

# Dell Boomi Announces the Launch of Australian-based Atom Cloud and MDM Cloud

Local deployment options for MDM, iPaaS are a key component of Boomi's APJ expansion strategy as it extends beyond Australia and New Zealand

Sydney, Australia – July 25, 2017 – Dell Boomi® (Boomi) has announced the availability of an Australian-based Boomi Atom Cloud and Boomi MDM Cloud, adding to the available deployment options for customers using Boomi to connect applications, manage data, and orchestrate critical business processes – between cloud platforms, software-as-a-service (SaaS) applications, and on-premises systems. “Personalisation of the student, researcher and alumni experience is critical for Flinders University's strategic success, and having a reliable and timely view of each constituent is essential to make that happen,” said Kelvin McCarthy, Acting Associate Director – Information and Digital Services, Flinders University. “We're increasingly using consumer-styled cloud services to provide a contemporary user experience but the risk of creating siloed environments in a cloud-based world is greater than ever. By taking an MDM approach to data integration, we will be able to offer better functionality backed by a consistent view of the constituent.”

The Boomi Integration Cloud platform underpins 'The Connected Business' where enterprises leverage key information and insights to be better, faster and smarter. It supports all of an organisation's application integration processes. It features a powerful range of integration, data management and workflow automation capabilities that can be realised in a fraction of the time of legacy middleware technologies. The Boomi Atom is a light-weight runtime engine that handles all the connectivity between applications and data sources. The Australian-based Boomi Atom Cloud gives businesses the option of running processes closer to their data. Boomi MDM Cloud Now Available Boomi Master Data Management (MDM) is the solution to represent data consistently across an organisation, enabling data governance to synchronise, cleanse and enrich data across domains. It scales to accommodate growth as data volume, applications and business user demands continue to increase. With the Australian-based Boomi MDM Cloud, the “golden records” used to enforce data integrity across applications are stored in a local cloud repository. “In the 18 months since our launch into Asia Pacific and Japan, we've seen considerable demand for integration as organisations look to modernise their existing business environments, and invest in best-of-breed solutions better suited to modern hybrid application ecosystems or cloud transformation initiatives,” said Michael Evans, Managing Director APJ at Dell Boomi. “Master Data Management is a critical piece of that puzzle – it gives organisations a very powerful and yet simple way to ensure the quality and accuracy of its valuable data assets.” Chris McNabb, Chief Executive Officer at Dell Boomi, said, “The influx of data generated in the digital era has transformed MDM from a luxury to a necessity. The Boomi MDM Cloud ensures companies in the region can remove disparity and seamlessly collect, analyse and use business-critical data to make more informed strategic decisions. This allows them to beat the competition by better understanding customer and stakeholder demand and delivering to those expectations.”

The reality of hybrid IT means that enterprises are now faced with numerous new challenges, and opportunities, to proactively manage data across their business – a critical factor to success in a fast-moving and increasingly-competitive global marketplace. While integration platform-as-a-service (iPaaS) offerings have traditionally focused only on the movement of data between applications, there is an increasing need for one that can help organisations create simple workflows as well as govern, enrich and control data in real time as it moves between complex networks of cloud, mobile and on-premises applications. The local launch of the Boomi MDM and Boomi Atom Clouds forms part of Boomi's regional expansion plans, with the company currently extending its presence beyond A/NZ into South-East Asia through the 2018 financial year. This comes on the back of significant demand from medium-sized and large enterprises since it opened its Australian office in April 2016. About Dell Boomi Dell Boomi (Boomi), an independent business unit of Dell, accelerates business agility by integrating the information organizations need whenever and however they need it. The Boomi integration platform drastically transforms the way organizations connect, create, manage and govern all their applications and data. As a result, more than 6,000 organizations of all sizes use the Boomi platform to run smarter, faster, and better. Boomi also helps customers drastically reduce implementation times over traditional integration, API management, MDM and workflow automation solutions. Visit [www.boomi.com](http://www.boomi.com) for more information. © 2017 Boomi Inc. Dell and Dell Boomi are trademarks of Dell Inc. or its subsidiaries. Dell disclaims any proprietary interest in the marks and names of others.

## Contacts

Nermin Bajric

mailto: