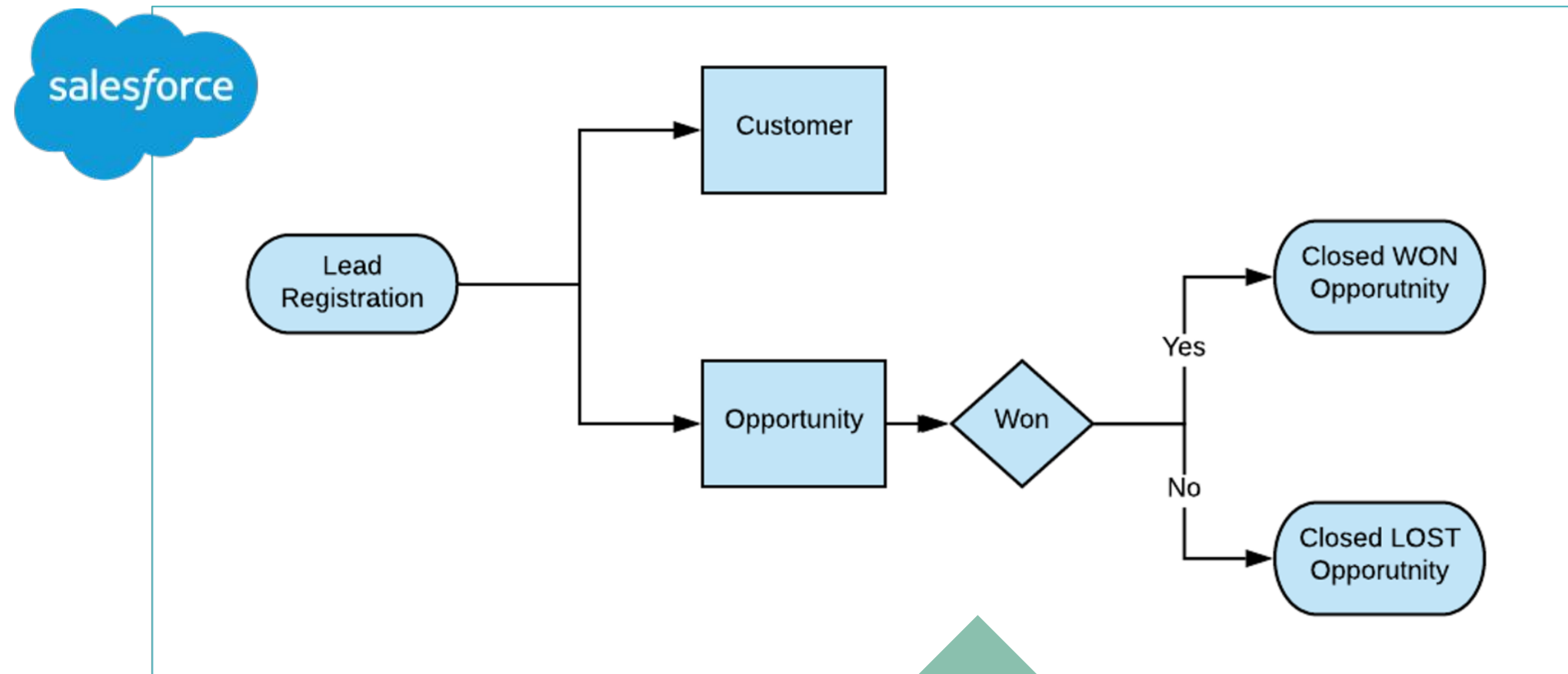


Agility to adapt to changing markets and competition

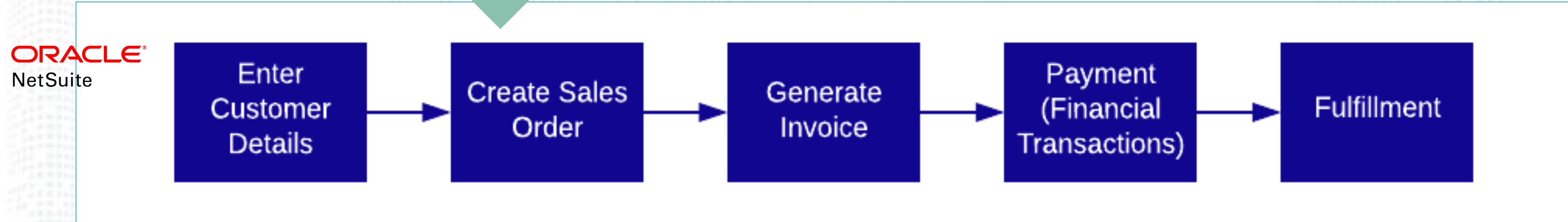


Improved productivity and cost savings. Increased operational efficiency to move / act / respond faster

Why Integration?



- 10 Orders per day
- 15 minutes – Manual Entry per Order
- **150 minutes of total Manual Efforts**
- **Can be done in less than 2 minutes if integrated**



Why Integration?

