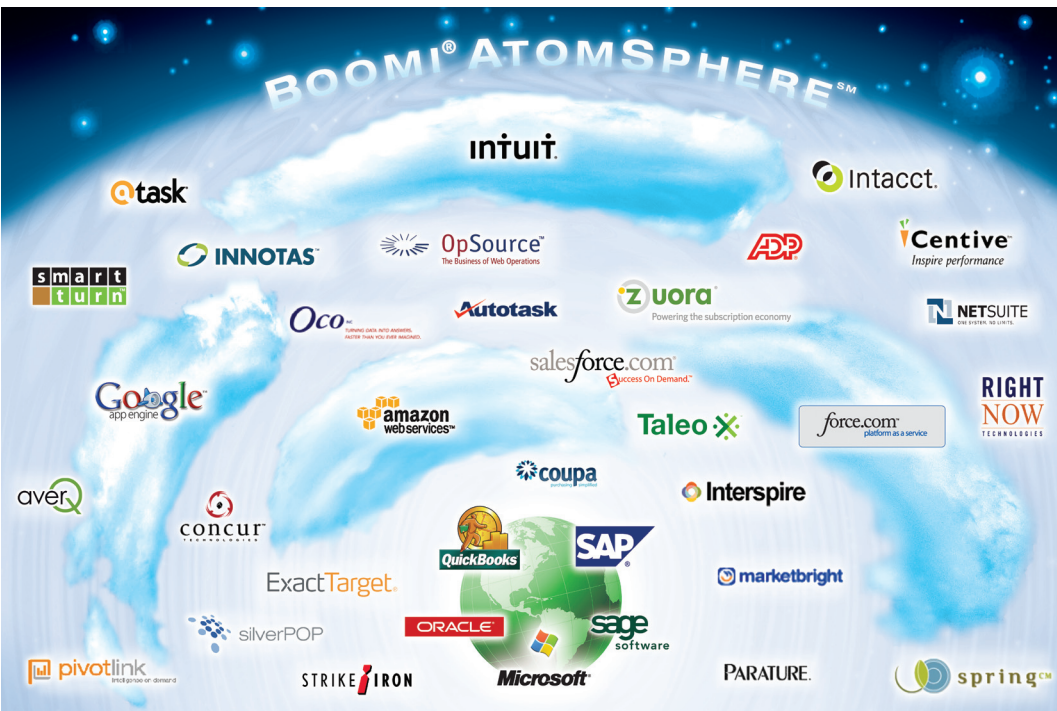


THE INDUSTRY'S FIRST FULLY ON-DEMAND INTEGRATION PLATFORM-AS-A-SERVICE

ONE SOLUTION FOR ALL YOUR INTEGRATION NEEDS. SEAMLESS AND ON-DEMAND.

Boomi AtomSphereSM is the industry's only integration service that's fully on-demand and connects any combination of Software-as-a-Service (SaaS), Platform-as-a-Service (PaaS), cloud, and on-premise applications without the burden of installing and maintaining software packages or appliances. Now you can securely build, deploy and manage simple to complex integration processes using only a Web browser. Whether connecting SaaS applications found in various lines of business, or integrating across geographic boundaries, AtomSphere is the centralized platform to deliver integration with all the benefits you would expect from a SaaS solution. And, as new applications are connected to the AtomSphere, they become instantly accessible to the entire community with no adapters to purchase or upgrades to install.

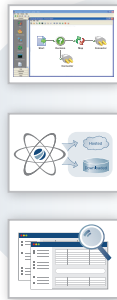


SaaS Integration Solved

While the popularity of SaaS applications has increased dramatically, integration has been the "Achilles heel" of the SaaS industry. The integration challenge is not caused by SaaS technology itself, but rather in the attempt to integrate SaaS applications using conventional (non-SaaS) integration tools and technologies. For this reason, integration has been unanimously cited by industry analysts as the #1 barrier to SaaS adoption.

