

## Boomi signs OEM deal with Intuit, sees on-demand growth

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**Sector:** Enterprise Software

### Event summary

- Boomi has formed a partnership agreement with Intuit to provide the integration service to Intuit's new Partner Platform, which will allow any application built on the platform to synchronize data with Intuit's QuickBooks software.
- Boomi has 26 partners for its Boomi On Demand service, which are generating 60-70% of the service's revenue. The company is closing in on 100 customers for Boomi On Demand.
- With its transition from licensed software to software-as-a-service (SaaS) in full swing, Boomi has raised its first venture funding round, getting \$4m from FirstMark Capital.

### The 451 take

This is the most significant OEM deal yet for the Boomi On Demand service, which has had an impressive first nine months. Clearly, there was a need for this offering. That said, competition in this space is only intensifying, so the road ahead won't be easy for Boomi. But with some funding behind it and relatively low overhead – the company still has just around 30 employees – Boomi appears well-positioned to take advantage of the growing demand for its data integration services as more organizations turn to on-demand software services and the cloud computing model continues to take shape.

### Details

In a key partnership for its fledgling **Boomi** On Demand integration service, Boomi will provide the data integration behind **Intuit's** new Partner Platform. Boomi On Demand will power data connectivity and synchronization between other third-party applications built on the platform and Intuit's QuickBooks desktop business applications, which are used by about four million small businesses. Third-party developers build their applications using the Web-based database, business logic and workflow of Intuit's QuickBase on-demand business application platform. Boomi On Demand will then handle the data integration between those applications and either QuickBooks or other applications.

Boomi On Demand is powering data integration for a number of other on-demand application platforms, including **Zuora**, **Entellium** and **OpSource**, where it's the technology behind the Rave Connect and OpSource Connect services, respectively. All

together, Boomi has 26 partners, including eight resellers for Boomi On Demand, and the partner channel generates 60-70% of revenue for the service. The company still has nearly 100 direct customers for Boomi On Demand and hopes to eventually migrate its licensed software customer base to the SaaS offering. Boomi recently secured a \$4m series A round from **FirstMark Capital** to help fund this transition from software to SaaS company.

## Competitive landscape

The strength of Boomi is in its data integration capabilities, so we think one of its chief competitors is **Pervasive Software**, whose DataSynch software comes in both on-premise and on-demand versions and supports integration of QuickBooks, **Salesforce.com** and **Microsoft Dynamics CRM** with other applications.

Companies like **Apatar**, **Jitterbit**, **XAware** and **SnapLogic** are all open-source data integration vendors. Of those, Apatar specializes in connecting Salesforce.com to other applications, including QuickBooks; Jitterbit also supports Salesforce.com integration and targets the SMB space; XAware, an enterprise data integration software vendor, recently embraced the open source model in the hope of winning more business in the SMB space; and SnapLogic recently threw its hat in the SaaS-to-on-premise integration ring, partnering with both Salesforce.com and **SugarCRM**.

**Talend** has its Talend On Demand data integration service, though that seems to be mostly about providing a remotely hosted subscription repository for data integration projects. **Cast Iron Systems** has long specialized in SaaS-to-on-premise integration with its integration appliances. **MuleSource** introduced a SaaS offering for SaaS-to-on-premise integration last year. **Cape Clear** was in this space, but was acquired by **Workday Inc** to power integration for that company's SaaS offerings.

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