Boomi EDI

Walmart EXCHANGE™

overstock™

GROUPON

hayneedle

amazon

EDI for 3PLs, Vans, Distributors, Big Box Retailers Best Buy Target etc.

shopify

amazon seller central

Magento

salesforce

servicenow

SPEED

COST

ORACLE NETSUITE

ORACLE FUSION APPLICATIONS

SAP Concur

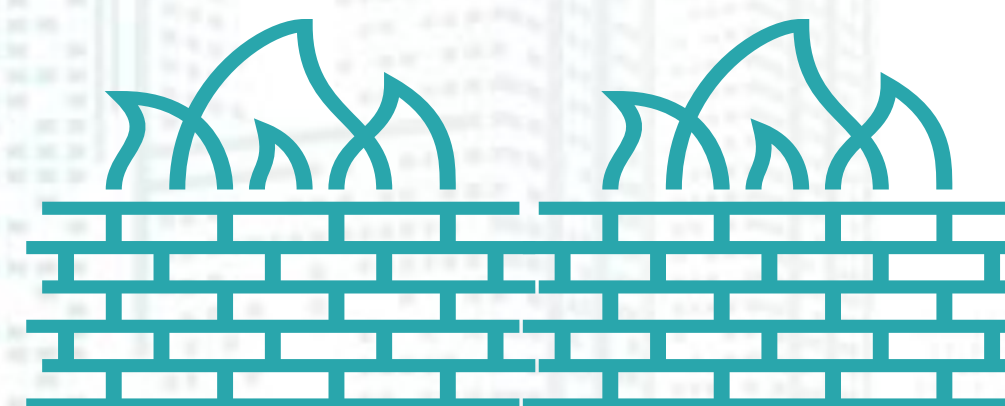
coupa

NetSuite OpenAir

workday

CERIDIAN

ADP



Oracle HCM Cloud

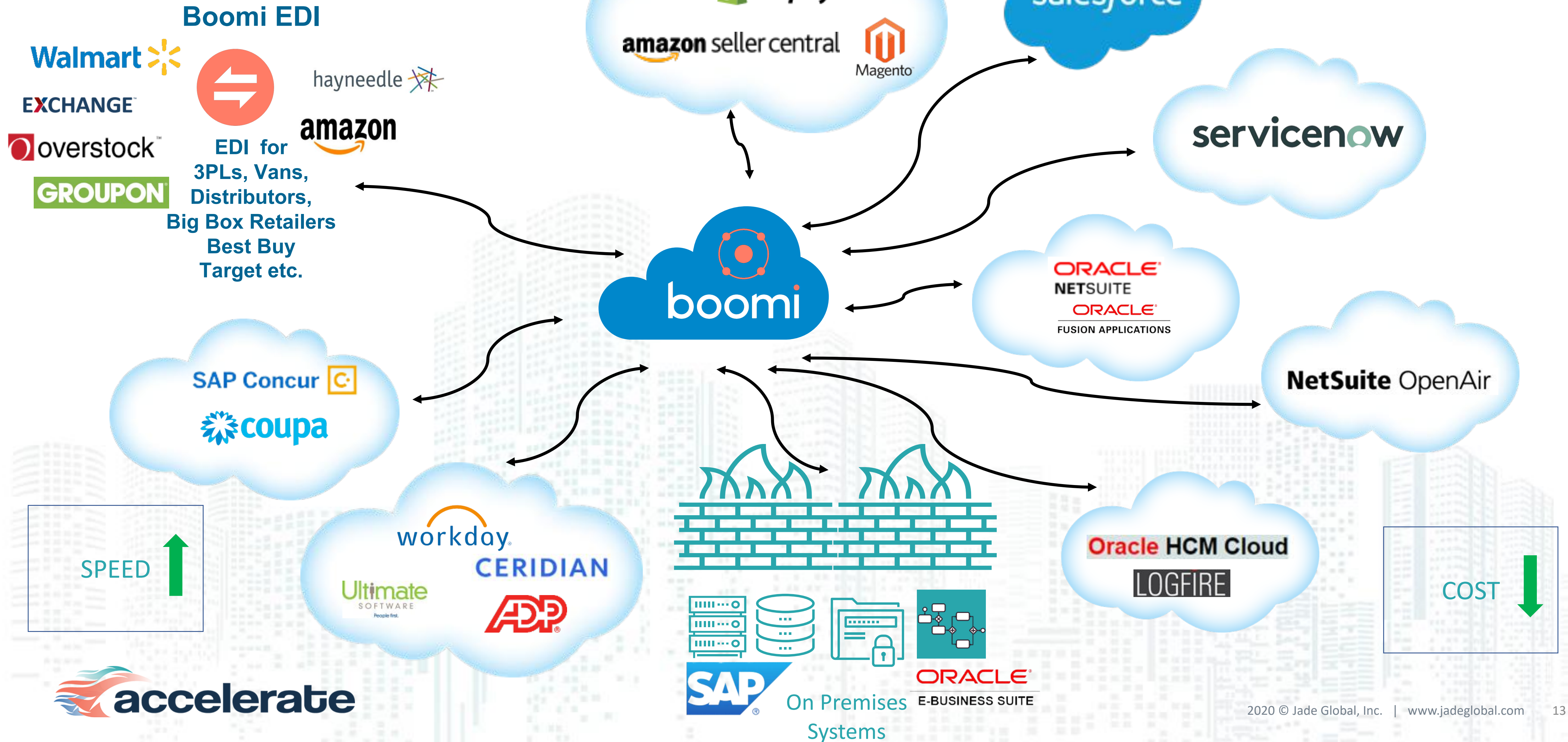
LOGFIRE



SAP On Premises Systems

ORACLE E-BUSINESS SUITE

