

Dell Boomi AtomSphere

Dell Boomi

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SUMMARY

Catalyst

Only a few integration PaaS (iPaaS) solutions have matured to the extent that they could effectively compete with traditional and heavyweight integration approaches, not only in software-as-a-service (SaaS) integration scenarios but also in cases of less-complex, on-premise B2B integration. The main driver for enterprise adoption of this class of iPaaS solutions is greater development flexibility at a lower total cost of ownership (TCO). Dell Boomi AtomSphere is one of the more-mature iPaaS solutions available in the market.

Key findings

- AtomSphere caters for a range of integration needs, including SaaS-to-SaaS, SaaS-to-on-premise, on-premise-to-on-premise, and B2B integration.
- The spring 2014 release of AtomSphere iPaaS has introduced several new features to improve developer productivity and simplify monitoring of mission-critical integration processes.
- New features are indicative of Dell Boomi's focus on developing deeper engagements, particularly with large enterprises, independent software vendors (ISVs), and platform partners, based on enhanced developer-centric iPaaS capabilities and customer support.
- AtomSphere enables centralized control over distributed integration processes to provide a robust data security and governance framework.
- The combination of AtomSphere iPaaS and Dell Boomi MDM offers a unified platform for data integration, master data management (MDM), and data quality services.

Recommendations

- Medium-to-large-sized enterprises should consider AtomSphere iPaaS for both SaaS integration and hybrid integration (a mix of on-premise, B2B, and SaaS integration) projects. AtomSphere iPaaS is a good option for enterprises considering a shift from traditional integration platforms to achieve greater agility at a lower total cost of ownership (TCO).

- Ask for a proof-of-concept (POC) evaluation to check if AtomSphere aligns with your specific requirements. As part of the POC evaluation, you should consider key factors such as the range of integration scenarios supported, the time and resources needed for a pilot implementation, the realtime performance of the solution, and the quality of support and professional services.

Value proposition

Dell Boomi AtomSphere belongs to the "first generation" of integration-as-a-service solutions that delivered on-premise-to-SaaS integration capabilities via the cloud. Dell Boomi gradually expanded the capabilities of AtomSphere to cover on-premise-to-on-premise and B2B integration scenarios, thereby offering an iPaaS solution capable of meeting hybrid integration needs.

Beyond its core integration capabilities, Dell Boomi has over the last two to three years also focused on developer productivity and customer support aspects in order to 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.

Dell Boomi has announced several customer wins during the last year, indicating large enterprises' growing share of the overall customer base. In addition, some existing large enterprise customers have extended the use of AtomSphere iPaaS from on-premise-to-SaaS integration to on-premise-to-on-premise integration, and, at times, as a replacement for existing on-premise traditional integration platforms. Ovum believes that new features and capabilities introduced as part of the AtomSphere spring 2014 release strengthen the overall value proposition of Dell Boomi iPaaS for both lines-of-business and integration competency centers of large enterprises.

SOLUTION ANALYSIS

Functionality

Dell Boomi AtomSphere is an on-demand, single-instance, multi-tenant iPaaS solution capable of meeting a range of integration needs, including SaaS-to-SaaS, SaaS-to-on-premise, and on-premise-to-on-premise integration, and B2B integration involving multi-enterprise process automation. AtomSphere provides cloud-based *electronic data interchange* (EDI) and supply chain integration capabilities such as trading partner enablement and management, and EDI data mapping under a self-service model.

