



MIS Impact Report

Dell Boomi launches into MDM with cloud service for the midmarket

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Best known as a purveyor of a multi-tenant middleware service for a variety of cloud and on-premises integration scenarios, Dell Boomi is now looking to make its name in MDM, with a multi-tenant cloud service for master data, data quality and integration needs. The company is pitching Dell Boomi MDM at companies with 500 to 5,000 employees – Dell's definition of the midmarket. It plans to use the freshly minted offering for new customer acquisition and for upsell opportunities for AtomSphere, its hybrid-cloud integration development and runtime environment, with which the master data management (MDM) service integrates.

Dell Boomi MDM also leverages one feature from AtomSphere – Boomi Suggest – that seeks to take the guesswork out of data mapping in AtomSphere and master data model creation on Dell Boomi MDM. Data-quality capabilities, in contrast, draw on a partnership strategy, forged in the belief that data cleansing is a broad category, best served by domain-specific partners that are focused on catering to a particular industry and/or use-case scenario.

The 451 Take

The company's foray into MDM makes perfect sense, since data-integration projects often occur before, or in tandem, with some type of master data project. AtomSphere fulfills the former, and Dell Boomi MDM now fulfills the latter. Furthermore, the company has the opportunity to tap into the sales momentum and channels generated by AtomSphere, and apply them to its new master data service in the cloud. But the offering is a work in progress, and may not appeal to the security-conscious that have concerns with a pure cloud service. It is also likely to face competition from existing players in the MDM-as-a-service space, as well as new market entrants, which we expect to appear as the year rolls on.

Context

Dell Boomi is on a mission to make MDM accessible to the midmarket via its newly introduced cloud service, which has been in limited availability since September 2012, and is now generally available. Hosted in the company's own datacenter, and designed to act as a centralized repository for the creation of master data records in multiple domains, the MDM service has a real-time hub and spoke architecture, and is also designed with real-time synchronization and bidirectional data flow capabilities in mind. It is aimed at Dell Boomi's core audience of IT-savvy data management folk, who are conversant with integration and modeling processes and require an MDM service with data-quality and integration capabilities in the mix.

The company decided on a 100% cloud-based model for MDM in order to support short time-to-value and a low total cost of ownership – high priorities for midmarket firms, which are often highly price-sensitive too. The MDM service is sold under a monthly subscription, billed annually, for an unlimited number of users. Pricing is based on the number of records stored in the cloud service. The company is positioning the MDM service as an add-on to AtomSphere, as well as an MDM offering in its own right, which is sold via its channel network and growing partnership of systems integrators.

So how does it work? Users log in to the single-instance multi-tenant cloud service, which provides single sign-on to the browser-based interface for mastering, cleansing, integrating and synchronizing master data. Folk kick off the process of creating a master data record by employing Boomi

Suggest as the starting point to model data within a graphical code-free environment. The model is then deployed into a MDM repository, and source systems required to interact with the model are identified. Folk use AtomSphere to orchestrate data-synchronization and then govern data as it flows into the MDM hub, by applying data-quality capabilities such as resolving duplicates, correcting data-entry issues and correcting errors in data.

The company has essentially pre-packaged a handful of data-quality options from vendors including Strikelron, which is used for customer and email cleaning, and Loqate for data-quality issues associated with location data. Prospects and customers can also employ existing data-quality packages already installed via a RESTful endpoint or Web services call. APIs for data-quality services are also supported.

What's next? Although Dell Boomi MDM supports a multi-domain approach, the ability to consolidate multiple MDM domains to get a single customer or product view, for example, is under development. Improved modeling to support master data in hierarchical and multidimensional models is also in the works, as are workflow capabilities to handle the proposal, review and approval process.

Competition

The MDM-as-a-service market is an emerging category, and it has a fresh entrant with the advent of Dell Boomi MDM. The other main players in the space are Informatica, Talend and Orchestra Networks, which arguably pioneered the sector with its 'smartdatagovernance.com' SaaS subscription service, formally [launched in July 2011](#).

We think Dell Boomi MDM is comparable to Orchestra's cloud service, because smartdatagovernance.com is also pitched at companies that can't raise the budget for an enterprise MDM stack and are happy with a cloud deployment model, as well as for the speed and ease of deployment this delivery model provides. Informatica Cloud MDM is also positioned for midmarket needs – although it has a strong salesforce.com slant, [drawing on acquired assets](#) in the areas of cleansing and mastering data from Informatica's Data Scout acquisition in September 2012.

Informatica has other MDM-in-the-cloud services, including one that uses a hybrid on-premises and cloud approach for more sophisticated enterprise deployments. Talend Platform for MDM can also be deployed as a cloud service, and is targeted at the midmarket, as well as departments with enterprise and enterprise-wide deployments. Talend provides its own data-integration and data-quality capabilities as part of the MDM mix, as does Informatica. Orchestra, in contrast, draws on third-party software for data-integration and cleansing purposes.

Microsoft is the other vendor with a platform approach to MDM. The Redmond giant is targeting the midmarket, a longtime heartland for it, in many software segments. Microsoft also has a partnership strategy for domain-specific MDM, utilizing Riversand Technologies for product-related master data scenarios and VisionWare for healthcare and government-related MDM projects.

We think other vendors already in the MDM fray including big guns IBM, SAP, Oracle and smaller players such as Kalido, could enter the MDM-as-a-service fray in the future, potentially creating competition for Dell Boomi MDM. Kalido aside, the others are currently targeting the enterprise, using an on-premises delivery model.

Although not well-known in the sector, Software AG and TIBCO Software – like Dell Boomi – tout real-time MDM and a process-driven approach to the discipline. However, both players are largely focused on the enterprise, and upsell initiatives within their respective installed bases, so aren't likely to be particularly competitive. Global IDs is another vendor [targeting enterprise-wide MDM deployments](#).

SWOT Analysis

Strengths

Boomi has a solid reputation and sure footing in cloud integration, which it can leverage to build a business in the complementary data management arena of MDM. It also understands midmarket needs, which are often different to enterprise counterparts.

Opportunities

Any organization looking for a MDM service with a cost-sensitive pricing model and fast deployment should evaluate Dell Boomi MDM. AtomSphere customers should provide rich pickings.

Weaknesses

The proposed LBO of Boomi's parent company Dell and the potential upheaval it may create could delay or deter purchasing decisions. Although the midmarket is more open to a cloud delivery model than other market segments, highly security-conscious organizations may be put off by a cloud service.

Threats

The MDM-as-a-service sector is likely to get more crowded as other data management players move in to join Informatica, Orchestra and Talend. Microsoft has a midmarket heartland, and as a result is another MDM rival.

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