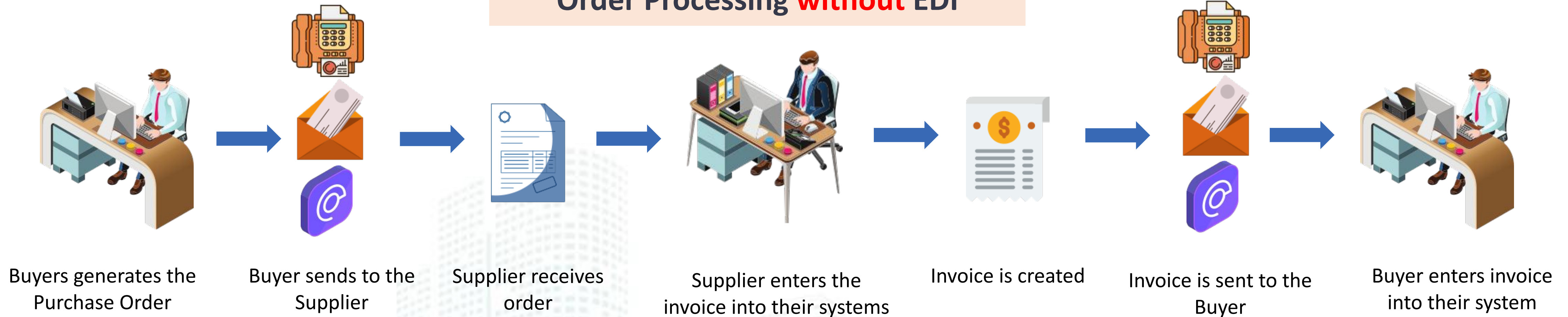
Why Integration?



Why EDI?

EDI (Electronic Data Interchange) is the computer-to-computer exchange of business documents, such as Purchase Orders and Invoices, in a standard electronic format between business partners.

Order Processing **without** EDI



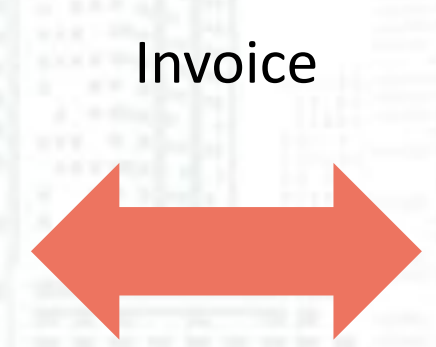
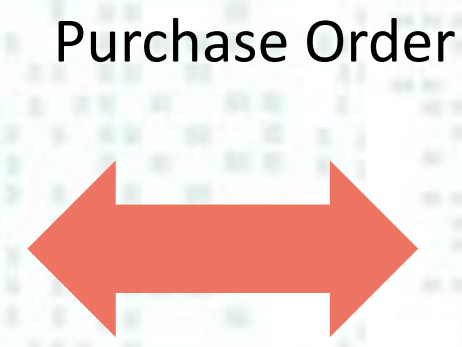
Issues : Human Handling, Slow, Error Prone, Paper can be replaced or lost, Manually entry into system /ERP

