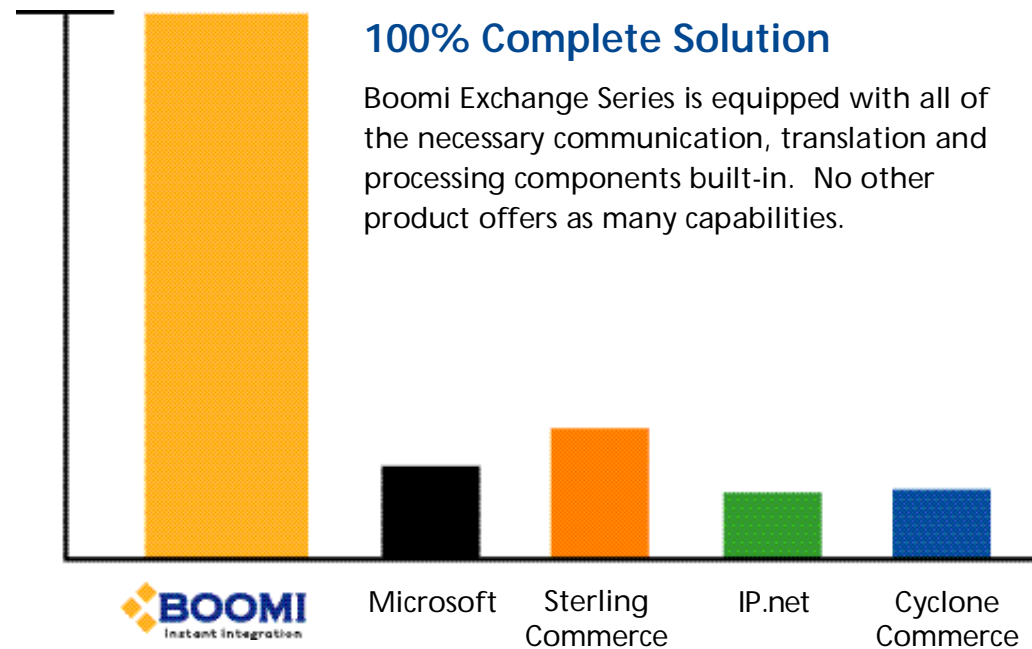


The Bottom Line

Boomi provides a technical competitive advantage by simplifying business integration. Simply put, Boomi helps enterprises to:

