Abstract
In March 2013, Dell Software launched its comprehensive master data management solution, Dell Boomi MDM. Dell Boomi MDM delivers a full set of master data features and capabilities in a single cloud-based solution. This ENTERPRISE MANAGEMENT ASSOCIATES® (EMA™) Impact Brief covers the announcement and identifies the introduction as enabling the important area of master data management for Information Technology (IT) resource constrained businesses such as mid-sized organizations and large companies.

Dell Software Introduces Dell Boomi MDM
On March 11, 2013, Dell Software (NASDAQ: DELL) launched its comprehensive master data management solution, Dell Boomi MDM (http://www.boomi.com/mdm). Boomi MDM delivers a full set of master data features and capabilities in a single cloud-based solution. Mid-sized companies can implement a master data solution that simplifies data integration, governance and quality management.

A cloud-based solution, Dell Boomi MDM provides support for multiple master data domains (e.g., customer, product), and delivers near real-time synchronization and bi-directional data flow between data sources. Dell Boomi MDM also provides for Web service calls to enable processes for data validation and enrichment.

The four core steps used in Dell Boomi MDM – “Define,” “Deploy,” “Synchronize,” and “Govern” – utilize the cloud data integration infrastructure from Dell Boomi AtomSphere. Boomi MDM provides an accessible cloud-managed master data solution. Boomi MDM is targeted for organizations where traditional, on-premises installed and licensed master data software packages have been too cost-prohibitive to implement or too complex for resource constrained companies to manage.

Dell, founded in 1984 by Michael Dell, is a global provider of PCs, data center, software, services, and solutions. Dell Software includes Dell Boomi, as well as Quest Software, Dell AppAssure, and Dell KACE, and serves customers and partners worldwide. Dell is headquartered in Round Rock, Texas, with offices in more than 40 countries across the globe. Dell Boomi, founded in 2000 and acquired by Dell in 2010, has its corporate headquarters in Berwyn, Pennsylvania.

Key Observations
• Enables a Unified Approach to Master Data for End Users: With Dell Boomi MDM, traditionally separate data integration, quality and governance processes are combined into a single cloud-managed platform. This reduces the complexity of master data implementation and management.

• Provides Significant Support for Comprehensive Master Data Management: Dell Boomi enables multiple data domain support, near real-time synchronization, bidirectional data flow, support for data enrichment, and crowd-sourced domain modeling.

• Integrated Data Quality Processes: Dell Boomi MDM, using the Boomi AtomSphere data integration infrastructure, automates the data quality process. Business rule-driven revisions can be automatically updated. Decisions that require intervention can be presented to data stewards via a collaborative interface.

• Details: For more detailed information on the introduction of Dell Boomi MDM, go to http://www.boomi.com/news_and_events/press_releases/11032013.
**EMA Perspective**

Complex Data Governance concepts, such as master data management, are pushing down into Mid-Sized organizations (up to 500 employees) and Large companies (500-5000 employees) with decentralized IT resources. These firms, with smaller or distributed IT infrastructures, increasingly want to approach management projects like large Enterprises (5000+ employees). Master data management enables a single version of definition for data domains and entities such as customer and product. Self-service business intelligence (BI), cross-platform analytics, and business agility are all dependent on this standardization of data integration, quality and governance. Master data management practices can programmatically ensure the means to these business ends. Given these benefits, master data management is becoming a driver of competitive advantage for these Mid-Sized and Large organizations.

Cost and complexity, however, have prevented resource constrained IT organizations from implementing master data management practices and technologies. For many of these organizations, a lower capital expense investment model is required. A cloud-based solution would bring master data management within budgetary reach for these organizations. Dell Boomi, a provider of cloud-based data integration solutions, now makes master data management possible for both resource constrained companies in both terms of cost and time to value with its Dell Boomi MDM solution.

For organizations with dispersed data center environments, a cloud-based master data management approach is useful. The cloud implementation strategies match data integration, quality and governance needs where they exist rather than dictating a centralized approach with an on-premises installation. Dell Boomi MDM can enable these firms to implement master data despite the perceived complexity and cost of such a data governance project.

With this functionality, Dell supports the Data Acquisition and Data Management aspect of the EMA Business Intelligence Continuum. In particular, Boomi MDM supports the Data Governance functional aspects of data quality and master data management associated with the Continuum.

Dell Boomi MDM is a strong option for those Mid-Sized and Large organizations wanting to implement master data management with platform features that enable IT to:

- Model master data domain and entities using graphical user interface based automation tools with Dell Boomi Suggest, a recommendation engine for data attribute mapping and data model creation.¹
- Position domains and entities into a cloud-based master data repository.
- Coordinate master data standards via Dell Boomi AtomSphere between the master data repository and the applicable source systems.
- Automate master data practices to correct data quality issues in source system and present issues for correction.

Using this set of core concepts, Dell Boomi MDM provides a framework for managing domain models and entities. Data quality actions that have been determined by business rules can be implemented automatically. Decisions that fall outside data quality business rules can be presented for resolution by business or technical team members via the collaborative framework. This crowd sourcing approach to master data model creation, using Dell Boomi Suggest, is in line with Dell Software's goal to make enterprise software functionality and value, such as master data management, available to organizations with limited resources.

EMA believes the introduction of Dell Boomi MDM is key as an enabling technology in the important area of master data management for mid-sized organizations and large companies with distributed IT support. Dell Boomi MDM should be given strong consideration by mid-sized organizations with hybrid on-premise/cloud environments, and those large companies with distributed IT departments needing to increase business agility by providing “one view of the customer/product” domains and governance.

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**About EMA**

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help its clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise line of business users, IT professionals and IT vendors at [www.enterprisemanagement.com](http://www.enterprisemanagement.com) or [blogs.enterprisemanagement.com](http://blogs.enterprisemanagement.com). You can also follow EMA on [Twitter](https://twitter.com) or [Facebook](https://facebook.com).