Order Processing **with** EDI

- ✓ Fast
- ✓ Reduced Cost
- ✓ Improved Data Quality
- ✓ Shorter business Cycle



Buyers internal system / ERP

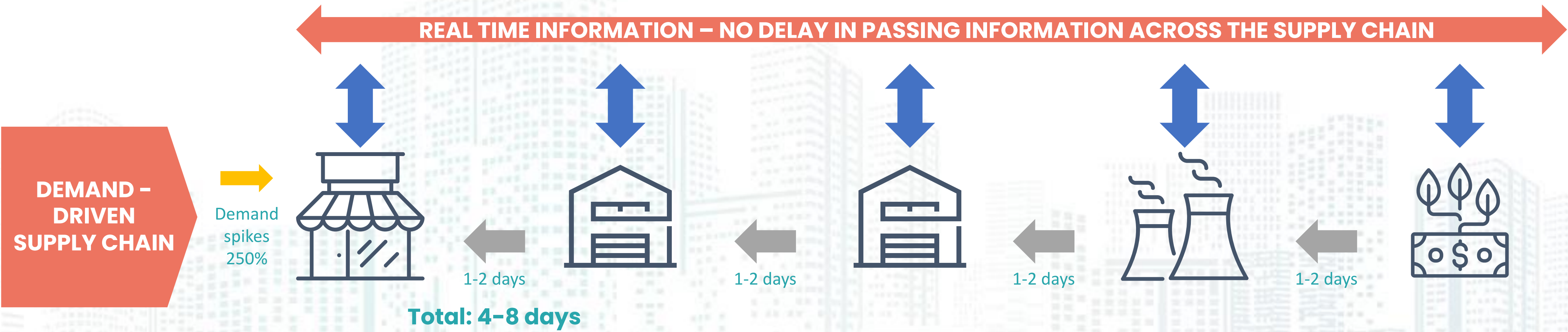
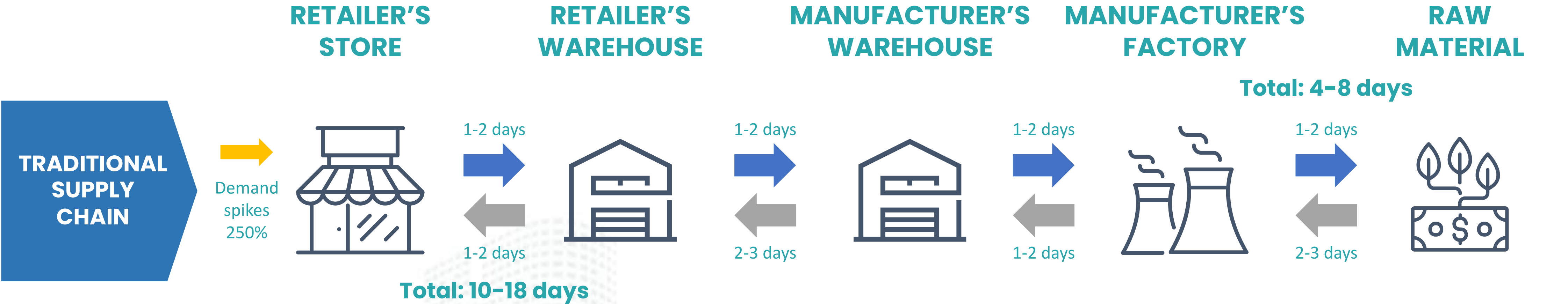


Supplier internal system / ERP

- ✓ Improved Business Efficiency
- ✓ Improved Data Security
- ✓ Strategic Business Benefits – Faster decision making, improved responsiveness to changing customer demands

Why EDI?

FLOW of Product in Supply Chain



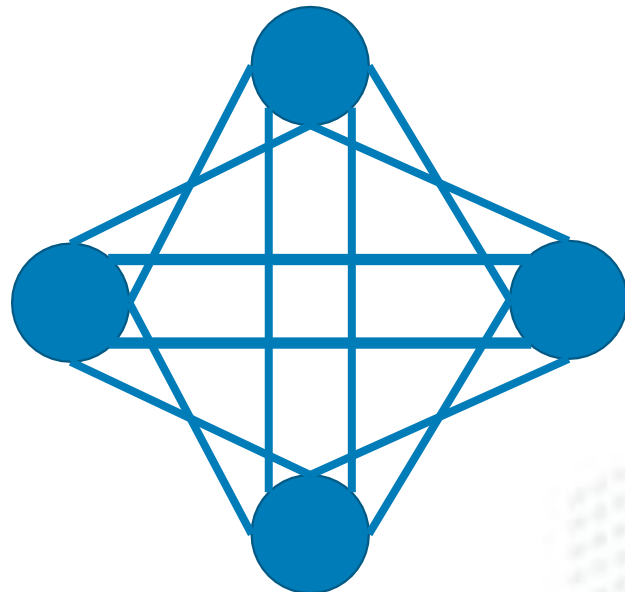
INFORMATION FLOW
 PRODUCT FLOW

Why MDH?

Point to Point Integration

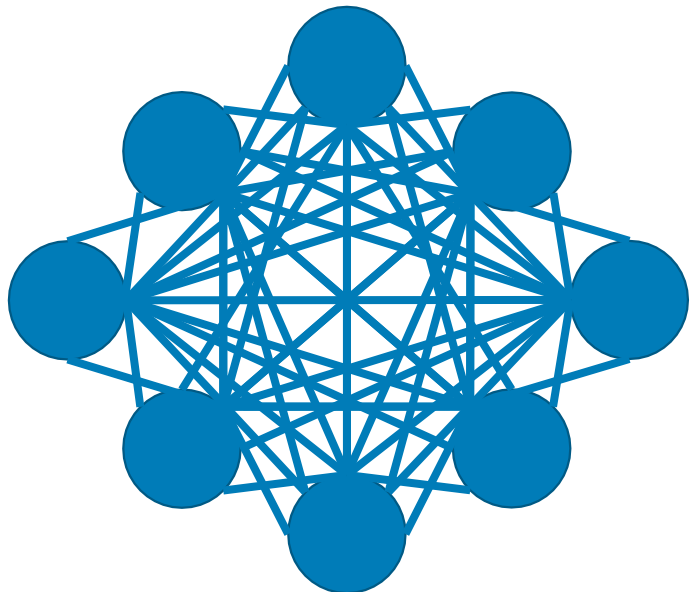
In order to cross reference data between 4 endpoints you need:

- 12 Processes



If you wanted to add 4 more endpoints you would need:

- 56 Processes



IT Pain resulting from Disparate Data

Compliance	No single source of truth.
Data Accuracy	Decreases when the owners lose control to access of the data
Data Quality	Many SaaS applications make data quality difficult to control
Entitlements	Integration of public clouds, private clouds, and legacy systems.
Revenue Recognition	More difficult to make realized or realizable.

