NUCLEUS RESEARCH

BOOMI WORLD EXTENDS DATA, APPLICATION, AND AI MANAGEMENT

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THE BOTTOM LINE

At Boomi World 2024, the vendor announced strategic acquisitions and product releases that unify application, data, API, and AI Agent management. The vendors' acquisitions of Mashery and APIIDA addressed challenges occupying 43 percent of integration and automation budgets, and Boomi's AI Agents provided capabilities capable of driving 27 to 58 percent time savings for core users. Overall, Boomi emerged from its 2024 user conference with a more well-rounded iPaaS solution with a strategic vision centered on consolidated integration, automation, and management services.

OVERVIEW

In today's technological landscape, enterprises are grappling with the challenges stemming from the proliferation of applications, the complexity of APIs, and the emerging sprawl of AI tools and services. With the average enterprise now managing hundreds of applications, companies face the daunting task of integrating diverse systems and applications to stitch together their software ecosystems. Adding to this complexity is the lack of effective global views or management dashboards for APIs, further exacerbating integration challenges and hindering efficient governance and security measures. In the context of these challenges, iPaaS platforms have emerged as a crucial solution in managing the growing complexity and costs associated with expanding technology stacks. iPaaS solutions offer a unified platform for managing data flows, ensuring data quality, automating workflows, and addressing the complexities of integrating various systems and applications. With iPaaS, businesses can streamline integration expenses, reduce total cost of ownership (TCO), and automate critical workflows, alleviating the burdens imposed by sprawling application landscapes and intricate API architectures. As the demand for effective integration solutions intensifies, iPaaS vendors are presented with a significant opportunity for accelerated growth. Those who deliver accessible and performant capabilities to manage this complexity are positioned to thrive in the competitive market landscape.

Recognizing this trend, Boomi made management and governance a focal point of their 2024 user conference, aligning their strategic vision with the evolving needs of enterprises grappling with integration challenges. Boomi's proactive approach to addressing these challenges is evident in their recent releases and acquisitions. By introducing AI Agents and an AI Agent Registry, Boomi aims to enhance intelligent automation and integration processes, while the acquisitions of APIIDA and Mashery bolster the vendor's API management capabilities. Additionally, Boomi has extended its data management functionalities with data quality, lineage, and metadata management capabilities, positioning itself as a comprehensive solution provider for managing all types of data, applications, and AI agents.

BOOMI WORLD

At Boomi World 2024, the vendor announced key acquisitions and product releases that reflect the organization's strategic vision for the future. Announcements include next-generation API management building on the acquisitions of Mashery and APIIDA, an AI agent framework and various Boomi AI agents, and Boomi DataHub, a data foundation for operational, analytical, and AI workloads.

API MANAGEMENT

To better address the challenges posed by widespread API gateways and the lack of effective management solutions, Boomi announced multiple acquisitions, enhancing the API management capabilities of the Boomi Enterprise Platform.

- **Mashery.** Boomi acquired API management assets from Cloud Software Group, bolstering its API management capabilities. These assets enable the Boomi Enterprise Platform to support demanding API management performance and security requirements.

- **APIIDA.** Boomi acquired APIIDA's federated API management business, a solution that enables enterprises to discover, govern, and provision APIs from one central place, including APIs managed through gateways from various vendors. This acquisition accelerates Boomi's roadmap for providing enterprise-grade and federated API management solutions, addressing the challenges of API sprawl and operational overhead.

AI AGENTS AND AGENT FRAMEWORK

Boomi released a variety of AI-powered capabilities, referred to as Boomi AI Agents, aiming to elevate users interacting with the platform. Boomi also released the Enterprise AI Agent Registry, providing support for 3rd party AI Agents in pursuit of the vendor's eventual goal of becoming the central platform for AI Agent observability and management.

- **Boomi AI Agents.** Boomi released its own AI Agents, including Boomi Answers, DataDetective, DesignGen, and Scribe, which offer prescriptive assistance, data classification and protection, autonomous integration building, and automated documentation, respectively.

- **Enterprise AI Agent Registry.** With an open framework inviting third-party contributions, users can incorporate specialized AI agents into their workflows. Boomi's partnership with Vianai Systems exemplifies this with Boomi FinTalk, enabling users to glean near real-time financial insights through natural language queries.

EXTENDED DATA MANAGEMENT

Boomi announced the Boomi DataHub, a data access layer that provides capabilities for master data management, data lineage tracking, data quality monitoring, and metadata management. This suite empowers users to centralize and govern their data effectively, ensuring its accuracy, reliability, and accessibility across operational and analytical workflows.

CUSTOMER IMPACT

Boomi's acquisitions and product innovation are expected to present multiple tangible benefits for Boomi customers, including direct cost savings and user time savings.

- **Cost savings.** Organizations currently spend an average of 43 percent of their integration and automation budget on maintaining data and process flows, monitoring endpoints, and managing APIs. This limits an organization's ability to develop new integrations and automations and take advantage of innovations as they emerge. With the API management capabilities delivered through the acquisitions of Mashery and APIIDA, Boomi provides organizations with a way to alleviate this strain.

- **Time savings.** With the Boomi AI Agent Framework, users can run AI agents provided by Boomi or its partners to address integration and automation needs. With the introduction of four new agents—Boomi Answers, Boomi DataDetective, Boomi DesignGen, and Boomi Scribe— developers and IT users, in particular, can streamline tasks such as providing assistance, safeguarding sensitive data, creating integrations, and documenting workflows, yielding 27 to 58 percent expected time savings. Users can also enlist 3rd party AI Agents or develop their own AI Agents to address more specialized use cases. As an example, Boomi FinTalk, powered by Vianai, provides a specialized AI solution tailored for financial users. It integrates with Boomi's AI Agent Framework, offering a natural language interface for users to interact with financial data across various sources, including ERP systems, databases, and documents.

LOOKING AHEAD

In navigating today's technology landscape, enterprises have to contend with multiple challenges, from the proliferation of applications to the complexities of API and data sprawl and soon, the emergence of AI agent sprawl. With a current approach centered around multiple point solutions, producing an integration challenge among integration tools, the need for comprehensive solutions has never been more pressing. With the acquisitions and product releases announced at Boomi World 2024, Boomi positions itself as the answer to these challenges. Recognizing the critical role of iPaaS platforms in managing complexity and costs, Boomi has made management and governance central to its strategic vision, bolstered by acquisitions such as APIIDA and Mashery, and extended data management functionalities. Nucleus expects customer adoption to align with this vision, shifting from multiple-point solutions to a more consolidated approach.