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What Is iPaaS?

Every digital transformation project relies on connectivity delivered by integration. To build and manage integrations at scale, more industry-leading companies are choosing an integration platform as a service (iPaaS) for all their IT transformation and modernization initiatives.

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Delivering the Connectivity and Data Management Today's Businesses Need

In a time of technological disruption and changing consumer habits, the question of how to connect data, people, and systems is critical. Almost every innovation in business today depends on data. But data mired in a repository is of little use on its own. To provide value, data needs to be connected to people and to IT resources such as applications, data warehouses, BI dashboards, and mobile apps.

Integration is the technology that builds those connections, delivering data where it's needed, when it's needed. If a company can build and manage integrations well, it can make optimal use of its data. If integration is slow, expensive, and error-prone, data silos will persist and company outcomes will suffer.

Because integration is so important, a growing number of companies are no longer investing in an ad hoc assortment of integration tools and practices. Instead, they're standardizing their investments by adopting an integration platform as a service (iPaaS) for use across the enterprise.

An iPaaS enables companies to achieve their digital transformation goals faster by unifying application and data integration, API management, workflow automation, B2B/EDI networks, data cataloging and preparation, and master data management in a single, scalable, cloud-based solution.

All these capabilities involve data and connectivity. By unifying these capabilities in a single platform, an iPaaS brings consistency, efficiency, and economy to the important work of building both internal and external connections, streamlining business transactions, and automating workflows.

Adopting an iPaaS turns out to be one of the smartest and most far-reaching decisions an enterprise IT organization can make.

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iPaaS in Action

An iPaaS enabled British telecommunications provider Sky to automate its customer support services, realizing £6 million in savings in the first year through reduced call center agent time, fewer engineer service appointments, and reduced need for replacement hardware. The iPaaS accelerated repair times by 75% while decreasing support service costs by 40%.

An iPaaS enabled Cornell University to replace a legacy integration platform to accelerate integration development and operations. Thanks to the iPaaS and its low-code development environment, developers can build integrations in just 25% of the time required before while accelerating integration performance by 4X.

An iPaaS enabled pharmaceutical company Moderna to rapidly grow headcount while staying true to its cloud-first technology strategy, integrating and scaling services with SAP (ERP), Workday (HR), Solium (equity plan management), and Concur (expense reporting).

To appreciate the promise and importance of iPaaS for these companies and others, let's take a look at the biggest challenge behind these strategic initiatives — digital transformation — and what it requires of IT organizations today.

Adopting an iPaaS is one of the **smartest and most far-reaching decisions an enterprise IT organization can make.**

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Integration Powers Digital Transformation

Nearly every enterprise today has embarked on a digital transformation journey. What does that mean in practical terms? Digital transformation encompasses many types of IT and business projects, such as:

IT MODERNIZATION: Replacing legacy systems with new, usually cloud-based, applications and services.

DIGITAL OPTIMIZATION: Using cloud technologies, mobile technologies, and other digital technologies to streamline and accelerate processes, workflows, and operations.

NEW BUSINESS CREATION: Launching entirely new products and services and venturing into new markets by offering customers unprecedented value made possible by digital technology.

Whether modernizing infrastructure, streamlining processes, or creating a new product category, digital transformation requires an integrated experience — a systematic way of engaging a customer, partner, or employee and delivering value through an innovative use of digital technology.

Digital transformation isn't a short-term project. It's an ongoing process. The projects being worked on today may be complemented or even superseded by new projects in a year or two.

Because digital transformation is ongoing, companies need to adopt tools and best practices that will serve them over the long run. They need speed and efficiency. They need to avoid unnecessary complexity and the complications that complexity brings, such as errors, missteps, and long development cycles. They need tools, but not unmanageable tool proliferation. The tools they select need to be sophisticated enough to handle difficult technical problems, while also offering creators — whether senior developers or tech-savvy business users — the easiest and fastest way of getting work done.