Business Pain resulting from Disparate Data

Sales Ops	Difficulty in booking orders, fulfilment and payment.
AR	Poor data quality often leads to problems in collecting/realizing payment.
AP	Entitlements are not clear with many single versions of the truth.
Customer Care and Support	Entities are not clearly represented.
Finance	Revenue recognition is impacted.

Why MDH?

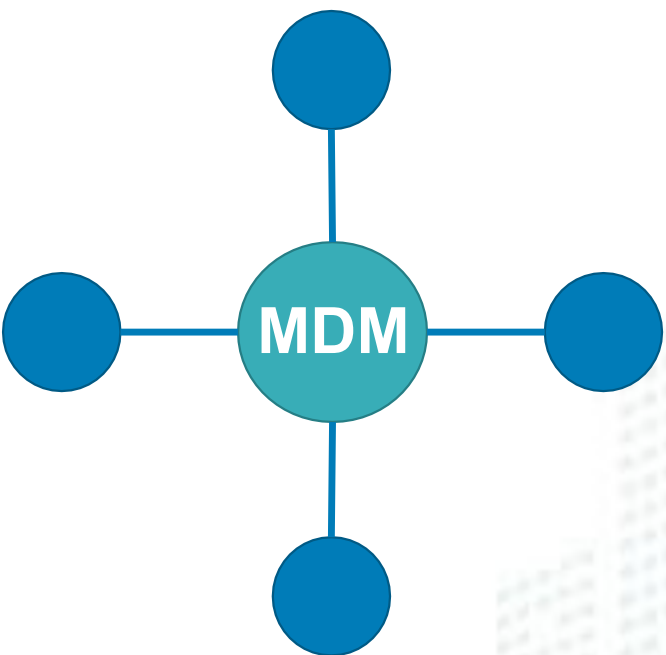
Master Data hub helps synchronize and enrich trusted data across enterprise

In order to cross reference data between 4 endpoints you need:

