



# The digital era shift

Turning relentless change into your ultimate edge

**Shawn Aker**



# Change

AI Revolution

Data Privacy Regulations

SaaS and Cloud Adoption

Cost and Margin Pressures

Application and Data Sprawl

Speed of Innovation

Near/Offshoring

Inflation & Economic Uncertainty

OT/IT Convergence (Manufacturing)

Digital Fulfillment (Retail)

Digital Payments Revolution (Financial)

Telehealth (Healthcare)

# Opportunities

ChatGPT

Generative AI

Application Consolidation

Democratized Innovation

Application Modernization

Workflow Optimization

Business Automation

SAP S/4HANA

Data-driven Management

Supply Chain Optimization (Retail, Manufacturing)

Open Banking (Financial)

Connected MedTech (Healthcare)

# Digital, FRAGMENTATION and COMPLEXITY

The average enterprise has

**364**

SaaS apps.<sup>1</sup>

**19%**

of Boards have made progress toward or  
have achieved their digital transformation  
goals.<sup>2</sup>

**68%**

of businesses continue to indicate a  
disconnect between software development  
and business strategy.<sup>3</sup>

**79%**

of organizations have >100 data sources.  
30% use more than 1,000 sources.<sup>4</sup>

<sup>1</sup> CloudZero, "55 Cloud Computing Statistics That Will Blow Your Mind (Updated 2024)," Oct 21, 2022

<sup>2</sup> Gartner, "The 2024 Gartner Board of Directors Survey on Business Strategy in an Uncertain World"

<sup>3</sup> Broadcom, Inc, Dimensional Research, "2024 VALUE STREAM MANAGEMENT TRENDS A Global Survey of Executives and IT Leaders", December 2022

<sup>4</sup> 2021 IDC Global Survey of the Office of the Chief Data Officer by Informatica