And ideally, creators should be able to build reusable components and frameworks, so that something created two months ago can be used over and over again, built on and enhanced, rather than being thrown away. Components from a previous project can make completing the next project even faster and less susceptible to error.

IT organizations also need flexible tools that put critical development work within reach of the greatest number of employees — not just integration developers, but business subject matter experts as well. And the work of all these employees should be able to be easily applied over and over again.

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Connection-centric IT

Because the focus is on digital capabilities, data needs to be at the heart of IT strategies and tactics. That means IT strategies and tactics need to address:

- **PERVASIVE CONNECTIVITY.** Data — even good data — residing in a database or data warehouse does nothing until it's used. Data needs to be collected, transformed, and shared. Business transactions are now digital transactions that move data from here to there, translating a buy order to a financial transfer and kicking off a logistical process. Transactions, analytics, AI, machine learning — they all depend on reliable connections for moving data where it needs to go.

- **USER ENGAGEMENT.** Data brings value to people. Digital transformation brings valuable data to more people in fast, frictionless ways. User engagement is the art of building apps and other interfaces to deliver the greatest possible value to users, whether they be customers, partners, or employees. Every digital transformation will result in new user experiences, so companies need fast, methodical ways of building new user experiences quickly and reliably.

- **DATA READINESS.** IT organizations have to find data, catalog it, make it easily discoverable and accessible to other IT teams and business units, and ensure it's always correct and up to date. Delivering bad data to customers through a new mobile app isn't a recipe for success. Anywhere data is needed, good data is needed. Data readiness ensures that the organization has access to all the data it needs, and that that data is well managed.

An iPaaS combines the key data capabilities businesses need **for realizing their digital transformation goals.**

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iPaaS Consolidates the Tools and Capabilities Businesses Need for Digital Transformation

To realize their goals for digital transformation, IT organizations need to do a little of everything:

- **DISCOVER DATA** wherever it resides in the organization, catalog it, and prepare it for use.

- **MAKE THAT DATA ACCESSIBLE** for use either through application connectors or APIs.

- **ENFORCE DATA QUALITY RULES** so that wherever that data is used, it's correct and up to date.

- **MAKE DATA AND CONNECTIVITY AVAILABLE** to all business operations, including ecommerce systems, EDI networks, and other B2B services.

- **INTEGRATE DATA, SYSTEMS, AND PROCESSES** to support new products, services, and operations.

- **AUTOMATE WORKFLOWS AND CREATE NEW USER EXPERIENCES**, quickly and easily, wherever needed.

To accomplish all this work, an IT team could easily end up purchasing and deploying five, ten, or even twenty tools across the organization. IT could end up managing five or ten new vendor relationships. They could find themselves trying to figure out how their data discovery tool integrates with their API platform, and how their data quality tool can be applied, if at all, with data flowing into and out of their EDI platform. They could end up with workflow automation tools that run only in the cloud, and application connection services that only work on premises.

And they would find new complexity, new incompatibilities, longer training and debugging timelines, and ultimately new technical debt.

Or they could adopt an iPaaS.

An iPaaS combines all these features and capabilities in a single, cloud-based platform. It makes application integration part of the same platform as API development and management. It makes software components compatible and reusable across projects. It streamlines toolsets instead of multiplying them. It provides a single, consistent, scalable, and flexible platform for doing all the work required for digital transformation.

Simply put: an iPaaS combines the key data capabilities businesses need for realizing their digital transformation goals.

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What Goes Into an Industry-Leading iPaaS?

For 8 years in a row, Gartner® has ranked the **Boomi AtomSphere Platform** as a leader in its **Magic Quadrant™ for Enterprise iPaaS** (EiPaaS). Boomi's single instance, multi-tenant, cloud-native platform provides all the benefits of cloud technology, including flexibility, agility, scalability, high availability, built-in redundancy, and automatic upgrades.

By adopting the Boomi platform as their integration solution, businesses can eliminate massive capital costs and the complexities of maintaining software on premises, and ensure all customers automatically benefit from the latest features and functionality.