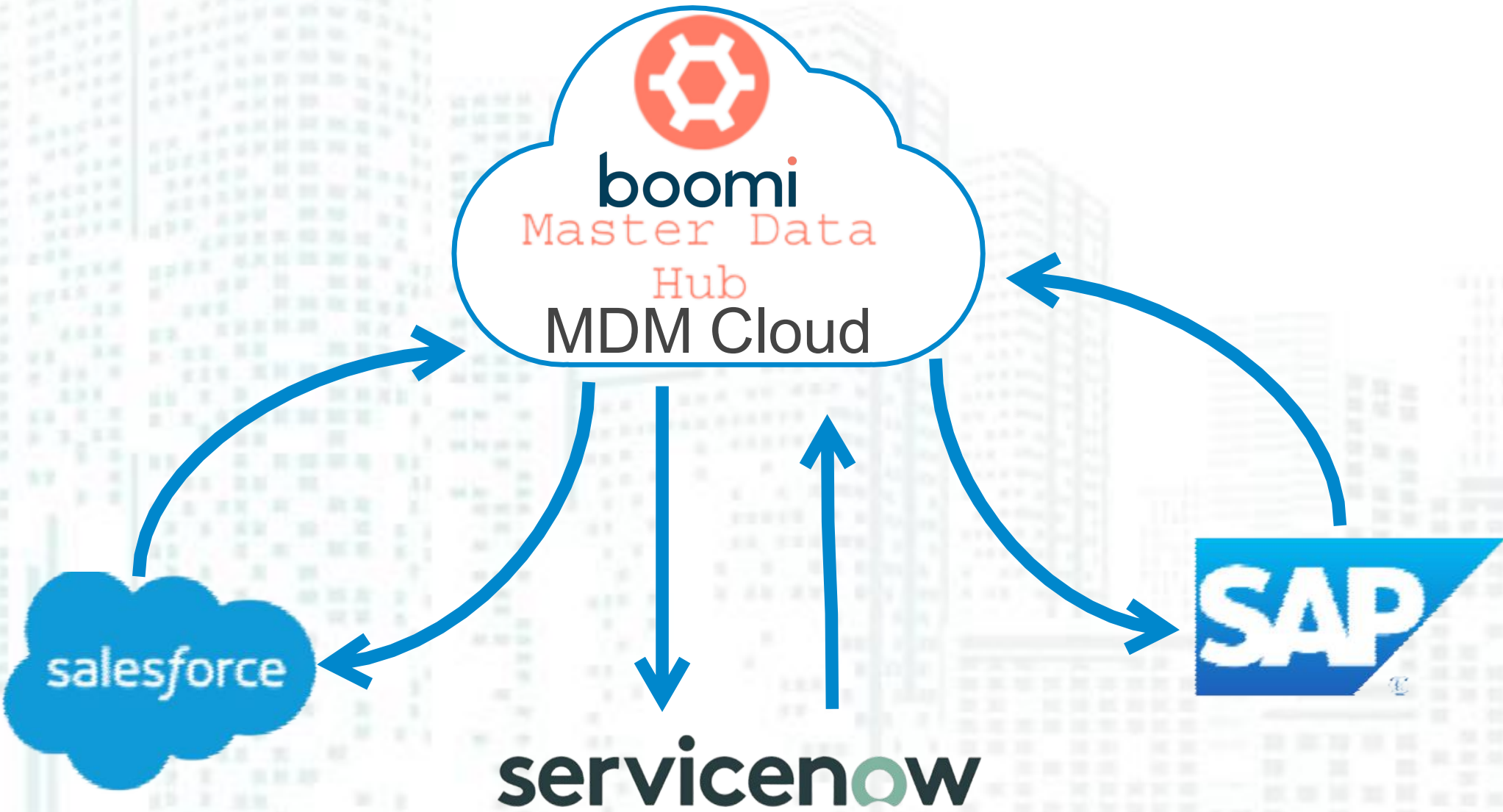
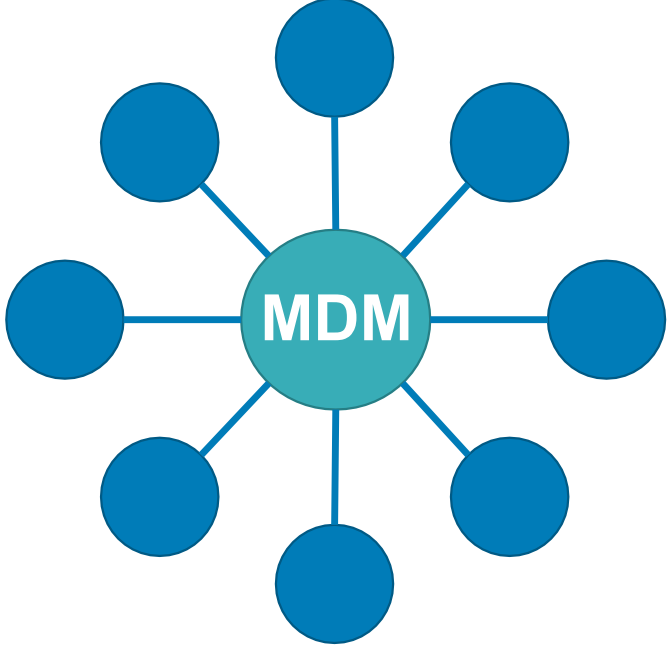
- 4 Processes

If you wanted to add 4 more endpoints you would need:

- 8 Processes



- ✓ Single source of truth
- ✓ Accurate Data
- ✓ Simplified and Scalable Architecture
- ✓ Real Time Synchronization



Accelerator – Oracle Fusion Cloud Integration



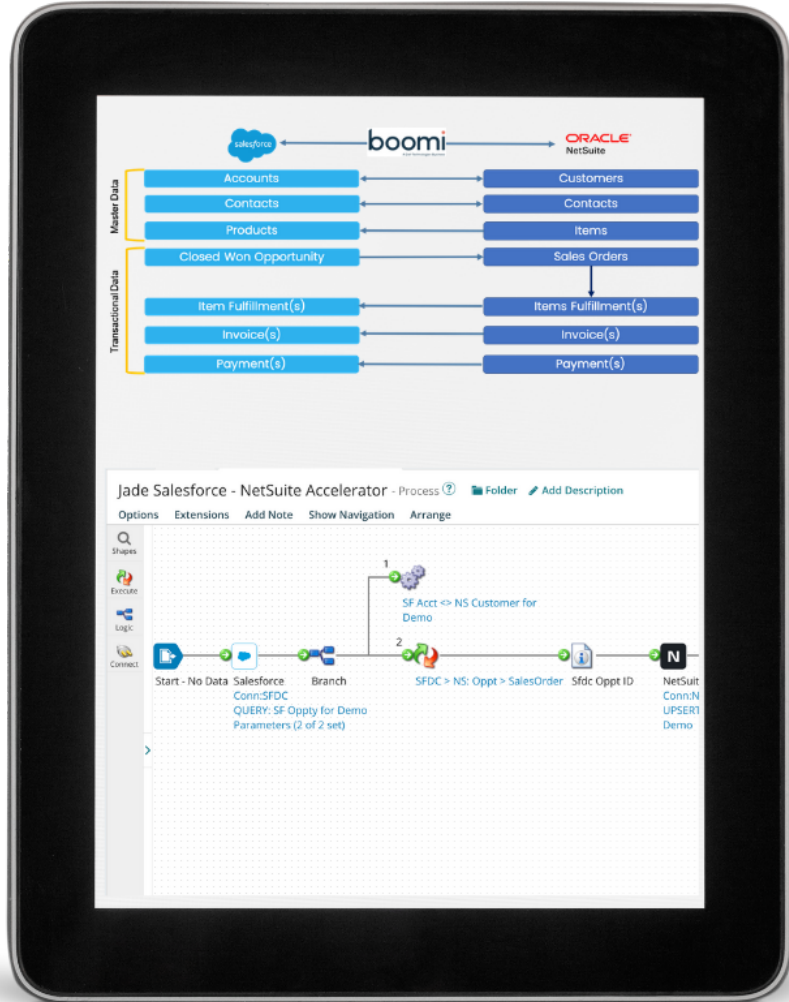
- Faster and Effective Way to Integrate Oracle Fusion Cloud Integration
- Simplified Customizable Framework for both Inbound and Outbound Integrations
- Reduce overall Implementation Efforts by 30 % – 35%