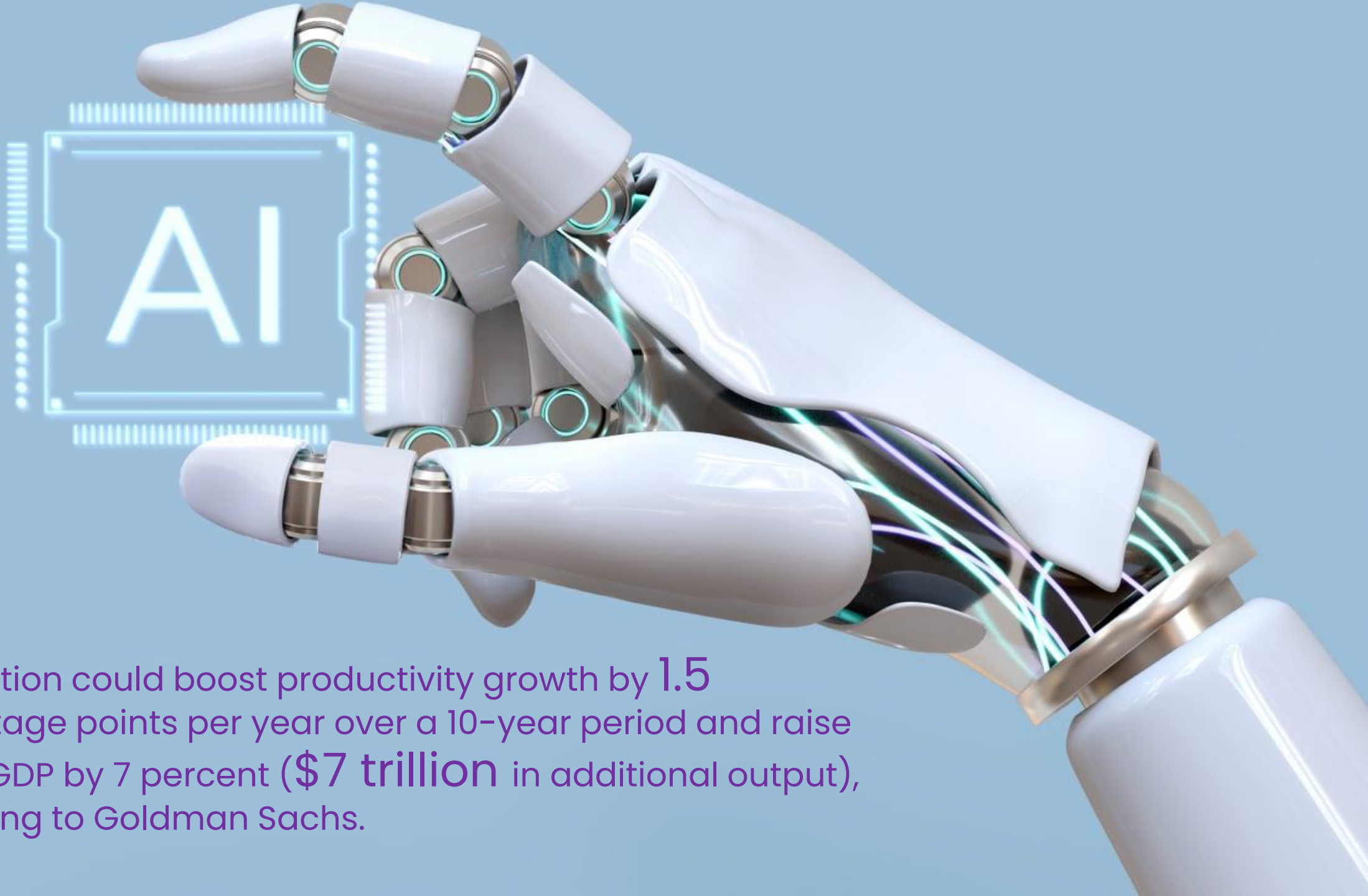
# Digital Transformation

90% of digital transformation projects fail to return ROI

70% of digital transformation projects fail to report improved performance

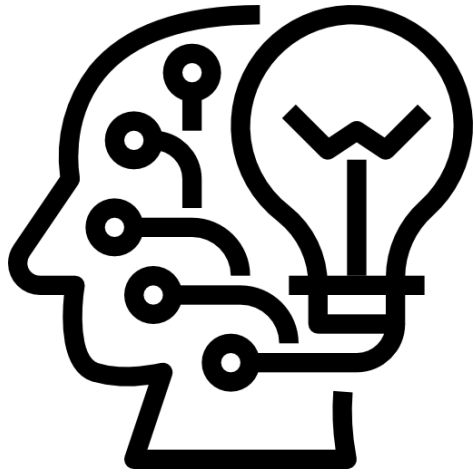






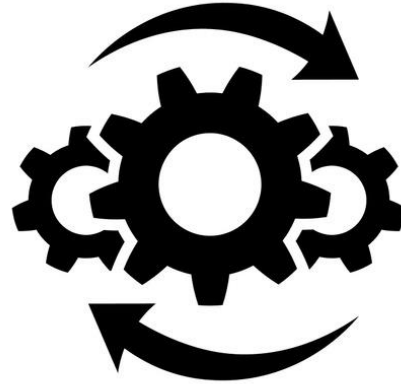
AI adoption could boost productivity growth by 1.5 percentage points per year over a 10-year period and raise global GDP by 7 percent (\$7 trillion in additional output), according to Goldman Sachs.

# Outcomes



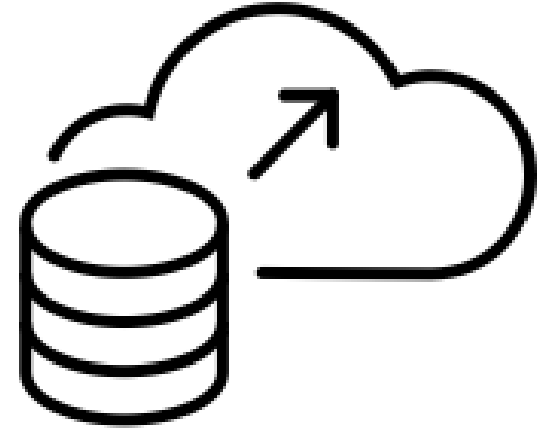
## Intelligence

Embed AI/GPT capabilities to run quickly and effectively.



## Automation

Rapidly automate business process and data flows.



## Governance

Mitigate risk with enterprise-grade security, elasticity, and reliability with a multi-cloud independent platform



# Attributes

Organizational adaptability and managing change is more important than implementing the flavor-of-the-day technology

## Composability

- Reusable digital assets
- Scalable, hybrid cloud support
- Hybrid cloud deployability

