

ZAPTHINK ZAPNOTE™

BOOMI ONDEMAND INTEGRATION AT THE SPEED OF THE INTERNET

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Abstract

Integration engines don't always have to live on enterprise servers. Indeed, there are times when it make sense to leverage an integration engine that's exists remotely, leveraged as a Service. Considering that integration is a complex and expensive proposition, the ability to deliver an integration solution over the Internet makes good sense considering that enterprises are now leveraging many Software as a Service (SaaS) applications.

Boomi takes this approach to integration, which provides the architect with the ability to create integration solutions they neither have to host nor maintain. Boomi's approach makes a great deal of sense when creating integration solutions with third-party hosted resources, such as SaaS players like Salesforce.com, or when an organization requires B2B integration for linking business partner to business partner.

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Rise of SaaS Integration

As the way we look at business applications evolves, we learn to accept and embrace the notion of applications that we neither control nor host. We leverage applications that run our business through the platform of the Internet, not the server down the hall, or even our laptops. Large players like Salesforce.com and NetSuite as well as more traditional applications continue to jump on the on-demand bandwagon.

As these applications become core to many businesses, so does the need to incorporate these applications into our existing infrastructure and figure out how they fit into a Service-Oriented Architecture (SOA) strategy. Moreover, how are they going to work and play well together? At the end of the day, they should function like any other enterprise application, both housing and sharing critical business information as well as services. These on-demand applications have the potential to become the "Mother of All SOAs," that is, if the vendors get together and solve this problem. The customer will access to thousands of Services with a single on-demand application provider, as well as information, schemas, etc., and the same patterns are found in other on-demand application providers as well.

It does not take a rocket scientist to figure out that the implementation of SOA on top of these applications (including process/orchestration layers, directory services layers, identity management, monitoring, semantic management, etc.) would add a tremendous amount of value, considering the use of those applications and abstraction into real business solutions. Indeed, many SOA implementations for many businesses actually exist outside of their firewalls to make their on-demand applications work and play well together.

The integration objective here is to bring together all of the Software as a Service (SaaS) applications, no matter if they are processing customer, inventory, or employee information. In essence, make as many SaaS-delivered applications appear as a single application framework with both Service and information visibility existing among the applications, perhaps with common schemas and transactions. Thus, you may have SaaS-delivered applications that function in much the same way as many Web sites share content through RSS or other mechanisms.

However, the situation is changing. While SaaS providers were once the SMB market-only services, larger Global 2000 powerhouses are now considering SaaS as well. Thus, we see a changing pattern from smaller organizations moving or creating their application infrastructure outside the firewall, to larger organizations that need to make their SaaS coexist with their existing legacy infrastructure.

Need for On-Demand Integration

When approaching integration in the world of SaaS we have a couple of choices. The first is to leverage traditional integration approaches, such as those sold by older enterprise application integration (EAI) vendors and even newer SOA vendors. Or, leverage an integration solution the same way we leverage SaaS software, as an Internet delivered, on-demand Service.

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When considering the choice, you need to think economically and architecturally. From an economic point of view, existing SOA and EAI technology carries with it a tremendous expense. Traditional or legacy SaaS integration solutions can run into the hundreds of thousands of dollars, and are typically not a good technical fit for SaaS integration since they are designed for integration that occurs behind the firewall. What's more, you need to consider maintenance cost. You're responsible for obtaining and maintaining the server, as well as updating and maintaining the software. These costs are often not considered but typically exceed the cost of the integration solution itself. Integration on-demand means you pay for the integration solution as a service. Thus, there are no software licenses costs, nor software or hardware maintenance costs going forward.

From an architectural point of view, existing SOA and EAI technology has been designed for integration occurring within the firewall, as we discussed above. SaaS integration is a very different problem to solve, having to deal with firewall mediation issues as well as services that are all Internet-delivered. Thus, it makes better sense to leverage an integration solution which is also delivered as a Service, in essence, operating on the same platform of the systems they are integrating. By doing this, you create architecture that is much more simplistic and cost effective, and thus has a much better chance of success.

As the acceptance of on-demand applications continues to increase, so will the acceptance of integration technology, also delivered on-demand. Indeed, when looking at the value, it just makes good architectural sense. Clearly many will select on-demand integration as their SaaS integration solution of choice, and for good reason.

