



INDUSTRY BRIEF

# Boomi for **State and Local Government**

Accelerating Digital Cities and States With Cloud-Native Integration



Boomi, a Dell Technologies business, equips state and local governments to modernize and transform their IT foundation so they can speed information flow, drive sustainable progress and better serve constituents. Realize your goals with the industry's leading cloud-native integration platform, FedRAMP-authorized and trusted by more than 9,000 organizations around the world.

## **SPEED STATE AND LOCAL INNOVATION AT REDUCED COST AND RISK**

State and local governments are aggressively pursuing digital transformation to improve cost-efficiencies and deliver innovative digital services to citizens. It's a big job that requires breaking down silos, modernizing from legacy to cloud applications and tapping into fast-growing Internet of Things (IoT) data. Seamless data integration and fluid workflows are essential.

The cloud-native Boomi Platform lets state and local governments connect any system quickly and flexibly. This unlocks data to power innovation, create informed policy, drive operational and IT efficiencies, and deliver new transparency for constituents. State and local leaders can reduce cost and risk across hybrid IT environments while scaling to rising demands in a secure, FedRAMP-authorized environment.

### **ACCELERATE CLOUD ADOPTION**

Speed the transition from legacy on-premise systems to best-of-breed cloud applications with a low-code integration platform that's 2X to 5X faster than custom coding or traditional middleware. Easily migrate data to cloud apps and exchange information across systems, and reap cloud's rewards of reduced IT complexity and technical debt.

### **DELIVER INNOVATIVE CITIZEN SERVICES**

Boomi's secure platform lets you meet rising citizen expectations for on-demand access to information and services. Engage constituents online and through mobile apps to heighten convenience, efficiency and transparency for all parties, helping communities thrive in the digital age.

### **BUILD SMART COMMUNITIES WITH IOT**

Improve safety and efficiency in transportation, public safety, social services and utilities by unleashing the power of sensor-based IoT data. Boomi Integration and API Management power IoT-based data collection and analysis to help support "Smart City" initiatives that enrich quality of life.

### **SPARK PERSONNEL AND PARTNER COLLABORATION**

Provide employees with easy access to data they need without time-consuming manual lookups across disparate applications. Connect with other government agencies and suppliers to drive new levels of collaboration and cost-efficiency, and ensure that IT can tackle integration projects without a months-long ordeal.

### **MANAGE AND IMPROVE DATA QUALITY**

Overcome the challenges of duplicate and contradictory data across siloed systems with Boomi Integration and Boomi Master Data Hub. Robust data quality capabilities generate "golden records" and ensure that information is accurate, consistent and up-to-date across your core systems.

## STREAMLINE PUBLIC SECTOR DIGITAL TRANSFORMATION AND CITIZEN SERVICES

State and local digital transformation can't happen fast enough — but it also needs to happen sustainably and cost-effectively. Boomi gives IT leaders a flexible platform to eliminate application silos and data sprawl that block innovation, all within time and budgetary constraints.

With Boomi, state and local governments can increase operational efficiency and effectiveness, while providing seamless and connected experiences for citizens, employees and partners. Boomi makes it easy to build complex integrations and streamline processes across hybrid IT environments.

## INTEGRATION FLEXIBILITY FOR ANY USE CASE

Boomi lets you quickly connect application and data sources wherever they reside: on-premise, in a private or public cloud or on the edge, while also managing and improving data quality across domains. Multi-purpose capabilities let IT teams creatively address any administrative, operational or citizen-facing use case:

- **Boomi Integration:** Boomi scales to meet high-volume needs in real-time, mobile, batch (ETL) and EDI environments.
- **Boomi Master Data Hub:** Synchronize and ensure data quality, providing trusted information across all systems.
- **Boomi API Management:** Easily create, publish and manage any endpoint as an API on-premise or in the cloud.
- **Boomi Flow:** Quickly build automated workflows that streamline administrative and citizen-facing processes.
- **Boomi B2B Management:** Rapidly onboard suppliers and other partners, and monitor all interactions through a centralized portal.