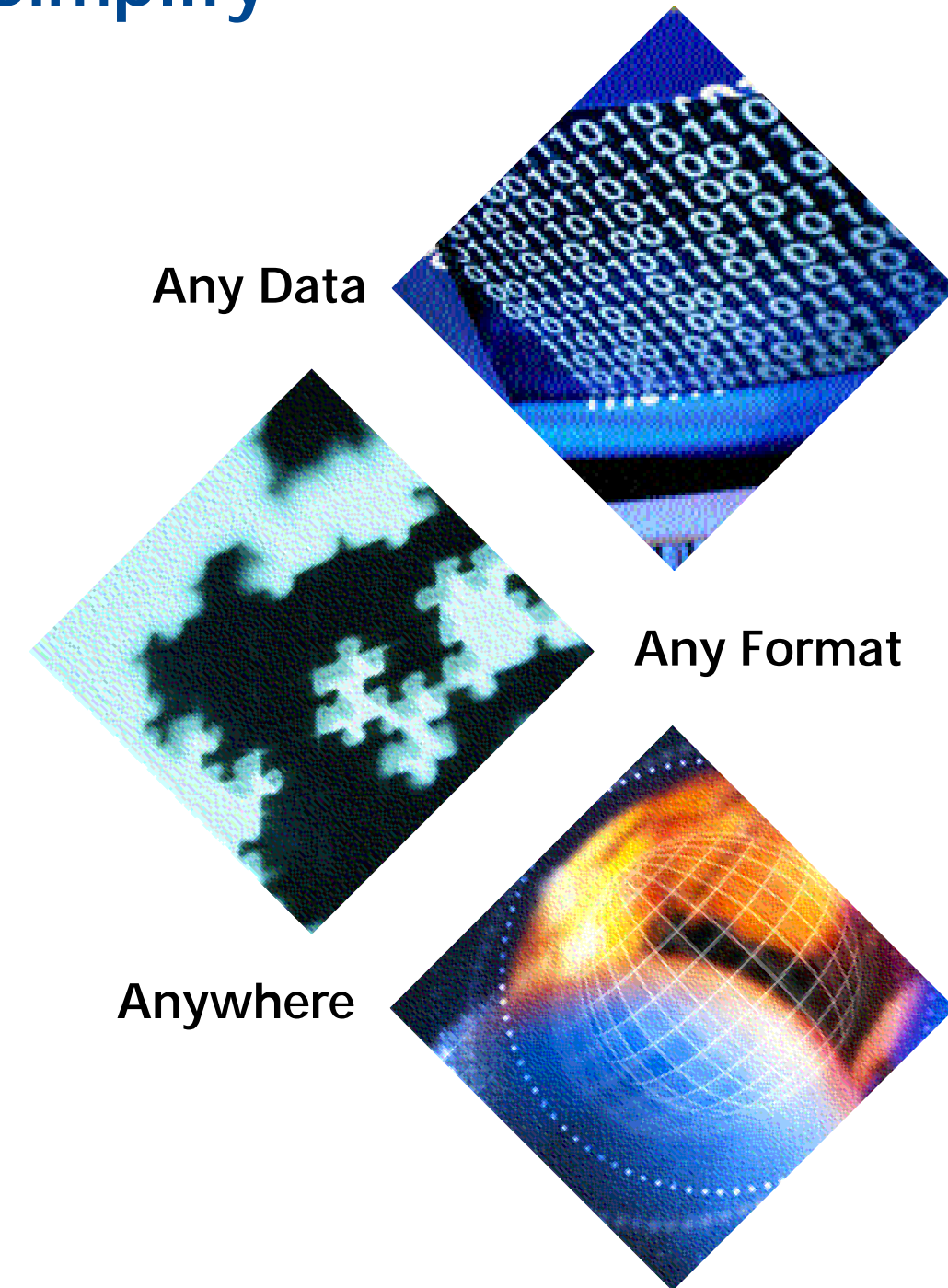
- Rapidly implement B2Bi solutions with new and existing partners
- Meet the requirements of virtually any exchange
- Increase efficiency by streamlining business processes
- Extend legacy systems while benefiting from the latest technology
- More effectively allocate organizational resources
- Eliminate reliance on proprietary technologies, translators, and message brokers
- Dramatically reduce the cost of supply chain management



Boomi, Inc.
1002 W. Ridge Pike
Conshohocken, PA 19428

P (610) 834-8730
F (610) 834-8406
www.boomi.com

Simplify



Boomi, Inc. Data Integration Simplified

Boomi's Integration Software minimizes the cost and lost time associated with eBusiness integration by eliminating custom code and ensuring interoperability with all B2B integration methodologies.



With a single product, business analysts can rapidly implement robust "any data, any format" integration transactions – and communicate via the Internet, without writing any code.

One of the biggest challenges presented by the technology era is managing the flow of information – between enterprises and also within the enterprise.

Businesses that trade with multiple partners are faced with disparate data formats, costly communication options and complex process requirements.

To succeed, they must manage these disparities quickly, reliably and securely or risk losing opportunities. Traditionally, data integration solutions have proven to be proprietary, time-consuming to implement, costly to maintain and prone to errors.

That was before Boomi.

Complete Solution

Boomi, Inc. specializes in data translation, communication and business process integration.

Boomi has developed a breakthrough solution that removes the complexity associated with business-to-business integration (B2Bi).

Boomi's complete solution, Boomi Exchange Series, empowers customers with translation, communication and business process integration capabilities.

Key Benefits

- Lower data integration costs
- Greater ability to manage and solicit trading partner relationships
- Extended use of internal legacy system
- Freed resources to focus enterprise on core competencies
- Better resource allocation for increased employee productivity

Boomi Exchange Series redefines business productivity by enabling the instant integration of applications both within and between enterprises, simultaneously supporting all data standards without custom code.