The Boomi iPaaS offers a range of capabilities that work together to intelligently connect applications and automate workflows:

INTEGRATION
Rapid, low-code integration for building connections of all kinds.

MASTER DATA HUB
A cloud-native solution that provides an easy-to-implement, scalable, flexible, and secure master data management hub as a service.

B2B/EDI MANAGEMENT
A cloud solution for integrating effectively with vendors, suppliers, distributors, partners, and marketplaces to simplify business processes and trade smarter.
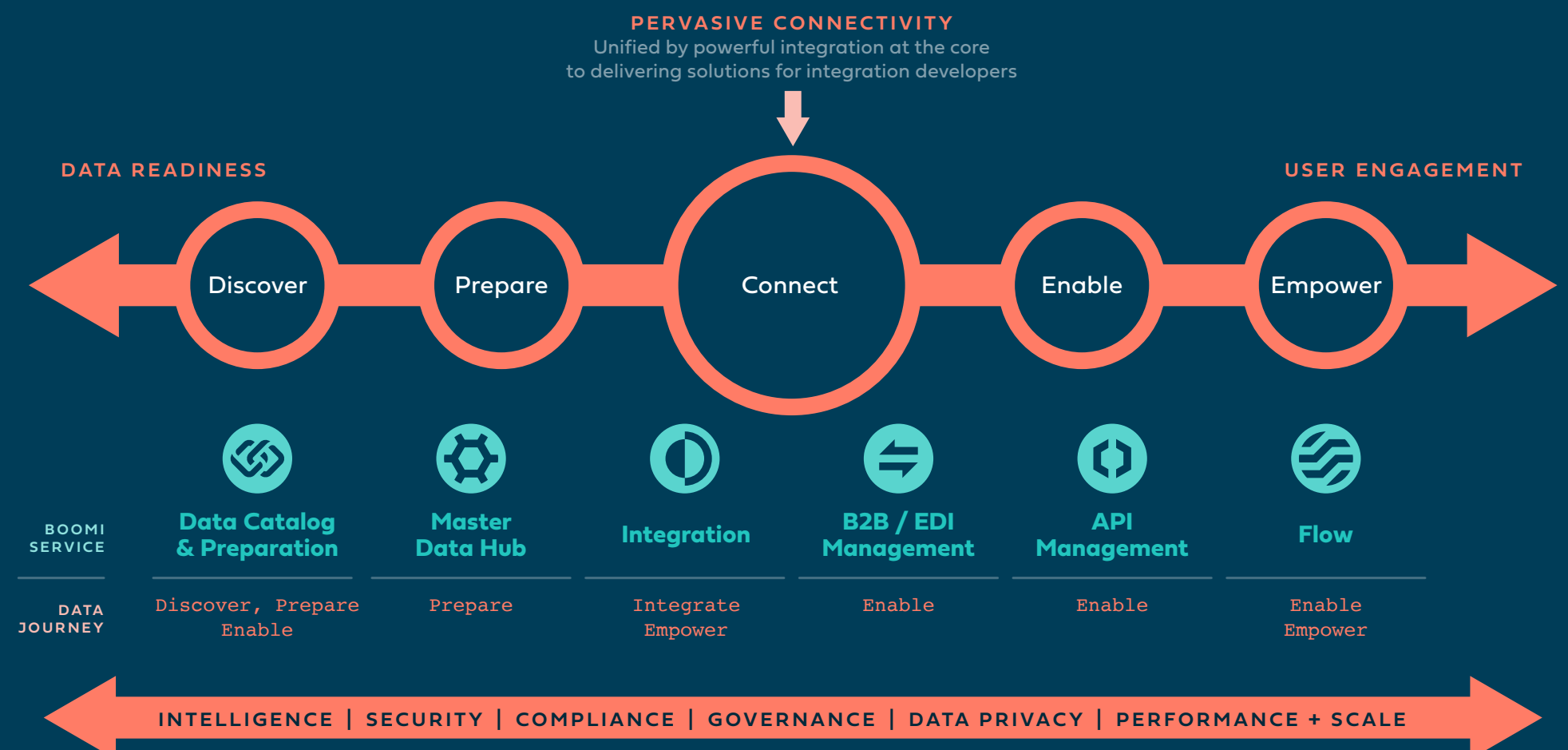
API MANAGEMENT
Support for the full lifecycle of APIs in a hybrid environment.