To learn more, visit us today at [www.boomi.com/stateandlocal](http://www.boomi.com/stateandlocal)

### Why Boomi?

- 9,000+ global customers
- FedRAMP authorized
- Leader, Gartner iPaaS Magic Quadrant
- Leader, Ovum Hybrid Integration Decision Matrix
- 96% customer retention rate

### Pure Cloud

- No hardware to install or maintain
- Automatic updates
- Predictable usage-based pricing
- Single-instance, multi-tenant cloud architecture
- Accessible from any browser

### Robust Integration

- Proven connectivity to 1,000+ endpoints, including 200+ applications
- Drag-and-drop integration development, no coding required
- Any-to-any integration across cloud and on-premise systems
- Intuitive, centralized integration management
- Community access to connectors, widgets and process maps
- Extensive crowd-sourced knowledge and guidance

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Using Boomi has helped us more quickly detect traffic signal issues and **automate processes necessary to orchestrate people to resolve the issue and provide better service to our citizens.**

Terry Yates, **Smart City Leader**, Town of Cary, N.C.

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A Dell Technologies Business

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INDUSTRY BRIEF

# Boomi for **Higher Education**

Build your connected digital campus with cloud integration



The Boomi Unified Platform helps your educational institution deepen student engagement and increase staff productivity by unifying cloud and legacy on-premises application silos. Boomi simplifies the increasingly complex tasks of connecting and delivering data anytime, anywhere while accelerating your IT modernization projects.

## **TACKLE EDUCATION'S MOST PRESSING CHALLENGES**

Agile data and application integration is essential for helping colleges and universities modernize their IT systems. Educational organizations must deliver information across desktop, mobile, and social platforms to tech-savvy students while boosting collaboration and productivity among university personnel.

The Boomi Unified Platform lets you build a more connected digital campus by bridging the gap between on-premises legacy systems and new cloud environments. Enrich your learning experience and stay on-budget by integrating your diverse applications and data at a fraction of the time and cost of traditional middleware or custom-coding.

### **CREATE BETTER STUDENT SERVICES**

Enrich student portals with a broader range of academic resources, learning management, and social networking, while providing new mobile services -- from digital cafeteria checkouts to textbook purchases with a smartphone.

### **MANAGE THE FULL STUDENT LIFE CYCLE**

Dissolve integration barriers across enrollment, student records, alumni communications, and other processes. Deliver a unified applicant-to-alumnus digital experience that benefits both students and your institution over the entire lifetime relationship.

### **STREAMLINE ADMINISTRATION**

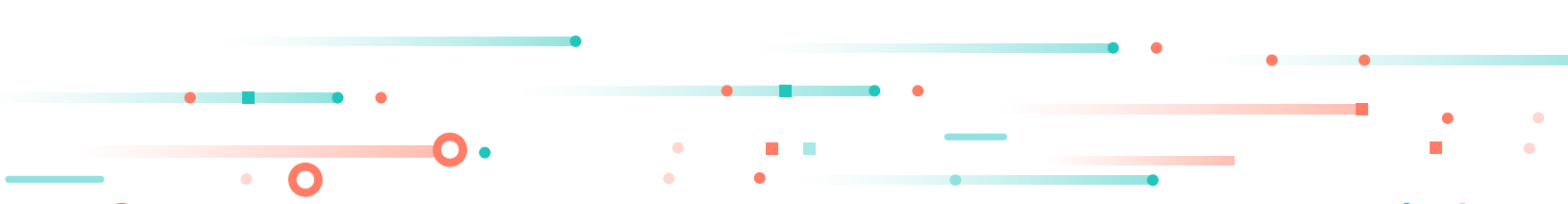
Minimize the inefficiencies of siloed applications and improve access to critical information for staff, faculty, and administrators. Unify systems in order to deliver powerful analytics and improve such tasks as financial reporting, managing student and employee records, tracking alumni fundraising, and more.

### **MODERNIZE LEGACY ENVIRONMENTS**

Liberate data from aging hardware or proprietary applications. Preserve your investments in mission-critical systems while incrementally upgrading to modern IT architectures within the constraints of your resources and budgets.