AtomSphere provides an SOA framework that allows customers to publish, as well as consume, *simple object access protocol* (SOAP) and representational state transfer (REST) web services. The framework is also offered as "Web Service API Management," allowing users to transform integration processes into web services that can be deployed on-premise or in Boomi's Atom Cloud. The iPaaS solution also offers an SOA worker, which reserves cloud resources to ensure predictable realtime data transfers in integration processes. Extract, transform, and load (ETL) features and capabilities include

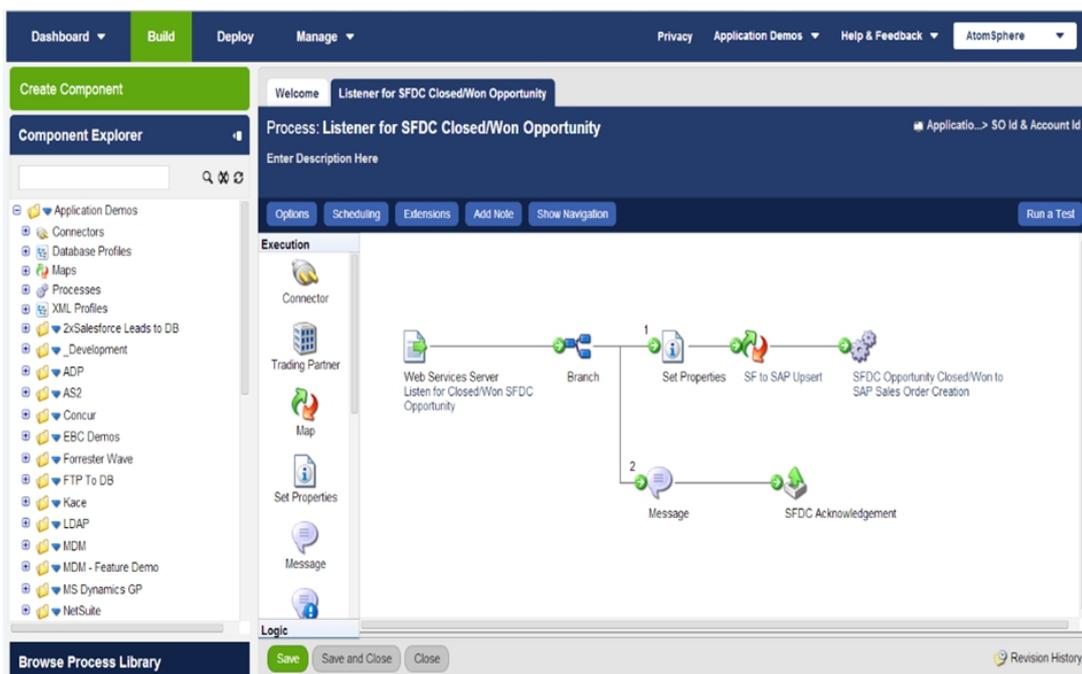
Join, Bulk Copy, and Hadoop Connector, allowing the processing of a large amount of data spread across multiple sources through a single application and data integration platform.

Dell Boomi leverages its community model, involving a self-sustaining ecosystem of SaaS vendors, SIs, ISVs, and third-party developers, to provide pre-built connectors and processes for a wide range of applications. Dell Boomi provides community members with a free connector *software development kit* (SDK) and an instant update deployment mechanism for all connectors. Community members can use this Java-based SDK to build new connectors, which after testing and a security and privacy review can be made available to all customers.

Configuration interface

AtomSphere allows users to build, deploy, and manage integration processes by offering an easy-to-use configuration interface (see Figure 1), which provides good visibility into integration flows and allows changes, if any, to be implemented efficiently. Users can configure integration processes by accessing a library of pre-built connectors for a range of applications, or through using Boomi Suggest, a data mapping suggestion engine.

Figure 1: AtomSphere configuration interface



Source: Dell Boomi

Integration flows are orchestrated by connecting a series of integration steps comprising discrete integration patterns, including data mapping, connector calls, data cleansing, business logic, content-based routing, and error handling, to create an end-to-end integration process. Users can test integration flows directly from the browser, and if needed, quickly resolve issues related to the execution of integration flows.

Atom architecture

Atom architecture is one of the key differentiating features of AtomSphere iPaaS. "Atom" is a lightweight, dynamic, runtime engine that powers integration processes and enables integration between disparate applications. A Boomi Atom contains all the components required to execute an integration process, such as connectors, data maps, business logic, content-based routing, and error handling.