FLOW
Low-code workflow automation to deliver trusted user engagement, everywhere.

DATA CATALOG AND PREPARATION
Puts data value at your fingertips and empowers more effective decisions.

PERVASIVE CONNECTIVITY
Unified by powerful integration at the core to delivering solutions for integration developers

DATA READINESS

USER ENGAGEMENT

Discover — Prepare — Connect — Enable — Empower

BOOMI SERVICE	Data Catalog & Preparation	Master Data Hub	Integration	B2B / EDI Management	API Management	Flow
DATA JOURNEY	Discover, Prepare Enable	Prepare	Integrate Empower	Enable	Enable	Enable Empower

INTELLIGENCE | SECURITY | COMPLIANCE | GOVERNANCE | DATA PRIVACY | PERFORMANCE + SCALE

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INTEGRATION

Boomi helps companies get started quickly with a vast and growing library of application and technology connectors and pre-built processes. With Boomi, companies can deploy integrations wherever they're needed: on premises, in a private cloud, on a public cloud, or in a hybrid environment. They can also centrally manage those integrations with Boomi's cloud-hosted dashboard for detailed monitoring and reporting on process status.

Boomi Integration provides:

CONNECTIONS, ACCELERATED

Companies can overcome IT complexity and break down data silos by integrating on-premises applications, cloud applications, distributed data sources and a broad range devices with the Boomi integration platform. They can create a fabric of connectivity to unlock productivity and accelerate innovations.
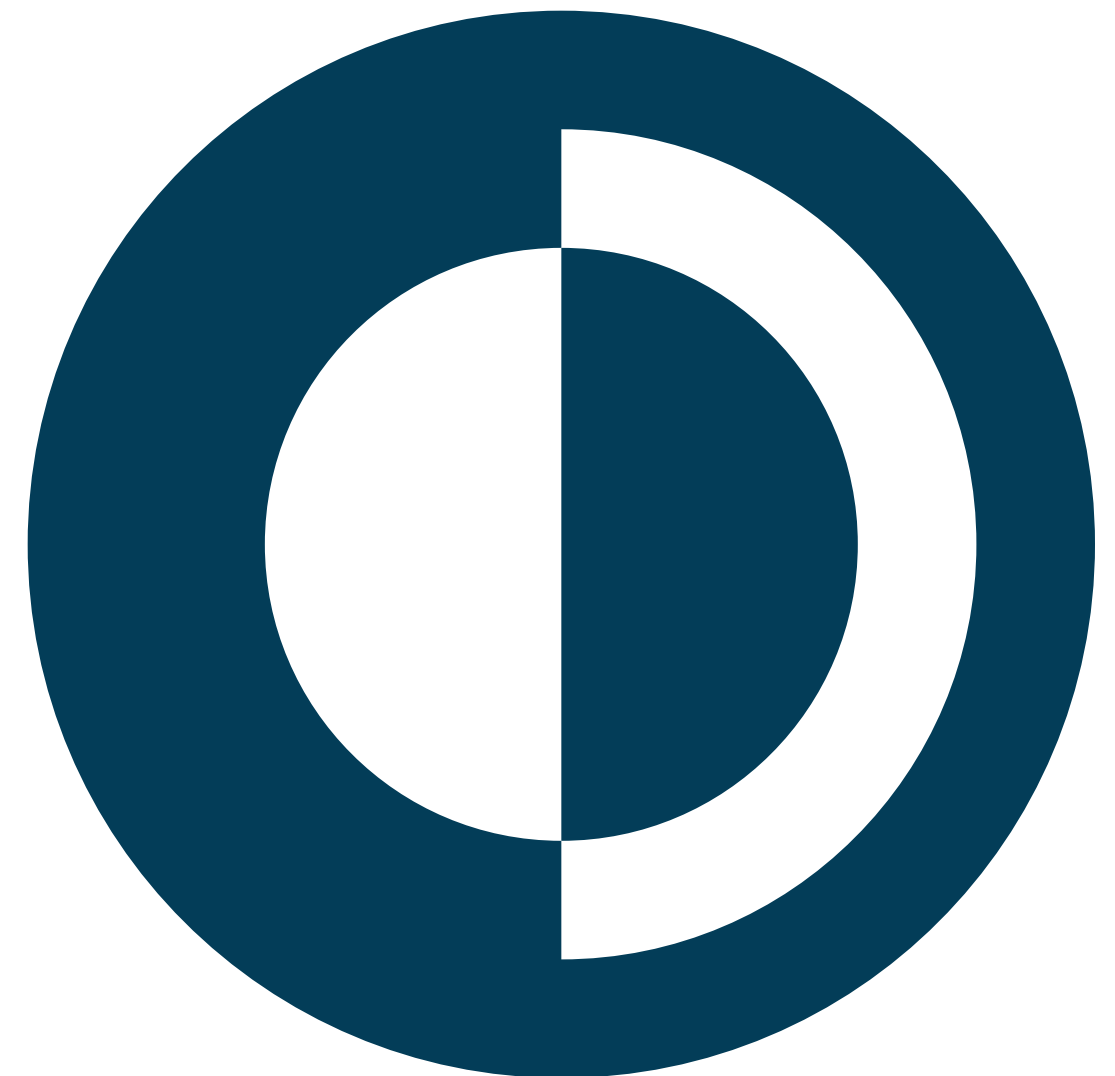
ACCELERATED TIME TO VALUE