Target : New and Existing Oracle Cloud Prospects & Customers / planning to migrate to Cloud from On-premise

*NOT SELLING AS IP, BUT OFFERING AS VALUE-ADD
AND
AS A MAJOR DIFFRENTIATOR*

Accelerator – Quote To Cash (Salesforce & NetSuite)

- Faster and Effective Way to Integrate Salesforce and NetSuite Integration
- Simplified Customizable Design for both Master and Transactional data Integrations (Account, Contact, Sales Order & Financial Transactions)
- Reduce overall Implementation Efforts by 50 % – 60%



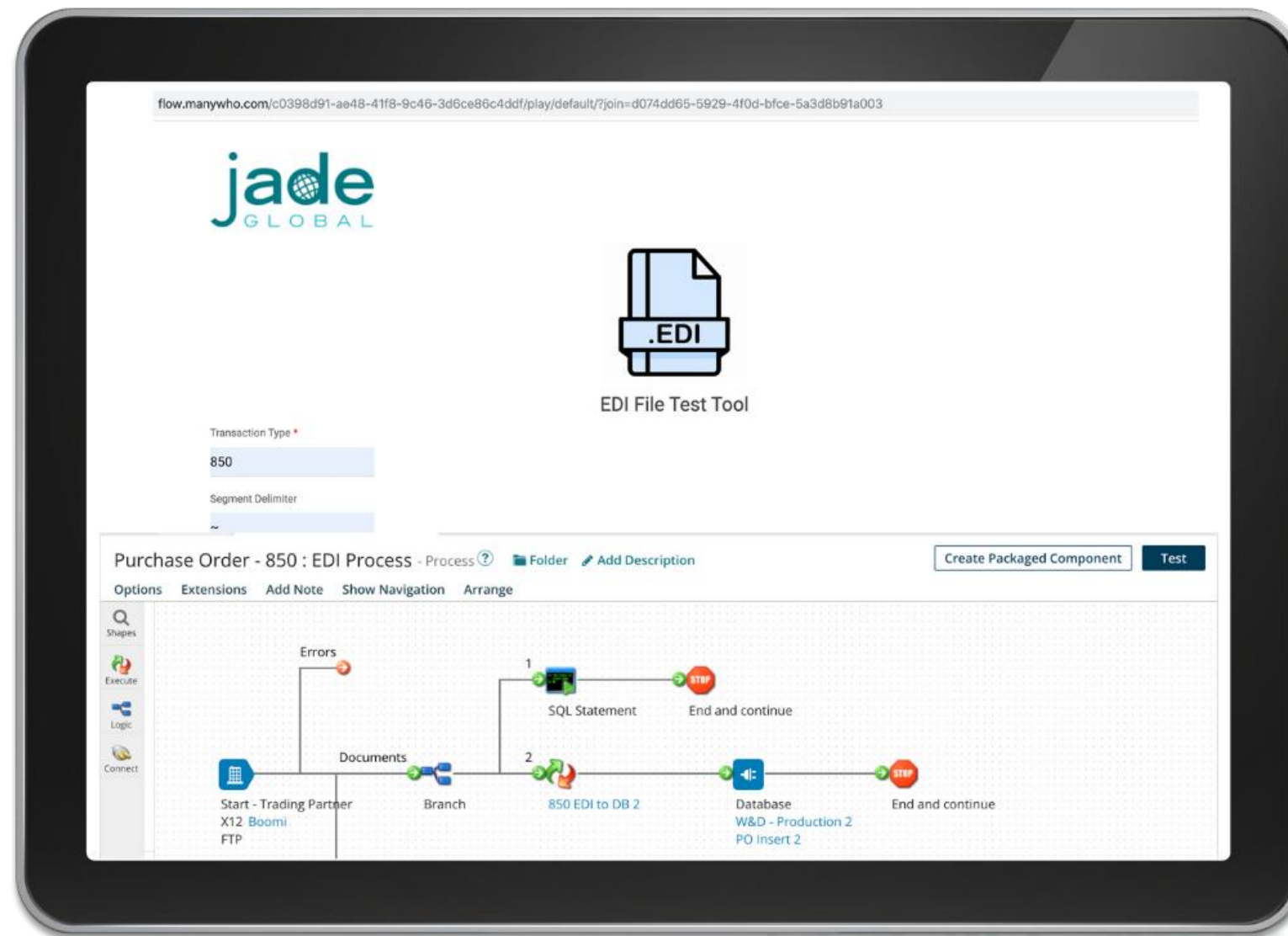
Target : New and Existing Salesforce and NetSuite Prospects / Customers