Atom Cloud is a multi-tenant environment that allows users to execute a wide range of integration processes without having to set up or manage any integration infrastructure. To avoid any possibility of interaction between different tenants, resources in the Atom Cloud are isolated through a mature security model.

Security and governance

AtomSphere Atoms (or runtimes) are available in two deployment models: on-premise and SaaS. AtomSphere integrations are always cloud developed and cloud managed, so the entire integration lifecycle from development, deployment, and change management to administration and governance is centralized. In the case of on-premise-to-SaaS integration, AtomSphere provides a highly secure means of integration by encrypting data sent outside the firewall. This is managed centrally and can be turned on or off by the user. For on-premise-to-on-premise integration, no data is sent outside the firewall.

Spring 2014 release

The spring 2014 release of AtomSphere iPaaS introduced several new features to improve developer productivity and simplify the monitoring of mission-critical integration processes. As part of the release announcement, Dell Boomi revealed that it currently has over 2,000 customers and a renewal rate of 94%, an increase of six percentage points over the financial year 2013. Furthermore, AtomSphere iPaaS now supports over 700 million integration processes, a 19× increase year-on-year. Overall, over 7,500 Atoms have been deployed in production. These figures indicate that the average number of integration processes per user for AtomSphere is substantially higher than that for other major competing platforms, and in turn signify the higher level of maturity of Dell Boomi's iPaaS solution.

Boomi Resolve and Predictive Assistance

Boomi Resolve exploits the patterns identified as a result of analyzing over 18 million error messages in the AtomSphere repository to offer automated suggestions that help achieve faster resolution, and in turn improve developer productivity. Boomi Resolve extends previous crowdsourcing features, namely Boomi Suggest and Boomi Assure, to identify potential causes for a specific integration issue, and subsequently alerts developers as to whether it is a recurring issue or one related to a particular type of integration scenario. Boomi's analysis has revealed that 80% of all error messages are accounted for by the "top 100" unique errors, with the "top 10" most common errors accounting for around 50% of all error messages. Therefore, a significant amount of effort could be saved by simplifying resolution of the

Native message queuing and JSON support

Native message queuing supports point-to-point and *publish-subscribe (pub-sub) message queue paradigms and allows* multiple integration processes to push or pop messages to a Boomi queue. The new feature caters for a range of integration needs and enables users to meet messaging requirements without having to invest in a standalone messaging solution.

The latest release of AtomSphere iPaaS supports bidirectional conversion between extensible markup language (XML) and JavaScript object notation (JSON) data formats to simplify integration with and between web, mobile, and social applications. With the addition of this XML/JSON gateway-type feature, AtomSphere users no longer need third-party tools to extend integration flows to web, mobile, and social application integrations, and can realize significant development cost and time savings for such integration scenarios.

Dell Boomi MDM

The cloud-managed MDM solution exploits the Boomi Suggest feature to model master data entities without any development effort. Data models are then deployed on an MDM repository, with users having the flexibility to choose the source systems that will interact with these models. The MDM solution exploits the capabilities of AtomSphere iPaaS to orchestrate data synchronizations and ease the development of process flows, enabling the movement of data between MDM and source systems. The solution enables users to resolve data-duplication and data-entry issues, and supports APIs for data quality services and user access control.

Go-to-market strategy

Dell Boomi's marketing in North America, Europe, the Middle East and Africa, and Asia-Pacific is led by its sales specialist and marketing team. AtomSphere is marketed to existing Dell customers through internal customer communication channels and the Dell and Dell Software salesforces. Channel partners include OEMs, resellers, and referral partners such as Oracle/Taleo, Hobson, QAD, NetSuite, Ariba, Concur, SuccessFactors, Salesforce.com, and Oracle/Right Now. The Dell Boomi cloud integration platform is also offered with solutions provided by global systems integrators and Dell Services.