## Democratization

- UX for all roles and skills
- Federated governance
- Collaborative design

## Visibility & Control

- Unified platform
- End-to-end line of sight
- Consistent security policies



Digital Products & Services

## Turn Business Into a Platform



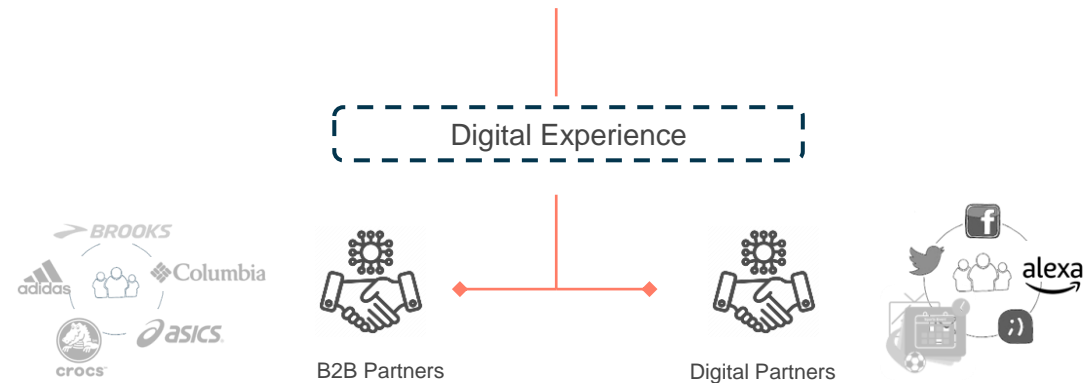
Reduced Cost

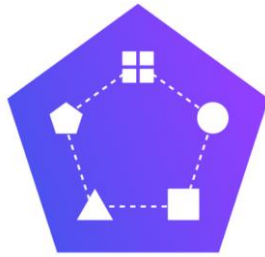


Expanding Market Share

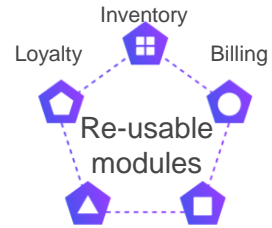


Remove Risk





Un-Bundle  
Key Capabilities



Best Of Breed



Composable Enterprise API | Events | Data

Plug & Play



Bring Together

Digital Products & Services

Turn Business Into a Platform



Reduced Cost



Expanding Market Share



Remove Risk

Digital Experience

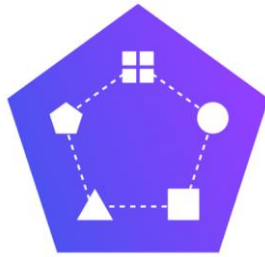


B2B Partners

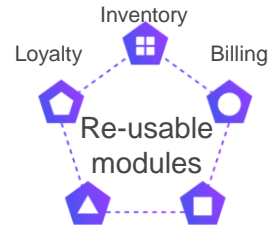


Digital Partners





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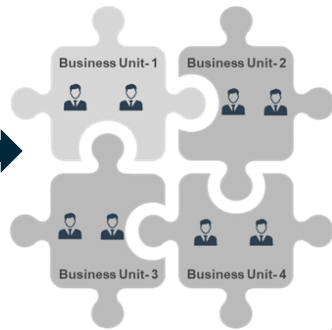


Bring Together



IT/Engineering

Business



Digital Products & Services

Turn Business Into a Platform



Reduced Cost



Expanding Market Share



Remove Risk

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B2B Partners



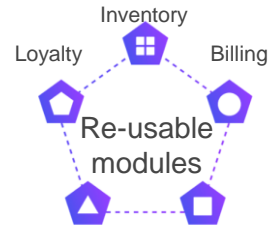
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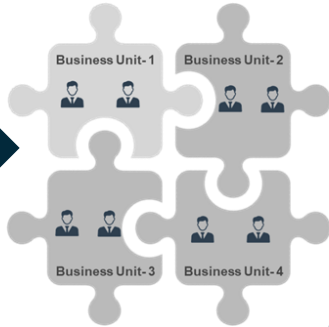
Plug & Play