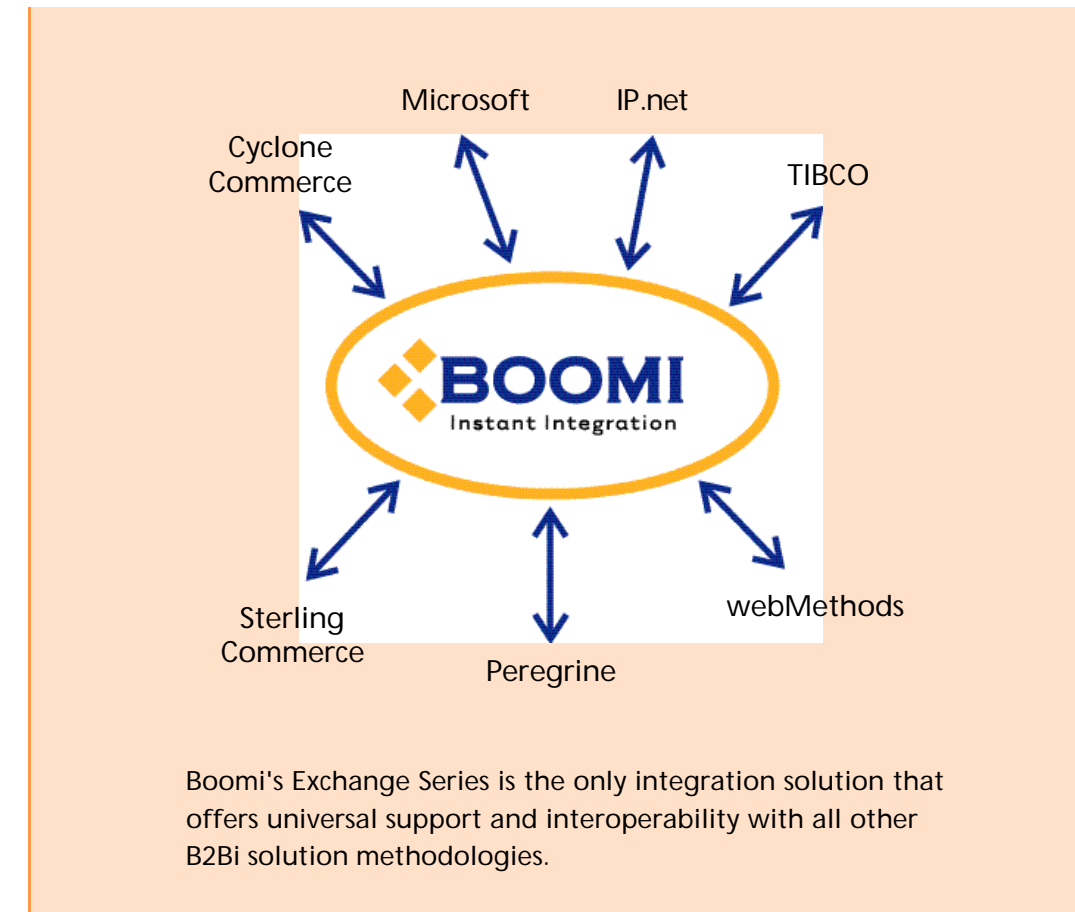
Ease-of-Use

Designed for ease-of-use, Boomi's no code approach is where much of the productivity gains are realized. Business analysts can rapidly implement new supply chain relationships, eliminating the need for a team of costly engineers or consultants. Boomi delivers an instant ROI.

Businesses can now rapidly introduce new trading partner relationships and reach an expanding circle of customers and partners without additional costs.

This radically reduces the total cost of ownership typically associated with today's integration solutions.

Traditionally, data integration solutions have proven to be proprietary, time-consuming to implement, costly to maintain and prone to errors. That was before Boomi.



Interoperability

Rapid integration translates into opportunity.

With Boomi, companies can dramatically accelerate the time it takes to integrate data from disparate systems – regardless of its origin.

The Boomi Exchange Series is able to read from and write to a variety of data sources making it an invaluable tool regardless of industry or enterprise.