

Empowering
Software Providers
to **Deliver Seamless**
Integrations

boomi



Digital transformation – or digital fragmentation?

For the past decade, digital transformation has been the watchword for enterprises looking for a competitive edge in an ever-changing market. It's been a headlong race to the promise of faster processes, better efficiencies, lowered costs, and accelerated innovation – most recently with the advent of generative AI.

Naturally, software providers have jumped into the breach with extended portfolios, best-of-breed offerings, and targeted point solutions to meet specific customer needs. So much so, that the average enterprise now has 364 software as a service (SaaS) applications.¹

Digital transformation was supposed to make work faster, better, and easier, but in reality, systems are more complex than ever. It's not surprising then that studies reveal a staggering 70–95% of digital transformation projects fail to realize their expected business benefits.²

THE AVERAGE ENTERPRISE HAS

364

SAAS APPS

The application landscape is incredibly fragmented – but it is not beyond repair.

In an ideal world, all applications and data sources would work together effortlessly. Organizations would seamlessly run solutions that enable operational efficiency, spark innovation, and drive growth. Enterprises could unlock the data that exists in their various silos to increase customer satisfaction, deliver faster than their peers, and reduce customer churn. This is what an effective integration platform can do, and this is what your customers want.

Unfortunately, enabling application and data integration into a SaaS offering is not an easy feat.

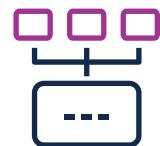
Top Integration Challenges That Software Providers Face

- 1 Tackling the uniqueness and complexity of each customer's landscape
- 2 Managing time-to-market risks
- 3 Enabling flexible deployments
- 4 Delivering ongoing maintenance
- 5 Keeping up with continuous technology advances
- 6 Addressing the democratization of innovation

Software provider integration challenges: a deeper look.

Modern software applications that deliver integrations as part of their overall solution quickly become key components in a customer's application stack, but delivering on this is challenging for many reasons.





Uniqueness and complexity of the customers' application landscape

Organizations are increasingly using a wide variety of applications. As such, there is often a lack of domain experience around these applications, making their APIs and data models difficult to understand and navigate.



Time-to-market risks

Businesses are under pressure to bring new products and services to market faster than their competitors, thus the ability to shrink time-to-market is a priority of the highest order.



Enabling flexible deployments

Applications that offer integration should be flexible enough to offer deployment models that satisfy cloud, on-premises, and hybrid integration requirements.



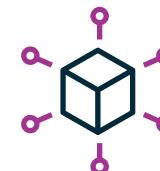
Ongoing maintenance

Organizations often struggle with questions around who will maintain the integrations that are built. How easy will it be to do? Will updating one software platform break its integration with others? How do you handle version, control and consistency, and stay up to date on the latest application versions?



Continuous technology advances

How do you evolve your solution to address the latest in technology? How can you incorporate advancements in artificial intelligence (AI), the Internet of Things (IoT), data analytics, and/or edge computing to improve the reach of your solution?



The democratization of innovation

More and more users are wanting to "do it themselves," putting application choices into the hands of business users. This breaks down the barriers that once limited innovation to IT departments, allowing individuals from diverse roles to apply their business knowledge to develop solutions more closely in line with organizational goals.

The integration partner checklist for software providers.

While you can choose to address these challenges through custom-coded development, the time, effort, and cost to do so can be onerous. Instead, savvy SaaS providers often choose to partner with an integration platform as a service (iPaaS) provider to embed integration capabilities into their offerings through an OEM agreement. Other SaaS providers may choose to refer or resell an iPaaS solution to their customers to empower them to develop integrations into their solution.