### **REDUCE IT COSTS**

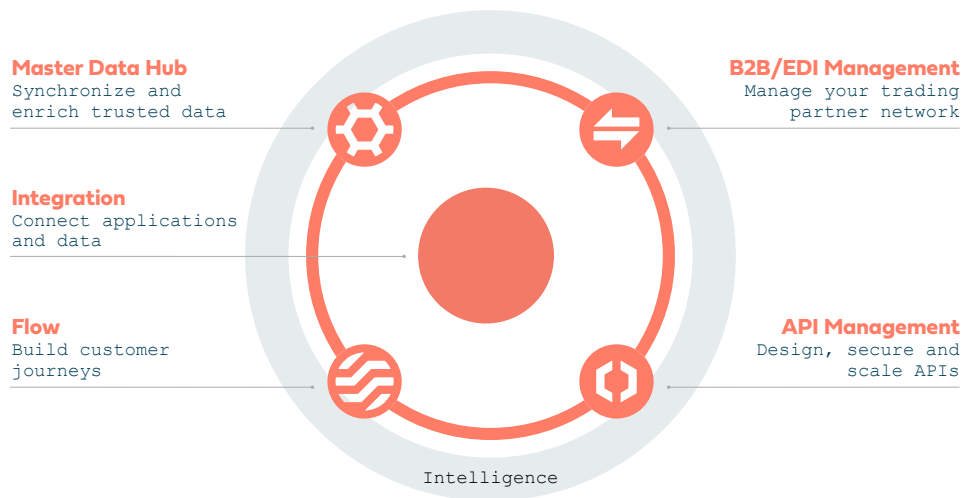
Equip your IT team to complete integration projects at a fraction of the time and costs of traditional methods, and manage all your integrations within tight budget constraints. Boomi also provides robust data quality services, reducing data governance costs and overhead associated with new digital initiatives.



## HARNESS IPAAS FOR MODERNIZING YOUR DIGITAL CAMPUS

The types of applications your students and faculty access is becoming as diverse as your curriculum. The mix of on-premises systems, cloud-based applications, and cloud infrastructure is introducing new complexities that, if not well managed, can drain budget and resources from your critical modernization initiatives.

Efficient, flexible connectivity across applications, mobile devices, and data sources creates new opportunities for educational innovation, whether it's enhancing a student portal or delivering online coursework to mobile devices.



## INTEGRATION FLEXIBILITY ACROSS AND BEYOND YOUR CAMPUS

Trusted by more than 9,000 organizations, the Boomi integration platform provides educational institutions a market-leading set of integration and data management capabilities including:

- **Boomi Integration:** Boomi scales to meet high-volume needs in real-time, mobile, batch (ETL) and EDI environments.
- **Boomi Master Data Hub:** Synchronize and ensure data quality, providing trusted information across all systems.
- **Boomi API Management:** Centrally create, publish and manage APIs and web services, extending access across a growing number of applications.
- **Boomi Flow:** Quickly build automated workflows that streamline administrative and citizen-facing processes.
- **Boomi B2B Management:** Rapidly onboard suppliers and other partners, and monitor all interactions through a centralized portal.

To learn more, visit us today at [www.boomi.com](http://www.boomi.com)

### Integrate your applications

- Learning management systems
- Legacy systems of record
- Student and faculty portals
- CRM
- Financial management
- Human resources
- Fundraising
- Business intelligence
- Point-of-sale

### Pure Cloud

- No hardware to install or maintain
- Automatic updates
- Predictable usage-based pricing
- Single-instance, multi-tenant cloud architecture
- Accessible from any browser

### Robust Integration

- Proven connectivity to thousands of endpoints, including hundreds of applications
- Drag-and-drop integration development, no coding required
- Any-to-any integration across cloud and on-premise systems
- Intuitive, centralized integration management
- Community access to connectors, widgets and process maps
- Extensive crowd-sourced knowledge and guidance

# Business Outcomes, Accelerated



## OUR POINT OF VIEW

The pace of business is getting faster every day. That’s because consumers are used to having their needs met ASAP. With one click, they can buy anything they want, and they expect to get it right away. If one company can’t deliver, they’ll turn to another competitor who will.