Boomi's drag-and-drop UI, data mapping tools, and comprehensive library of connectors, coupled with support for a wide variety of integration patterns, enables companies to build integrations with exceptional speed. It's not unusual for Boomi to accelerate integration development by as much as 4X.

INCREASED PRODUCTIVITY

Operational intelligence, reusable business logic, and data flow recommendations simplify integration development and accelerate error resolution.

CONFIGURABILITY MADE EASY

Templates, process libraries, and custom scripting balance productivity and control, allowing companies to be successful with any connected business use case.

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MASTER DATA HUB

Boomi Master Data Hub is a cloud-native master data management (MDM) solution that sits at the center of the various data silos within a business — including any existing MDM solution — to provide an easy-to-implement, scalable, flexible, and secure master data management hub as a service.

Boomi Master Data Hub provides:

AGILE DATA MASTERING
Companies can realize an immediate return on investment for data management projects by implementing in weeks instead of the months and even years required for traditional approaches to MDM.

LOWER TOTAL COST OF OWNERSHIP
Using Boomi, companies can avoid the time, expense, and headache of purchasing multiple data mastering products to cover initiatives that cross data domains and organizational boundaries. Boomi Master Data Hub can provide centralized MDM services for the entire organization.

IMPROVED OPERATIONAL EFFICIENCY
Boomi enables companies to break down silos, expand trusted data through the enterprise, and gain 360-degree visibility into data for products, employees, and customers — all accessible via a central hub.

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B2B/EDI MANAGEMENT

Boomi's B2B networks and EDI capabilities help companies integrate effectively with vendors, suppliers, distributors, partners, and marketplaces to simplify processes and start trading smarter.

Boomi B2B/EDI Management provides:

SUPPORT FOR KEY B2B/EDI STANDARDS

Boomi provides built-in support for a wide variety of traditional and modern EDI standards, including XML, X12, EDIFACT, HC7, RosettaNet, and Tradacoms, as well as the ability to define custom standards.