Deployment

AtomSphere iPaaS Atoms can be deployed in the cloud for SaaS-to-SaaS integration, or on-premise for SaaS-to-on-premise and on-premise-to-on-premise integration. AtomSphere is available on a monthly-subscription basis in four editions: professional, pro plus, enterprise, and enterprise plus. The professional edition starts at \$2,000 per month and is well suited to the needs of organizations looking to fully integrate their back and front offices. The pro plus edition starting at \$4,000 per month provides additional functionality to enable realtime integration.

The enterprise edition, which starts at \$8,000 per month, provides additional functionality such as parallel processing and advanced user security. The enterprise plus edition offers additional

connections and messaging queuing capability, and is well suited to the requirements of large organizations.

Technical support

Dell Boomi offers three options for ongoing technical support: standard, premier, and premier plus. Standard support is available 24x7 and covers up to 15 issues in a year, including security breaches, complete system failure, or cases where significant parts of the system are not secure, or are inaccessible or inoperable. Standard support is provided as part of the subscription agreement. Premier support is provided at additional cost with no limit on the number of cases covered in a year. Premier plus support is offered only to enterprise edition customers and costs around 35% of the total annual subscription charges. Premier plus support offers 24x5 extended business hours assistance for troubleshooting and discussions on platform issues in real time using live chat or phone.

Customer training

Dell Boomi provides customer training through a wide range of mediums, including classroom training at boot camps, on-site training at the client site, remote training, and self-service options such as on-demand access to recorded training sessions and tutorials, and subscription to Boomi TV via YouTube.

Deployment examples

- Mozy, a cloud backup and recovery service provider (and EMC company), needed a scalable solution capable of providing the required development flexibility at a lower TCO for the integration of its back-end database with Salesforce.com Sales Cloud and Service Cloud. This was critical to ensure agility in sales and customer support processes and operations, a key success factor for Mozy. AtomSphere minimized the need for custom coding and was able to support over 100,000 updates per hour. With AtomSphere, Mozy was able to achieve a clear and detailed view of customers across sales and support functions, and provide up-to-date information to its agents to help them deliver better customer support.
- GoPro, a manufacturer of high-definition cameras based in California, US, needed a cloud-based integration solution that allows faster development of integration flows, linking NetSuite with value-added networks (VANs) and AS2 connections to meet the stringent compliance requirements of its key retailers. The NetSuite connector helped reduce EDI implementation time, and the Boomi Suggest feature enabled GoPro to significantly reduce its problem assessment and maintenance effort. As per GoPro estimates, AtomSphere provided better data security at a lower cost than any other internal provision. AtomSphere delivered the scalability required to support 300% year-on-year growth in GoPro's business.

DATA SHEET

Key facts about the solution

Table 1: Data sheet: Dell Boomi

Product name	AtomSphere	Product classification	Integration platform
Version number	Spring 2014	Release date	April 2014
Industries covered	All	Geographies covered	All
Relevant company sizes	All	Platforms supported	Windows, Linux, and other operating systems
Languages supported	English	Licensing options	Subscription (per month)
Deployment options	On-premise and SaaS	Routes to market	Direct and channel partners
URL	http://www.boomi.com/	Company headquarters	Berwyn, Pennsylvania, US

Source: Ovum

APPENDIX

Methodology

Ovum Technology Audits are independent product reviews carried out using Ovum's evaluation model for the relevant technology area, supported by conversations with vendors, users, and service providers of the solution concerned, and in-depth secondary research.

Further reading

Dell Boomi AtomSphere Summer 12 release, IT017-003993 (July 2014)

Case Study: Adoption of Dell Boomi AtomSphere iPaaS by Novartis, IT016-001535 (September 2013)

Integration PaaS: A Unified and Pragmatic Approach to Cloud, On-premise, and B2B Integration, IT016-001484 (May 2013)

"Dell Boomi expands capabilities of its AtomSphere iPaaS," IT018-001389 (June 2012)

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We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum's consulting team may be able to help you. For more information about Ovum's consulting capabilities, please contact us directly at consulting@ovum.com

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