But not all iPaaS offerings are the same, and choosing the right solution is important. Here are the top 10 considerations when choosing to partner with an iPaaS vendor:

Top 10 Considerations When Choosing an iPaaS Partner

1. Ability to simplify complex integrations
2. Scalable data management
3. A flexible and transparent pricing structure
4. Account hierarchy and integration inheritance
5. Secure, on-premises runtime
6. Future-proof platform
7. Granular error handling and monitoring
8. Reusability and scale
9. Extensive support
10. An AI-first approach

1

Ability to simplify complex integrations

Typically, an iPaaS provides pre-built connectors, business rules, maps, and transformations to facilitate application development and orchestrate integration flows. Each iPaaS solution offers different features and options.

Standardizing on a platform that enables quick development and is easy to learn and maintain will greatly ease the burden of satisfying complex integration requirements.

2

Scalable data management

IDC forecasts that the amount of new data created, captured, replicated, and consumed each year would more than double in size from 2022 to 2026.³ Global data creation is projected to grow to more than 180 zettabytes by 2025.⁴

Since it will largely be iPaaS developers who will create the necessary data integrations to handle this growth, it's important to invest in a tool with a proven track record around the handling of large datasets.

The Boomi Partner Advantage

 Boomi offers a complete, drag-and-drop development UI that empowers you to handle even the toughest integration challenges in a simple, configuration-based, wizard-driven way.

 Boomi's ability to handle large datasets enables it to be used in enterprise-grade scenarios with complex transformations and ML-enabled data mapping.

3

A flexible and transparent pricing structure

Predictable and transparent pricing is paramount for IT managers orchestrating an iPaaS project. It ensures accurate budgeting, prevents unexpected expenses, and facilitates informed decision-making. Clear cost projections enable a manager to confidently select a solution aligned with the organization's needs and financial constraints.

4

Account hierarchy and integration inheritance

For an IT manager planning an iPaaS project, an account hierarchy is crucial. It enables seamless integration process deployment across customers and ensures secure, data-isolated execution. This capability streamlines management, enhances security, and optimizes scalability. You gain an efficient roll-out of integrations to multiple customers while maintaining the integration in one place – at the top of the account hierarchy.

The Boomi Partner Advantage

 Boomi offers predictable (fixed) endpoint/customer-based licensing options with no hidden costs or per recipe charges.

 Boomi offers a partner-specific account hierarchy that allows you to easily roll out your integrations to each of your customer's subaccounts, which then execute in their own secure, data-isolated runtime.

5

Secure, on-premises runtime

An iPaaS that enables the execution of integrations on-premises allows for versatile hybrid deployment options, ensuring compliance with stringent GDPR audits and data privacy concerns. This allows businesses to easily satisfy integration requirements no matter where data endpoints may reside.

6

Future-proof platform

The proper integration of data is vital to future-proofing product and service offerings in a way that can unlock growth in the market. But beyond simply offering integration in a SaaS product, it is important to know what can also be enabled around the data to greatly grow and enhance its value. A good iPaaS offers additional options around API management and governance, data synchronization, event-driven architecture, and process automation.

The Boomi Partner Advantage

✓ Boomi decouples its design-time platform from its execution runtime, allowing for flexible cloud-based, on-prem, and/or hybrid deployment, satisfying even the most stringent GDPR audits or privacy-of-data concerns.

✓ Boomi offers tightly integrated optional services around citizen integration, workflow automation, API management, master data management, event-driven architecture, electronic data interchange (EDI), and generative AI.

7

Granular error handling and monitoring

Comprehensive error handling and monitoring offers real-time visibility into documents, processes, runtimes, and accounts. This empowers the swift identification and troubleshooting of issues, ensuring seamless operations, minimizing downtime, and maintaining the integrity of data flows. It enhances overall system reliability and user satisfaction – critical factors in achieving project success.

8

Reusability and scale

A composable platform and reusable components are critical when it comes to building scalable, flexible, and adaptable solutions. The ability to reuse existing components results in both savings in development time and costs and the ability to respond much more efficiently to changing needs and requirements.

The Boomi Partner Advantage

 Boomi provides robust error handling and monitoring capabilities at the document level, process level, runtime level, and account level.

 Boomi promotes reuse through decoupled components and supports creating productizable integration templates that can be easily configured for reuse. The platform also scales easily to enable line-of-business citizen integration using Boomi Spaces.