Most SaaS applications require some amount of integration with on-premise back office applications or other SaaS-applications to deliver their full economic value. Prior to Boomi AtomSphere, this scenario required customers to buy, install and maintain integration software on premise – adding time, expense and complexity to an otherwise fast and cost-effective SaaS implementation. Boomi offers the only "pure SaaS" integration solution that enables you to quickly develop and deploy connections between applications, regardless of delivery model.

- Build, Deploy and Manage Connections Directly from the Web
- No Software Packages or Appliances to Install
- Connect any Combination of SaaS Applications and On-Premise Applications with Unprecedented Ease
- Pay Only for the Connections You Deploy
- Do-It-Yourself Technology – No Coding Required
- Self-Provisioning – Sign Up and Begin Building Integrations Immediately



1. Build

Using the AtomSphere library of connectors and maps as a starting point, you can efficiently design visual integration maps and load your processes into a lightweight dynamic run-time engine called an "Atom".

2. Deploy

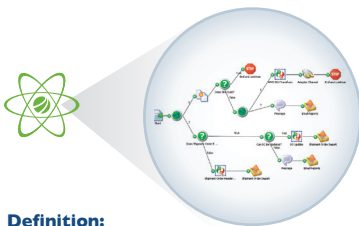
Push your Atoms to the AtomSphere for SaaS, PaaS, or Cloud integration or download your Atom for integration with on-premise applications.

3. Manage

Monitor and maintain the status of all your deployed Atoms and integration processes, regardless of location, using a feature-rich web-based dashboard.

After the integration processes are built, they are deployed via a lightweight, dynamic runtime engine called an "Atom™." Created with patent-pending technology, Boomi Atoms contain all the components required to execute an integration process from end-to-end, including connectors, transformation rules, decision handling and processing logic.

BOOMI® ATOM™



Definition:

atom (ă'təm)
n.

A unit of matter, the smallest unit of an element, having all the characteristics of that element and consisting of a dense, central, positively charged nucleus surrounded by a system of electrons. Regarded as a source of nuclear energy.

What's Inside?

- One or more complete integration processes
- All components needed to execute integration processes from end-to-end
- Connectors, map, logic, error handling, etc.
- A micro-sized business rules engine

Atoms Are:

- Small
- Powerful
- Self-Contained
- Autonomous
- Intelligent
- Robust
- Highly Scalable

* Built with Patent-pending Technology

Boomi Atoms are completely self-contained, autonomous and can be run on virtually any server. They can be hosted for SaaS-to-SaaS integration or downloaded behind a company's firewall for SaaS to on-premise integration. A full-featured dashboard monitors the status of all Atoms and integration processes, whether they are hosted or downloaded.

Enterprise Integration Capabilities at a Fraction of the Cost

Boomi has radically redefined the economics of purchasing and deploying integration capabilities. For the first time, companies can pay by connection and not for an entire integration software suite. Each application or trading partner counts as one connection. Subscriptions are priced by connection per month. Value-added services such as process monitoring are also available on a subscription basis.

Boomi AtomSphereSM provides companies with the ability to purchase as many or as few integration connections as they need. The account is self provisioning, meaning an organization can sign up for an account and begin building integrations immediately on the Web.

Boomi AtomSphereSM can be used by any size company looking to adopt SaaS applications. It was engineered to work with all kinds of applications – including other integration offerings – to make it as easy as possible for companies to quickly, easily and affordably integrate SaaS applications with their IT infrastructure.

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“BOOMI CHANGES THE RULES OF THE INTEGRATION GAME.”

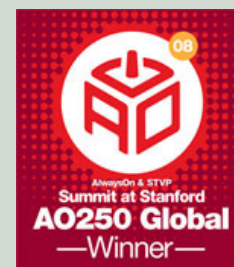
- Laurie McCabe
AMI Partners

“ONE OF THE MOST INTERESTING NEW PRODUCT ANNOUNCEMENTS AT DREAMFORCE.”

- SaaSWeek

“A VENDOR WORTH WATCHING CLOSELY.”

- Gartner



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