

Boomi: Integrating MDM

The Company

Boomi was originally founded in 2000 as a software integration vendor. It was acquired by Dell in 2010 and spun out as a private company in 2021, owned by private equity firms TPG Capital and Francisco Partners. It has grown to a company with around 30,000 corporate customers, including Moderna, Toyota Financial Services, Fever-Tree and Cooke Aquaculture.

Boomi is headquartered in Conshohocken, Pennsylvania.

Visit their website: www.boomi.com

Boomi Global Presence & Financial Strength

>\$500M	100+	3,000+	30,000+
Annual revenue	Countries with customers	Employees	Corporate customers

The Market

Boomi was originally a cloud integration company, but is now a broader enterprise data and automation platform, including master data management (Boomi Data Hub), data integration, data governance, API management, agent management and workflow automation as well as its application integration capabilities.

Overview

Boomi has a cloud-native software platform covering broad data integration, data automation and data management, including a full master data management suite.

Key Features:

Seamless MDM and data integration	Vast connector library	Rapid implementation	Data Modelling
Unlike many MDM products, Boomi Data Hub is built on a complete data integration platform, simplifying the implementation of projects.	Boomi has a library of over 1,500 pre-built connectors to enterprise systems, including applications, protocols and electronic data interchange.	Intuitive graphical interface, pre-built connectors, a low-code configuration and native cloud architecture combine to allow quick implementation.	The product allows easy creation and maintenance of data domains, relationships, validation rules and source system mapping

The Technology

Built on top of a mature, cloud-native data integration platform, Boomi Data Hub is a complete multi-domain MDM product. It allows the creation of “golden records” across complex enterprise application environments, with bi-directional data synchronisation. The product allows the creation and enforcement of validation and survivorship rules, including fuzzy matching of data to defined quality thresholds. Boomi Metadata Hub enables data lineage, allowing the tracing of data records back to their sources. The HubGen AI tool uses generative AI to draft master data models. Boomi stores golden records and data models within abstracted repositories of XML records that reside within

the Boomi Hub Cloud network. The Data Stewardship Hub user interface is a dashboard where data stewards can search, view and modify golden records. These can in turn be streamed to data warehouses such as those of Snowflake. Boomi Data Hub includes data quality functionality such as profiling, data matching and de-duplication, though it is not marketed as a stand-alone data quality tool. Data records that fail business rules are routed to a quarantine area, where data stewards can inspect and correct specific records. The Boomi Agent Studio works alongside AI orchestration frameworks like AWS bedrock and Snowflake Cortex.

Competitors

In the MDM market, Boomi Data Hub competes with vendors including Informatica, Reltio, Ataccama, Stibo and Profisee. In the broader data integration market, it competes with vendors including Mulesoft, SnapLogic and Workato.

Summary

Boomi is a large and well-established vendor in the data integration and master data management space. It has a modern MDM suite with its own data integration capabilities, so has a broad range of data management functionality. Its vast connector library and intuitive interface enables quick implementation, especially where complex data integration is involved. It should be considered by any customer looking for a complete MDM and data integration platform. This is especially the case where a customer is looking for a use case based on active data rather than data at rest.

Market Differentiation

- Cloud native combined MDM and data integration.
- Huge library of connectors to other systems.
- Business glossary that enables semantic link to AI agents.
- Low-code, intuitive interface allowing rapid implementation.

“Boomi has really changed the way we think about integration”

TK Balajai, CIO, Post Consumer Brands

About The Information Difference

At the Information Difference www.informationdifference.com, we offer in-depth analysis of the data management industry, analysis of the main vendors, assessments of the marketplace and white papers discussing key issues and best practices.

If you are contemplating a data management project, we can advise you on strategy, vendor selection and best practice.