9

Extensive support

A robust support ecosystem is invaluable. Access to customer support, forums, knowledge bases, email assistance, and a user-friendly learning management system (LMS) expedites team onboarding and ensures prompt issue resolution. This empowers users to overcome challenges efficiently while accelerating implementation and fostering a skilled team.

10

An AI-first approach

In the AI era, you need clear goals, comprehensive documentation, accountable stakeholders, prioritization, and a high level of automation to be AI-ready. Choosing an AI-first iPaaS partner can help you navigate and accelerate your course, no matter where you are on the AI journey.

The Boomi Partner Advantage

✓ Boomi offers excellent customer support, success teams, forums, knowledge base, and email assistance. In addition, Boomi's learning management system (LMS) contains no-cost, on-demand video training to help your team onboard quickly.

✓ Boomi's conversational, generative AI approach comes from a knowledge base of over 200M+ integrations and ~20,000 customers – by far the largest in the industry – to model AI-generated decisions that are accurate and specific to your needs.

The intelligent integration and automation platform of choice for software providers.

With Boomi as your iPaaS partner, you can focus on your core business, not on having to become integration development experts. The Boomi intelligent integration and automation platform is a cloud-native, low-code platform that makes it easy to build and deploy integrations, no matter how complex the requirement.

We enable our partners to ease and speed integration with pre-built integration assets and connectors for many of the most popular applications and data sources, and also offer tailored solutions for industries and key use cases. With a future-ready, composable architecture and a dedicated Partner Success Team standing by to deliver ongoing training, support, and resources, our Partner Program is designed to help you grow and succeed.

“Boomi Platform is a good choice for customers seeking a well-rounded iPaaS with ease of use and modular bundles for data integration and lightweight low code.”

The Forrester Wave™: Integration Platforms As A Service, Q3 2023

Join the growing network of successful Boomi software providers.

At Boomi, we are committed to eliminating integration complexity and speeding time to value for our partners. Whether you would benefit most from an OEM relationship with Boomi functionality embedded in your technology, a referral partnership, or becoming a Boomi reseller or VAR, we are committed to helping you get the most out of platform and our partnership.

Join the thriving network of Boomi Software Provider Partners who are unlocking unprecedented opportunities with the Boomi platform. Whether your goal is to simply tackle diverse data challenges with agility or to empower citizen integration in a way that democratizes innovation across your customers, we've got you covered.

[Learn more](#)[Become a Partner](#)



ABOUT THE AUTHOR

Barry Gersden, Field CTO of ISV/OEM Partnerships at Boomi, authored this document. During his 25-plus years working in the IT field, Barry has been a manager, mentor, architect, and a recovering Wall Street Java Developer.

ABOUT BOOMI

Boomi aims to make the world a better place by connecting everyone to everything, anywhere. The pioneer of cloud-based integration platform as a service (iPaaS), and now a category-leading, global software as a service (SaaS) company, Boomi touts the largest customer base among integration platform vendors and a worldwide network of approximately [800 partners](#) – including Accenture, Capgemini, Deloitte, SAP, and Snowflake. Global organizations turn to Boomi's award-winning platform to discover, manage, and orchestrate data while connecting applications, processes, and people for better, faster outcomes. For more information, visit www.boomi.com.

1. Marcus Harris, Jillian Cole, "Digital Transformation – The Statistics Are Not on Your Side," Taft Technology Insights, May 10, 2023.

2. CloudZero, "55 Cloud Computing Statistics That Will Blow Your Mind (Updated 2023)," Oct 21, 2022.

3. John Rydning, "Worldwide IDC Global DataSphere Forecast, 2022–2026: Enterprise Organizations Driving Most of the Data Growth," May 2022.

4. Petroc Taylor, "Volume of data/information created, captured, copied, and consumed worldwide from 2010 to 2020, with forecasts from 2021 to 2025," Statista, August 22, 2023