CONNECTIVITY THROUGH INDUSTRY STANDARDS

Boomi supports the full range of trading partner communications, including AS2 (Drummond-certified), FTP/Secure FTP, or Web Services using SOAP or HTML.

SIMPLIFIED MANAGEMENT OF TRADING PARTNER FRAMEWORKS

Companies can use Boomi to set up and manage all trading partner components from a single console, so they can quickly find, configure, and deploy changes for partner communications.

A UNIFIED VIEW OF PARTNER NETWORK TRANSACTIONS

Companies can easily generate detailed reports for any transactions to simplify tracking, error resolution and reconciliation.

RAPID PARTNER ONBOARDING

Companies can quickly and easily bring new partners into their trading network, virtually eliminating data errors and shrinking onboarding time from weeks to hours.

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API MANAGEMENT

Boomi API Management supports the full lifecycle of APIs in a hybrid environment. Using Boomi's centralized controls for API management, companies can easily configure, test, and deploy APIs, expose real-time integrations, enforce contracts and policies through an API gateway, monitor API health with usage dashboards, and engage API developers with the catalog and developer portal.

Boomi API Management provides:

INCREASED DEVELOPER PRODUCTIVITY AND FASTER TIME TO MARKET

Companies can rapidly create and publish any endpoint (e.g., FTP, a database, or an application) as an API on premises or in the cloud. Developing with Boomi is faster and more efficient than traditional API programming by hand.

SEAMLESS CUSTOMER AND PARTNER EXPERIENCES

Boomi makes it easy to create composite applications with aggregated data from multiple applications and data sources while easily abstracting the underlying integrations.

CONTROL AND GOVERNANCE FOR DATA ACCESS

IT teams can establish consistent and secure API deployments and restrict data access by role(s) on premises, in the cloud, or at the edge.

REAL-TIME ENGAGEMENT

With Boomi, companies can facilitate third-party access to APIs and increase productivity across their IT ecosystems.

VISIBILITY AND CONTROL AT SCALE

Boomi's centralized lifecycle management of all APIs gives IT teams the visibility and control they need for managing and administering an ever-growing collection of APIs and web services.

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FLOW

Boomi Flow is a workflow automation service with a low-code interface that accelerates the development and customization of business processes. Designed for today's mobile user communities and hybrid IT environments, Flow offers a "design once, deploy everywhere" solution for workflow automation.

Boomi Flow provides:

TRANSFORMED AND AUTOMATED WORKFLOWS

Using Flow, companies can meet and exceed customer expectations by innovating more rapidly. Flow's low-code development environment makes it easy to digitize processes, reducing business complexity and improving productivity. Workflows that would take weeks to code traditionally can be developed in deployed in just days or even hours. Once deployed, these flows streamline everyday experiences for customers, partners, and employees.

ACCELERATED BUSINESS AGILITY IN ANY ENVIRONMENT

Companies can rapidly build, deploy, and manage workflow applications across public cloud, private cloud, on premises, or hybrid cloud environments, without the need for custom coding.

ENGAGING USER EXPERIENCES

Companies can encourage workflow adoption by providing easy-to-use interfaces that automatically adapt to any device. In place of the cumbersome interfaces and processes associated with legacy software, companies can provide customers, partners and employees with fast, frictionless experiences that meet evolving business requirements and build trust and loyalty.

IMPROVED ORGANIZATIONAL COLLABORATION

Companies can easily bring cross-functional teams together to meet business needs through customized portals. No longer will IT and stakeholders feel like they are speaking different languages. Boomi unifies teams through engagement.

SUPPORT FOR CLOUD-FIRST STRATEGIES WITHOUT INTRODUCING RISK

Using Flow, developers and business analysts can design and deliver experiences relevant for all personas, at any location. Multi cloud and hybrid cloud deployment options support choice with trust and agility built in.