Bring Together

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Digital Products & Services

Turn Business Into a Platform



Reduced Cost

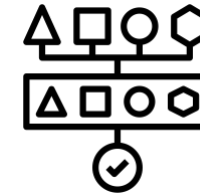


Expanding Market Share



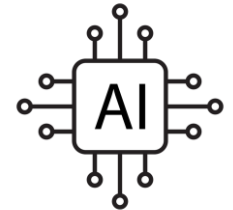
Remove Risk

Composable Digital Service



Enterprise Market Place

AI Readiness



Governance

Digital Experience

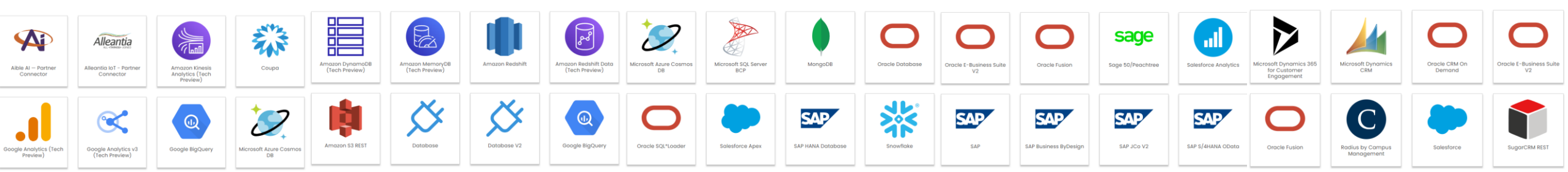


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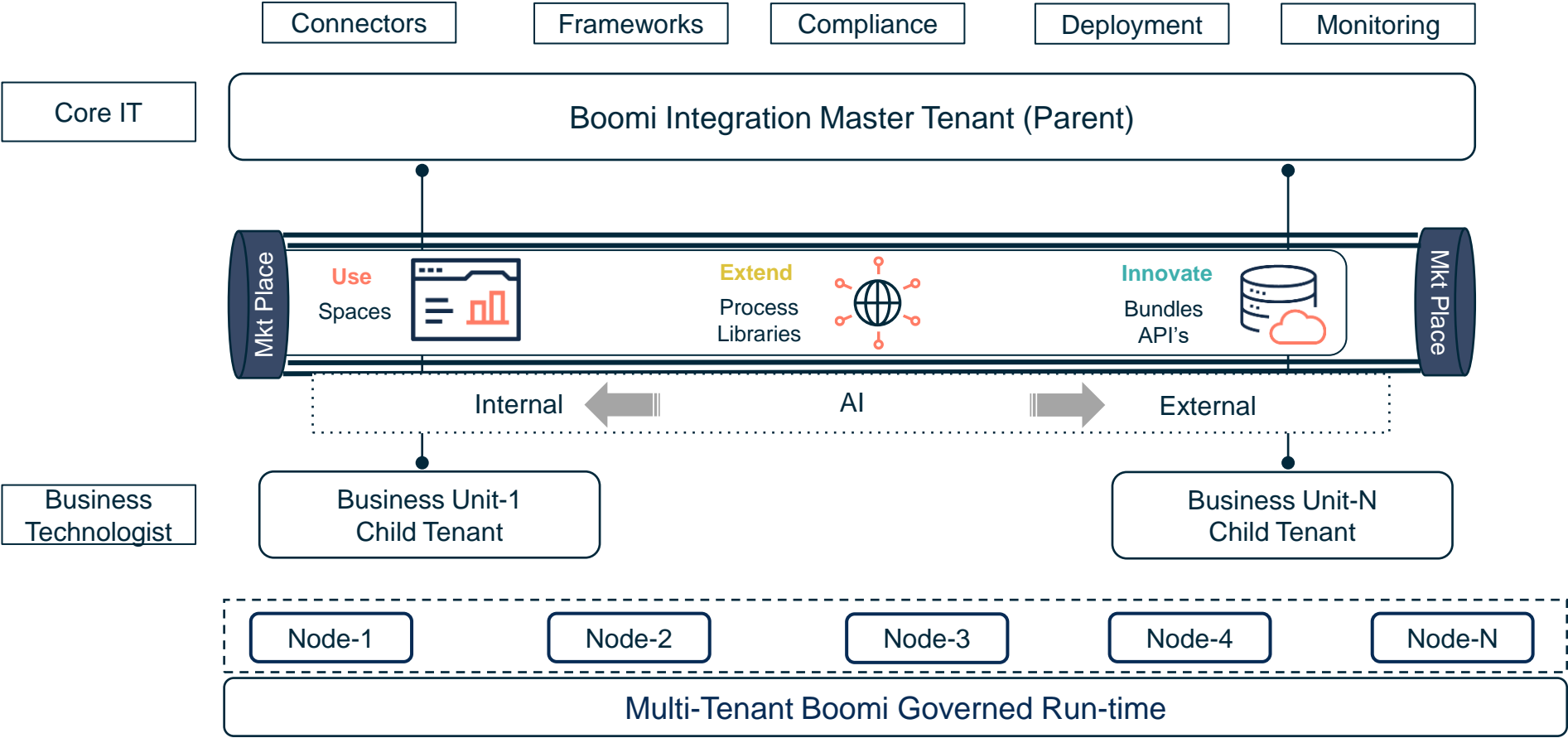


Digital Partners





Application's Data Source's



Cooke

Embrace the  
**power of AI**

with AI-powered  
technology and  
advanced features



vmware

Democratize  
**innovation**

with easy & efficient  
deployment



ptc

Grow with a  
**composable  
platform**

through flexible,  
future-ready  
technology



Thank  
**YOU**

boomi