Boomi OnDemand

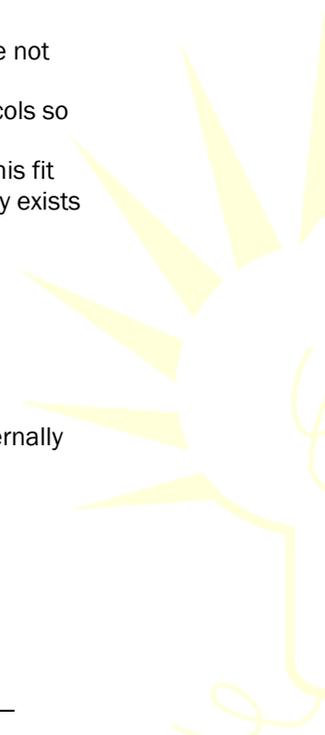
Boomi *OnDemand* is an instance of a fully on-demand integration Service, which makes it possible for companies to integrate their applications, data and trading partners directly from the Web, without installing software packages or hardware appliances. The objective of this solution is to make it easy to deploy an integration solution as an on-demand application, providing clear economic and architectural advantages. Boomi OnDemand leverages the features of the Boomi *Visual Integration Platform*, which is the product Boomi sells for use on a local server. Using this software, users can securely build, deploy and manage integrations using only a web browser. Boomi On Demand handles any combination of SaaS and on premise application integration. In addition, integration can be accomplished at a fraction of the cost of enterprise integration software.

Some enterprises have to deal with enterprise systems that leverage protocols that are not routable outside of the firewall. Boomi can solve this problem by providing a small downloadable software component that exists behind the firewall that mediates protocols so they are transmittable over the Internet. What's unique about this product is both its innovation and clear architectural fit with many enterprises that are deploying SaaS. This fit makes sense no matter if there is an existing integration or SaaS solution that currently exists within the enterprise.

Boomi OnDemand Features

Boomi OnDemand provides the following features:

- Build, deploy and manage connections directly from the Web. No need for internally hosted software.
- No software packages or hardware appliances to install and maintain.
- Connect any combination of SaaS and on-premise applications easily.
- Pay only for the connections you deploy.
- Do-it-yourself technology, no coding required.

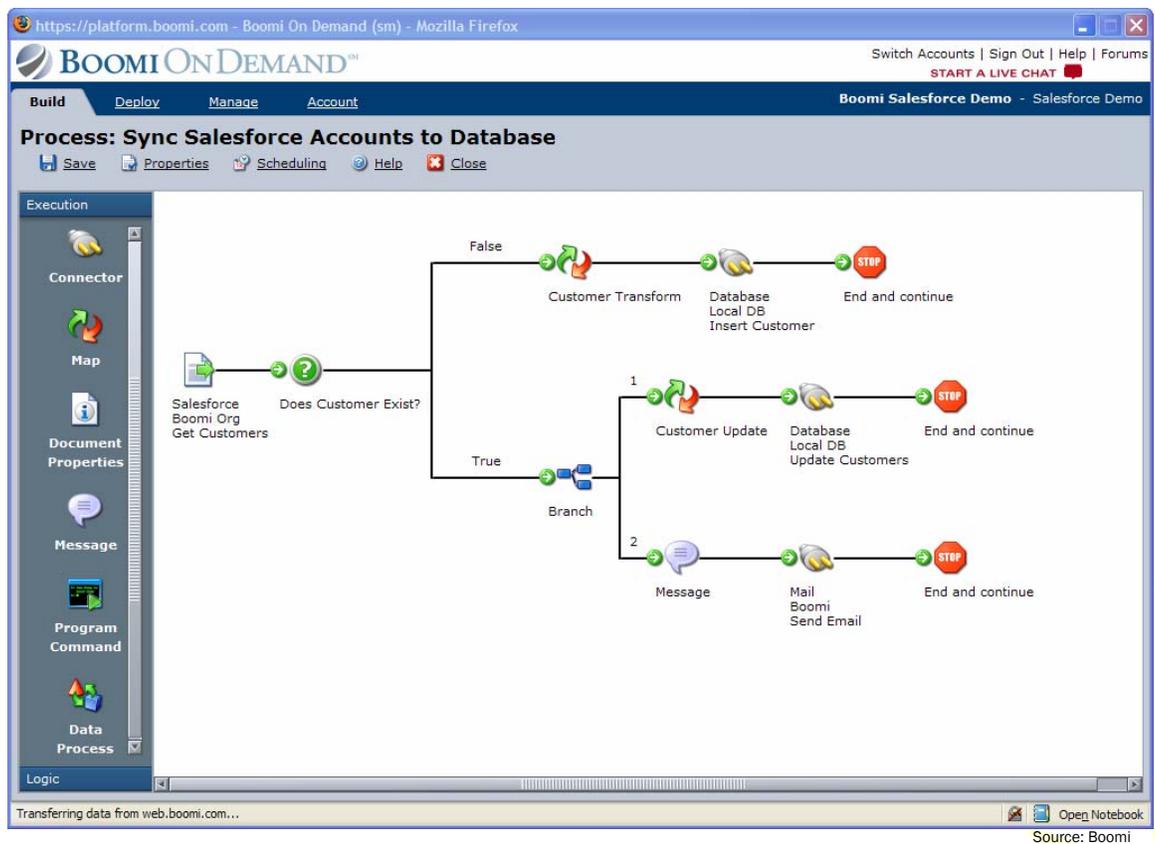


- Self-provisioning – sign up and begin building integrations immediately.

