Boomi Offers On-Demand Integration Solution for SaaS and Cloud Computing Environments

Company’s Web-Based Approach Simplifies and Accelerates Integration Processes

Opening Thoughts
As Software-as-a-Service (SaaS) becomes more popular, it is also attracting a broader cross-section of users along with a wider array of SaaS providers. Organizations of all sizes are being attracted to on-demand software solutions because of their ease of use and financial advantages.

While their fears about reliability and security issues have faded, their greatest concerns are now about integrating SaaS solutions with one another and legacy applications.

Integration has always been a concern in the software arena. Many software developers, systems integrators (SIs) and value-added resellers (VARs) have made a living addressing these complex issues. In addition, there has been a long history of integration tools vendors providing ‘connectors’ to respond to specific integration requirements.

The rapid growth of the SaaS market has created a new set of integration challenges. THINKstrategies’ SaaS Showplace (www.saas-showplace.com) includes over 700 companies offering over 3000 SaaS solutions across 80 application, industry and enabling technology categories. The proliferation of SaaS providers and offerings has produced a myriad of integration points to be linked.

Marketing hype suggesting these issues can be easily resolved with simple mash-ups or more ambiguous ‘cloud computing’ platforms has left many IT and business decision-makers confused. They seek simple integration solutions which are as easy to use and economical to deploy as the SaaS applications they are trying to implement. In fact, they are ultimately seeking to have the integration solution embedded into the SaaS application preferring to buy integration as a service in the same manner as they are buying the application.

This profile will examine how Boomi (www.boomi.com) is responding to these customer demands using a unique, fully on demand integration approach.

Boomi’s On-Demand Integration Solution
Founded in 2000, Boomi has developed a unique approach to software integration it calls Visual Integration TechnologySM. This approach allows companies to integrate applications in a point-and-click fashion using only a web browser and a mouse.

Boomi’s innovative, patent-pending technology includes a visual process designer that allows users to ‘drag and drop’ integration components from a palette onto a “canvas” to build very simple or very sophisticated integration solutions.

Boomi On Demand is a true SaaS offering available on a ‘zero footprint’, hosted integration infrastructure which automates the integration process. Integration configurations can be built automatically with no further coding required in most cases.

Boomi’s flexible integration capabilities are completely web-based and require no software packages or hardware appliances to install and maintain. Boomi On Demand can handle any SaaS or on-premise integration by using a lightweight, dynamic runtime engine called an “Atom.” Boomi Atoms contain all the components necessary to execute an integration process from in the ‘cloud’ or deployed behind the firewall for on-premise integration.

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Boomi On Demand can be acquired on a subscription pay-as-you-go basis. The pricing is by ‘connection’, and is a fraction of the cost of traditional, enterprise integration software.

Because it doesn’t require sophisticated programming skills, Boomi’s on-demand integration solution is ideal for small- and mid-size businesses (SMBs), as well as larger enterprises. Boomi has established turn-key connections for applications such as Intacct, Peachtree, QuickBooks, Great Plains, NetSuite, Salesforce.com, Oracle E-Business, and SAP. Also supported are legacy file formats and all major databases.

But, Boomi believes that its solution will gain the greatest traction embedded within SaaS vendors’ on-demand applications and as a part of the toolkits being provided by a widening array of platform-as-a-service and ‘cloud-computing’ platforms.

For instance, the company recently signed a strategic agreement to embed its integration solution in OpSource’s new Connect™ platform. Under this arrangement, Boomi On Demand will be branded as Boomi for OpSource Connect, and will integrate SaaS applications delivered via the OpSource platform with other SaaS and on-premise applications.

In addition, OpSource will use Boomi On Demand as the integration connector for the OpSource Services Bus™ (OSB) which enables OpSource clients to easily extend their integration capabilities to their customers, alleviating integration as a sales issue.

These arrangements significantly accelerate the integration process and the time to value of SaaS deployments, allowing customers to generate a greater return on investment (ROI) and SaaS vendors to expand their market penetration.

Boomi’s technology is currently being used by over 350 companies and developers in eleven countries ranging in size from $20 million in revenues to over $1 billion in revenues. The corporations leveraging Boomi’s integration solutions include MDS Pharma Services, Puma, Nutri-Systems, Raleys, Harris Tea and D&H Distributors.

In addition to its unique integration technology, Boomi has also earned a reputation for quality customer support and has achieved very high client satisfaction and retention levels.

**Strategic Thoughts**

As SaaS gains mainstream acceptance and the number of SaaS offerings explodes, organizations are making strategic sourcing decisions about which SaaS vendors they select based on their breadth of capabilities and integration capabilities.

As a result, Boomi believes that integration is quickly shifting from a non-core offering of SaaS ISVs and technology providers to a strategic requirement and potential source of competitive advantage.

SaaS vendors have four primary integration options,

1. Continue to put the burden of integration on their clients
2. Provide professional services and perform custom integrations
3. Build their own integration infrastructure
4. Partner with an Integration-as-a-Service vendor to package solutions for their clients

Boomi is focused on providing the strongest solution to satisfy the SaaS vendors focused on the fourth approach. It believes integration will become the ‘killer app’ that is critical to the success of SaaS vendors and cloud computing platform providers.

**About THINKstrategies, Inc.**

THINKstrategies is a strategic consulting services firm that helps enterprise IT and business decision-makers with their sourcing strategies, IT solutions providers with their marketing strategies, and venture capital firms with their investment strategies. It also hosts the SaaS Showplace (www.saas-showplace), an online directory and resource center. For more information, visit www.thinkstrategies.com, or contact Jeffrey Kaplan, Managing Director, at 781-431-2690 or jkaplan@thinkstrategies.com.