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DATA CATALOG AND PREPARATION

Studies show that over 60% of a company's data is unknown, dormant, or underutilized. That data can't be leveraged for business intelligence, sales and marketing, product development, or any other use case. And if personally identifiable data (PII) is part of the mix, the company at risk for compliance penalties from an increasing number of data privacy regulations.

Boomi Data Catalog and Preparation (DCP) provides:

A PLATFORM FOR BREAKING DOWN BUSINESS SILOS
Boomi gives data teams the tools they need for finding and cataloging data, so it can be prepared for use in business applications, analytics, AI, and other use cases. Using Boomi DCP, companies can bring together data across systems, applications, and people to build a resource of trusted, complete, and current business intelligence.

NATURAL LANGUAGE INTERFACES FOR DISCOVERING AND ANALYZING DATA
Business analysts, developers, and other employees can use natural language queries to find the data they're looking for, regardless of which application or repository is storing the data.

STREAMLINED OPERATIONS
Boomi helps companies migrate, consolidate, and rationalize data at the speed of business to eliminate costly delays and confusion. It's easier to plan, decide, and act quickly when stakeholders have access to all relevant data.

HIGHER QUALITY CUSTOMER EXPERIENCES
With ready access to data across the enterprise, companies can get a comprehensive view of customer interactions, preferences, and attitudes, to help them deliver exceptional customer experiences.

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Measurable Results from the Boomi iPaaS

Integration, master data management, B2B networks and EDI, API lifecycle management, workflow automation, and data discovery and preparation — the Boomi platform offers a rich set of capabilities for discovering, integrating, and managing data. How do these capabilities pay off for companies putting them to use?

Forrester Research recently conducted an in-depth study of Boomi's results at six enterprises across various industries. Forrester published its finding in a report commissioned by Boomi, **"The Total Economic Impact Of the Boomi AtomSphere Platform, August 2021."**

Forrester found that:

- The Boomi AtomSphere Platform **delivered a 410% return on investment (ROI)** over a three-year period, paying for itself in less than six months.

- Customers using the Boomi platform **reduced their integration development time by 65%** — an increased efficiency value of more than $3.7 million.

- Customers **realized $2.3 million in savings** by retiring previous integration solutions.

- Customers found that the Boomi data catalog made it easier for analysts to access the data they needed, realizing **a benefit of $2.7 million.**

- Using the Boomi platform, customers were able to create new revenue streams and grow business on existing trading networks, **realizing gross profits of $3.2 million.**

- Customers **saved $568,000** thanks to Boomi's low-code development and low training requirements for developers.

The Forrester study clearly shows that Boomi's approach combining integration, low-code development, data cataloging, and other capabilities paid off quickly and meaningfully for these companies. Compared to other approaches that depend on greater use of senior developers, disparate toolsets, and longer development cycles, Boomi's iPaaS delivers larger returns. It promoted company agility and helped companies realize their digital ambitions more quickly.

As a vice president of IT interviewed by Forrester remarked, "The agility and the speed we gain [with Boomi] allows us to go to market faster."

Empowering companies to quickly connect and comprehensively manage data helps those companies succeed with their boldest plans for digital transformation.

Conclusion

To succeed in today's fast-moving business environment, companies need to make the most of their data. That means connecting data across the organization and making it available — quickly, easily, and reliably — wherever it is needed.

The **Boomi AtomSphere Platform** intelligently connects your applications and automates your workflows. It's the iPaaS that businesses need to realize their digital ambitions and make the most of data and connectivity in every digital transformation initiative.

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About Boomi

Boomi instantly connects everyone to everything with its cloud-native, unified, open and intelligent platform. Boomi's integration platform as a service (iPaaS) is trusted by more than 20,000 customers globally for its speed, ease-of-use, and lower total cost of ownership. As the pioneer at fueling intelligent use of data, Boomi's vision is to make it quick and easy for customers and partners to discover, manage, and orchestrate data, while connecting applications, processes, and people for better, faster outcomes.

Learn more at **www.boomi.com**.

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