In addition to the on demand feature listed above, Boomi OnDemand also provides key integration capabilities including:

- Adapters and connectors for most major enterprise and SaaS-delivered systems.
- Support for transformation, routing, and flow control.
- Process design and deployment, as shown in the figure below.
- Protocol and semantic mediation.
- Integration management and monitoring.
- Self healing software capabilities.

Boomi On-Demand Process Design and Deployment



Boomi OnDemand

Overview:

Boomi's OnDemand product is an innovative approach to integration that is well suited for use with the emerging world of SaaS. It has a clear niche when considering the number of enterprises that will find on-demand integration both cost and technology-effective.

Features:

- Ability to leverage integration Services on-demand over the Web.
- Complete integration capabilities, including transformation, routing, flow control, and process management.
- Firewall mediation capabilities.
- As-a-service cost makes this solution more cost effective than traditional integration and SOA solutions.
- No coding required.
- Support for self provisioning of the Service, allowing users to sign up and deploy the service without having to go through a sales process.

Value Proposition:

- More cost effective than traditional integration and SOA solutions.
- Better architectural fit for those doing SaaS integration.
- Complete support for all integration features and functions found in more traditional integration software.
- Firewall mediation solutions included.
- Support for most enterprise and SaaS-delivered application interfaces through an adapter library.

The ZapThink Take

With the rise of SaaS-delivered applications, solutions such as Boomi OnDemand are both innovative and cost effective. Boomi solves SaaS integration by deploying an integration solution on the same platform, the Internet. This solution provides enterprises looking to find SaaS integration solutions with a better and more cost effective alternative to traditional enterprise integration solutions. The use of integration technology over the Internet just makes sense as many IT resources move from inside to outside of the firewall. Assets that are found today on the Internet are valuable, and placing an integration solution on the Internet seems like a logical move, with clear architectural advantages.

Boomi does a good job in solving most of the integration problems, when considering SaaS integration, or integration in general. Most of the features found on the traditional products exist in Boomi OnDemand, and are now delivered as a Service. Moreover, Boomi has taken steps to include those enterprise applications that don't yet know how to work and play well with the Internet, using it's firewall mediation mechanisms. Obviously, Boomi is innovating here, and this type of integration will be a clear trend moving forward.

| Profile: Boomi | December 2007 |
|--|---------------|
| Funding: Privately funded | |
| CEO: Bob Moul | |
| Employees: 25 | |
| Products: Boomi On Demand Boomi Integration Platform (on premise) | |
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Related Research

- *XAware ZapNote (ZTZN-1220)*
- *Business-to-Business Data Integration in a SOA World ZapForum Podcast (ZTP-0208)*



About ZapThink, LLC

ZapThink is an IT advisory and analysis firm that provides trusted advice and critical insight into the architectural and organizational changes brought about by the movement to Service Orientation and Enterprise Web 2.0. We provide our three target audiences of IT vendors, service providers and end-users a clear roadmap for standards-based, loosely coupled distributed computing – a vision of IT meeting the needs of the agile business.

ZapThink helps its customers in three ways: by helping companies understand IT products and services in the context of Service-Oriented Architecture (SOA) and the vision of Service Orientation, by providing guidance into emerging best practices for Web Services and SOA adoption, and by bringing together all our audiences into a network that provides business value and expertise to each member of the network.

ZapThink provides market intelligence to IT vendors and professional services firms that offer XML and Web Services-based products and services in order to help them understand their competitive landscape, plan their product roadmaps, and communicate their value proposition to their customers within the context of Service Orientation.

ZapThink provides guidance and expertise to professional services firms to help them grow and innovate their services as well as promote their capabilities to end-users and vendors looking to grow their businesses.

ZapThink also provides implementation intelligence to IT users who are seeking guidance and clarity into the best practices for planning and implementing SOA, including how to assemble the available products and services into a coherent plan.

ZapThink's senior analysts are widely regarded as the "go to analysts" for Web Services, and SOA, and Enterprise Web 2.0 by vendors, end-users, and the press. Respected for their candid, insightful opinions, they are in great demand as speakers, and have presented at conferences and industry events around the world. They are among the most quoted industry analysts in the IT industry, and their recent book, *Service Orient or Be Doomed!*, is the leading book on the business concept of Service Orientation.

ZapThink was founded in October 2000 and is headquartered in Baltimore, Maryland. Its customers include Global 1000 firms and government organizations, as well as many emerging businesses. Its analysts have worked at such firms as IDC, marchFIRST, and ChannelWave, and have sat on the working group committees for standards bodies such as RosettaNet, UDDI, and ebXML.

Call, email, or visit the ZapThink Web site to learn more about how ZapThink can help you to better understand how SOA will impact your business or organization.

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