Delivering on increasing customer expectations while outmaneuvering competitors puts a lot of pressure on everyone in the organization. Everyone — from executives, to HR and finance, to sales and marketing, to IT teams, partners and suppliers — needs to get the right data at the right time so they can take the right actions to get immediate results.

To thrive in the digital age, you need a technology foundation that makes information, interactions and innovations flow faster inside and outside the organization.

## CUSTOMER INITIATIVES

### IT

**Connect**  
existing systems  
and assets

**Modernize**  
technology infrastructure

### Business

**Transform**  
experiences, processes  
and practices

**Innovate**  
products and business  
models

## OUR VALUE PROPOSITION

Boomi, a Dell Technologies business, quickly and easily unites everything in your digital ecosystem so you can achieve better outcomes, faster. Our intelligent, flexible, scalable platform accelerates your business results by making it faster and easier to link your data, systems, applications, processes and people.

By harnessing the power of the cloud to unify everything inside and outside of your business, Boomi provides a robust fabric of connectivity with the speed and agility to lead the future.

## PROOF POINTS (as of Nov. 2019)

Recognized as industry leader by **Ovum**, **Gartner** & **Forrester**

More than **10,000** customers, **19,000** certified experts, **580** partners and **65,000** community members

Industry-leading customer satisfaction rate of **95%** and direct renewal rate of **97%**

Boomi delivers more than **300%** ROI and improves productivity by **70%** (**Forrester**)

## DIFFERENTIATORS

- Unified platform delivering end-to-end capabilities including Integration, Master Data Hub, B2B Management, API Management and Flow
- Superior ease of use plus crowd-sourced intelligence boosts productivity for both technical and non-technical users
- Resilient, scalable and secure cloud-native architecture
- Industry-leading innovation delivered through continuous upgrades
- Customer-focused partner fully committed to your success

## KEY MESSAGES

### Start quickly

The cloud-native nature of our platform makes it easy to get started because there’s no infrastructure to stand up — just a simple URL is enough to get started.

### Build efficiently

Our smart, user-friendly platform comes with built-in intelligence based on 30 terabytes of anonymous user data to help everyone work better together to get more done.

### Grow confidently

Minimize risk with our scalable, secure, enterprise-grade platform, backed by expert support from our employees, partners and Dell Technologies to assure your success.

# The Foundation for Your Digital Future

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Customers are asking us to help them achieve all kinds of outcomes in their businesses. Whatever they’re trying to do, Boomi will help them get it done, faster.

## CONNECTION, ACCELERATED

Boomi accelerates connections by making it faster and easier to unify data, systems, applications, processes and people.

### Connect existing systems and assets

- New app deployment
- M&A

### Platform Services

Integration, B2B Management

### Customer Stories

American Express	Corkcicle
GBT	Sprinklr
Bioventus	Teachers
Lusiaves Group	Mutual Bank

## MODERNIZATION, ACCELERATED

Boomi helps you move faster and cut costs by eliminating old, brittle technology and building a modern IT foundation.

### Modernize technology infrastructure

- Data governance
- Cloud adoption
- IT consolidation

### Platform Services

Platform (Integration, Master Data Hub, B2B Management, API Management)

### Customer Stories

Cornell University	Origin Energy
Easterseals	Umbra
Liberty Mutual	MT Højgaard
Novartis	VMware

## TRANSFORMATION, ACCELERATED

Boomi helps you transform processes to improve collaboration, increase engagement and become more agile with automation.

### Transform experiences, processes and practices

- Workforce transformation
- IT delivery acceleration
- Unified digital experience

### Platform Services

Platform (Integration, Master Data Hub, API Management, Flow)

### Customer Stories

American Cancer Society	23andMe
Candy.com	Leading Hotels of the World
Smartsheet	MOD Pizza

## INNOVATION, ACCELERATED

Boomi helps you create new products, design new experiences and invent new business models.

### Innovate products and business models

- Product innovation
- Business model innovation
- Experience innovation

### Platform Services

Platform (Integration, Master Data Hub, API Management, Flow) IoT, Blockchain

### Customer Stories

digitalAngel	North Sea Port
DJO Global	Moderna
Flinders University	Sky
Jack in the Box	Town of Cary