SELLING AS SOLUTION (FIXED PRICE) INCLUDING CUSTOMIZATION FEE (BASED ON CUSTOMER'S NEEDS)

AND

A MAJOR DIFFRENTIATOR

Accelerator – EDI Files Validator



Target : New and Existing Customers /
Prospects engaged with Partners and
Suppliers (Focus - High-Tech, Retail &
Manufacturing)

EDI Files Validator

- Faster and Simpler way to compare EDI File with the EDI Specification provided by Partner or Supplier
- Validate Raw input data in JSON/XML format with EDI file data
- User Friendly Interface
- Detailed Validation Report
- Compares both EDI Segments and Data
- Supports Mostly used EDI Files like (850 – Purchase Order, 810 – Invoice etc.)
- Supports Mostly used EDI Files like (850 – Purchase Order, 810 – Invoice etc.)
- Customizable Solution to add new EDI files
- Customizable Solution to add new EDI files
- Simplified Intelligent Architecture built on Open Source

SELLING AS CUSTOMIZABLE SOLUTION (PRICE BASED ON CUSTOMER'S USE CASES)

AND

A MAJOR DIFFERENTIATOR

First Call - Qualification



Detailed Case Studies



CONNECT



Infoblox delivers Actionable Network Intelligence to enterprise, government, and service provider customers around the world. Infoblox is based in California's Silicon Valley.



70+ Integrations in just six months to achieve business agility in a rapidly-changing market

Challenges

- Streamline business processes
- Reimplement applications systems by consolidating into two cloud systems
- Synchronize and integrate data across multiple cloud and on-premise applications
- Budget Management to free up budgets for strategic projects

Results

- Dramatically increased the productivity
- Good performance with huge payload, Faster, Cost effective and less maintenance
- Scalable and adaptive Architecture to cater to future needs, upgrade
- Streamlines B2B System and transactions across the partners

Oracle Fusion Cloud | Salesforce | Rightnow | Flexera



OSIsoft, LLC is a manufacturer of application software for real-time data management, called the PI System. Founded in 1980, OSIsoft is privately held and headquartered in San Leandro, California.



Streamlined and Automated Financial transactions among various enterprise applications

Challenges

- Very Complex Order Management as Salesforce follows SKU model and SAP follows old VC model. i.e. Integration between two very disparate systems
- No Standardized Integration platform to deal with high volume data and Multi Technology Stakes.
- Complex data conversion and Calculations

Results

- Faster, Cost effective and less maintenance platform
- Scalability and Customizable Architecture to deal with future needs or Technology upgrade
- First Time Right Execution with no defect/bug leakage to production

SAP | Salesforce | Databases | On-premise applications



INNOVATE



Pango (AnchorFree) is an internet privacy and security company that provides businesses and consumers with advanced technologies to enable secure and private web browsing



Building a solution to enable quick product launch and automate revenue recognition with App Stores

Challenges

- New product launch and revenue recognition
- High volume of invoice from multiple partners
- No standard invoice format from partners
- Manual processing of invoices

Results

- Improved product launch TTM
- Streamlined Automated invoice creations for products
- Faster, Cost effective and less maintenance platform
- Scalability and Customizable Architecture to deal with future needs or Technology upgrade

Oracle Fusion Cloud | MySQL | AppStore | PlayStore | Google Ads | Stripe | MS Store | Braintree



MODERNIZE



W2O is the leading agency for analytics-driven, digital-first healthcare marketing and communications.



Creating a single source of truth to eradicate data inconsistencies

Challenges

- Manual processing to recognize Employee Professional Services among various applications like NetSuite, Workday, OpenAir
- Data inconsistencies, duplicate Records and No single source of truth
- High Support and Maintenance Cost

Results

- Automated processes to handle the Professional Services revenue recognition
- Data synchronization among various applications
- Automated notification on Quarantine records for Business Users

Workday | NetSuite | OpenAir



CONNECT



Develops EV vehicles and products related to sustainable transportation.



Creating a unified platform to streamline Manufacturing Processes – Financials, Trading Partners, Procure-to-Pay journey

Challenges

- Legacy and heavily coded integration patterns
- High volume data exchange across disparate systems
- Absence of canonical data model
- IT ecosystem includes On-Cloud and On-Prem systems
- Manual transactions with Partners and Suppliers

Results

- Streamlined end to end process including ordering, acknowledgment, changes, shipping, invoicing and returns
- Fully automated business processes between SAP S/4 HANA and various other Manufacturing systems
- Plug-and-play architecture through canonical data model

THANK YOU

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